

Petrol PLAZA

Circle K continues Inner Circle rollout

The retailer has expanded its loyalty initiative across the United States and now stands at almost 5 million members in over 30 states.



Alimentation Couche-Tard keeps rolling out its Inner Circle loyalty program throughout the United States.

According to Brian Hannasch, President and CEO of the company, there are approximately 16 million members signed up and close to 5 million fully enrolled in Circle K's loyalty initiative. The announcement was made during the firm's fiscal third-quarter 2024 earnings call, as reported by CSP News.

"Registrations and full enrollments have doubled over the quarter, and we continue to see steady growth in enrollments in the program. We now have over 4,000 locations on Inner Circle, and we've expanded to three new business units in early March, bringing the total to 10 and covering over 30 states in the U.S.," stated Hannasch.

Inner Circle debuted in 2023 and is a free membership program that offers customers food, merchandise and diverse rewards.

Couche-Tard currently operates across 29 countries and territories, owning a network of over 16,700 stores with almost all of them offering road transportation fuel. Recently, the firm acquired a series of retail assets across Europe from TotalEnergies, which saw the launch of the Circle K brand throughout several European markets.