

# Mobility Plaza®

## Yesway details growth plans for 2024

**The company will significantly expand its presence in Oklahoma with multiple new store openings slated this year, and a new market concept debuting in Texas.**



Yesway has laid down its growth plans for 2024, which include the expansion of its footprint across Oklahoma and the debut of a new format.

The chain's portfolio of stores in Oklahoma is expected to stand at 15 locations by the end of the year. Recently, the company inaugurated two new Allsup's locations, with two more slated to open in the first quarter of the year and begin construction on three additional sites by early summer.

These are just the latest of the new large-format stores Yesway has developed and is bringing to market.

"In Oklahoma, we realized that many of its towns were underserved with a good convenience store operator that is focused on customer service and providing quality product with a strong value proposition; customers have long requested Allsup's in those communities, and we are excited to bring our new stores there," said Thomas Brown, Chief Real Estate Officer at Yesway.

In addition to making moves in Oklahoma, Yesway has also opened a new Allsup's Express concept store in Denton, Texas. This is an over 270 m2 bodega-style store open 24 hours per day, focused on serving the University of North Texas campus.