



Kwik Trip first c-store to join Drink Up campaign

Kwik Trip will be the first convenience store to join the Drink Up effort, which encourages people to drink more water.

The campaign, organized by the Partnership for a Healthier America (PHA), will see the c-store chain adding the Drink Up logo on all its private label water bottles, informing costumers through messaging at the point of sale and supporting the brand on social media, reported NACS Online.

“Kwik Trip believes in offering its customers healthier options, and the company realized early on that its customers also really wanted access to those options,” said PHA Chief Marketing Officer Drew Nannis.

Kwik Trip is a family-owned business that runs more than 500 convenience stores across Wisconsin, Minnesota and Iowa.