



## Pilot Flying J seeks to reward customers loyalty and chooses coffee treat

**Pilot Flying J had been seeking a way to reward customers' loyalty and decided to focus on its coffee offerings in a program where it offers mugs and refills, according to a company press release.**

"Pilot Flying J serves more than 50 million cups of coffee per year and that kind of loyalty deserves to be rewarded," said Laura Palenkas vice president Marketing and Merchandising for Pilot Flying J.

Pilot Flying J, the largest operator of travel centers and travel plazas in North America, is headquartered in Knoxville. It has more than 650 retail locations.