



**FOR IMMEDIATE RELEASE**

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## **Join Yesway is Celebrating the Grand Opening of the NEW Allsup's in Tuscola, Texas!**

*From March 20<sup>th</sup> through 26<sup>th</sup> join the festivities and enjoy great food,  
a free concert with country music sensation Coffey Anderson, and free giveaways*

**(Fort Worth, TX – March 15, 2022)** – [Yesway](#), one of the country's fastest-growing convenience store chains, will celebrate the Grand Opening of its new [Allsup's](#) store located at 601 Graham Street in Tuscola, Texas, and customers and neighbors are invited to join in the celebration. **The festivities begin on Sunday, March 20<sup>th</sup> and continue through Saturday, March 26<sup>th</sup>.** Country music star and long-time Allsup's fan **Coffey Anderson will play a FREE concert on Thursday, March 24<sup>th</sup> at 6:00 P.M.** Customers and fans are invited to bring lawn chairs, relax with family and friends, and enjoy an incredible show!

During the Grand Opening week, customers can text "Tuscola" to 82295 through midnight on Saturday, March 26<sup>th</sup> 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 28<sup>th</sup>.

Allsup's also invites customers to visit the Pepsi trailer from 11:00 A.M. to 1 P.M. on **Friday, March 25<sup>th</sup>** and **Saturday, March 26<sup>th</sup>** to enjoy FREE Pepsi Drinks, Frito-Lays Chips, and Hot Dogs.

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.

"Our loyal customers in Tuscola, Texas are so important to us and we are pleased to bring this new store to the area," said Tom Trkla, Chairman and Chief Executive Officer of Yesway. "In addition, we are making a \$1,250 donation to the Jim Ned Independent School District and a

\$1,250 donation to the Jim Ned Volunteer Fire Department as a demonstration of our commitment to the Tuscola community we serve every day.”

The new Tuscola Allsup’s store features a forecourt with 10 fueling positions, a diesel island with three fuel bays, and over 5,500 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](http://www.Yesway.com/locations) or [www.Allsups.com/allsups-locations/](http://www.Allsups.com/allsups-locations/).

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

**Editor note:** Contact Erin Vadala, [erin@warnerpr.com](mailto: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](http://www.yesway.com)

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