



## USA: Yesway says “Tank you!” in new customer promotion

**Convenience retailer Yesway is launching a new promotion campaign that will allow customers to save money on their fuel tanks.**

On Wednesday, March 8, convenience store chain Yesway will launch "TANK YOU! Gas Up & \$ave" - a new customer appreciation promotion to say thank you to its loyal patrons.

Customers who buy fuel at any participating Yesway location, and bring in their receipt from the pump during that same visit, will receive \$2.00 off their in-store purchase of \$10.00 or more. In-store shopping offers will include specials on beer, dairy, snacks, and on-the-go foods throughout the entire promotion - with new deals being added every two weeks, according to the company.

“When we launched Yesway, we did so with the goal of delivering an enhanced shopping experience, providing neighborly customer service, and offering competitively priced gas,” said Brian Trout, Yesway's Senior Vice President of Operations.

Yesway plans to acquire, improve and rebrand 600 convenience stores in selected regions of the United States over the next several years.