



FOR IMMEDIATE RELEASE

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Fleet Farm to Open New Store in Waukee, Iowa

Waukee Fleet Farm will welcome customers in the Spring of 2020

APPLETON, Wis. (April 5, 2019) – Fleet Farm today announced plans to open a new store in Waukee, Iowa, as part of the company’s plans to nearly double its store presence by 2023. The new Waukee store will be the company’s sixth Iowa store; Cedar Falls and Cedar Rapids stores are opening this fall.

The new Waukee store will be located at I-80 and Grand Prairie Parkway in the Kettlestone development by Hurd Real Estate. Construction on the store is scheduled to begin mid-April.

“As Fleet Farm continues to expand across the Midwest, we’re pleased with our customers’ response to our unique combination of products and services,” said Fleet Farm’s Vice President of Real Estate and Construction Tom Carrico. “We are proud to be expanding our store presence in Iowa, creating jobs and being part of a compelling retail growth story.”

Once complete, customers can expect to find a broad product assortment including apparel, footwear and accessories for women, men and kids, an extensive pet care line, select pantry items and snacks, toys, sporting goods, hardware, farm and home items. In addition, the Waukee Fleet Farm is focused on convenience and will offer automotive services, including oil changes and tire rotations, a gas station and convenience store.

“We are tremendously excited that Fleet Farm has chosen to invest in Waukee and the Kettlestone development,” said Waukee Mayor Bill Peard. “Not only will Fleet Farm provide a new retail destination for residents *within* Waukee, but it will also bring out-of-town shoppers to our great city. We are happy to see yet another quality company set up shop in Kettlestone.”

When the store opens in the Spring of 2020, it will employ more than 200 team members. Hiring for the new store will begin as the store nears completion. In addition to sales floor and cashier teams, the Waukee Fleet Farm will hire for specialist roles to work in the automotive service center, firearms and hardware areas.

“We are very excited Fleet Farm has chosen to anchor our new Kettlestone Crossing project in Waukee,” said Richard Hurd, Founder & President of Hurd Real Estate. “Working with Fleet Farm continues our mission to develop and invest in industry-leading retailers offering products and services that benefit the communities they serve.”

Follow the new Waukee Fleet Farm store at <http://Facebook.Com/FleetFarmWaukee>

ABOUT FLEET FARM

Fleet Farm has served hardworking Midwestern families since 1955, offering a unique mix of high-quality, value-priced merchandise and services for active, outdoor, suburban and farm communities. Customers can find fishing, hunting and outdoor products, auto parts, farm and pet supplies, home improvement and household goods, clothing and footwear, toys and food, plus services like gas, car wash and auto repair. Fleet Farm has 42 stores located across the Midwest. The company’s headquarters is in Appleton, Wisconsin. For more information, visit www.fleetfarm.com.

ABOUT KETTLESTONE WAUKEE

Kettlestone is an innovative mixed-use development in Waukee, Iowa where visitors will find shopping, dining and personal services as well as parks, ponds and trails. Kettlestone is located along Grand Prairie Parkway, Waukee’s southern connection to Interstate 80. Waukee is one of the fastest growing suburbs in the U.S., located 15 miles west of Des Moines. For more information, visit www.waukee.org/kettlestone.

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