



FOR IMMEDIATE RELEASE

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Yesway Celebrates the Grand Opening of the NEW Allsup's in Decatur, Texas!

*Join the fun from March 6th through 12th for great food, great giveaways,
a free concert with country music star Coffey Anderson,
and an appearance by Tony the Tiger*

(Fort Worth, TX – March 5, 2022) – [Yesway](#), one of the country's fastest-growing convenience store chains, invites customers and neighbors to the Grand Opening celebration of its new [Allsup's](#) store located at 201 N Cates Street in Decatur, Texas. **The festivities begin on Sunday, March 6th with the fun continuing through Saturday, March 12th.**

During that week, customers can text "Decatur" to 82295 through midnight on Saturday, March 12th to register for a chance to win one of many exciting prizes including a gas BBQ Grill, Allsup's Milk for One Year (52 gallons), a 65" Samsung TV, Beats EarPods, Bose Speakers, and a Yeti Cooler*. Winners will be notified the week of March 14th.

As an extra added bonus, country music sensation and long-time Allsup's fan **Coffey Anderson will play a FREE concert on Thursday, March 10th at 6:00 P.M.** Customers, fans, families, and friends are invited to bring lawn chairs, relax and enjoy an incredible show!

To add to the excitement, **Dallas Cowboys Super Bowl Co-MVP Randy White will be signing autographs and available for photographs with Allsup's fans on Friday, March 11th from 12:00 to 2:00 P.M.**

Kellogg's own **Tony the Tiger® will also be making an appearance on Friday, March 11th, from 9:00 A.M. to 3:00 P.M.** It will be grrrrreat! to see him!

Allsup's also invites customers to visit the Pepsi trailer from 11:00 A.M. to 1 P.M. on **Thursday, March 10th, Friday, March 11th and Saturday, March 12th** to enjoy FREE Pepsi Drinks and Frito-Lays Chips, and enjoy samples from the Allsup's Hot Food Case.

In addition, during the Grand Opening celebration, customers can get a 32 oz. Tallsup, a sausage biscuit or any size Allsup's coffee or cappuccino for just 99 cents; as well as an Allsup's burrito or chimichanga - buy one, get one (of like kind) free. But that's not all! The Coffey Anderson Special, including a beef and bean burrito, a corn dog, and a Tallsup, will be available for only \$4.99 during the Grand Opening.

"We are proud to be able to bring this new store to our loyal customers in Decatur, Texas," said Tom Trkla, Chairman and Chief Executive Officer of Yesway. "As a demonstration of our commitment to the Decatur community, we will be making a \$1,250 donation to the Decatur Independent School District as well as a \$1,250 donation to the Decatur Police Department."

The new Decatur Allsup's store features a forecourt with 12 fueling positions and 5,000 square feet of interior merchandising space. Customers visiting this new store, which is open 24 hours per day, will find all of their favorite Allsup's foods and snacks, a new trucker/automotive section, high quality fresh Allsup's bread, milk and eggs, and a Beer Cave along with amenities including Western Union service, ATM availability, and Coin Cloud digital currency machines (DCM) offering 30+ digital currencies, including popular options like Bitcoin, Ethereum, Dogecoin, and more, as well as Allsup's Word Famous Burritos and other hot foods.

To find the Yesway or Allsup's store closest to you, please visit www.Yesway.com/locations or www.Allsups.com/allsups-locations/.

**Do not need to be present to win.*

Editor note: Contact Erin Vadala, erin@warnerpr.com; 978-468-3076 to arrange interviews. High-resolution images, graphics available on request.

About Yesway – Yesway is one of the fastest-growing convenience store operators in the United States. Established in 2015, Yesway is a multi-branded platform that acquires, transforms, and enhances portfolios of convenience stores by leveraging expertise in real estate and technology, and by implementing data-driven decision making. Yesway has recently been named the "2021 Convenience Store Chain of the Year" by CStore Decisions and is currently ranked #21 on the "2022 CSP Top 202 Chains" list by total portfolio size. Yesway ranked #2 in year-over-year relative store growth on the Convenience Store News "2020 Top 20 Growth Chains" list and its CEO has been named a "CSP 2020 Power 20 Deal Maker." Yesway's portfolio currently consists of 403 stores located in Texas, New Mexico, South Dakota, Iowa, Kansas, Missouri, Wyoming, Oklahoma, and Nebraska, including most recently, the Allsup's Convenience Store chain. www.yesway.com

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