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Yesway Expands Its Private Label Brand Catalog

Yesway Water, Candy and Baked Goods Are Now Available in Stores

(Des Moines, IA) – November 29, 2018 – [Yesway](#), the fast growing and innovative convenience store chain with locations in Iowa, Kansas, Missouri, Oklahoma, Texas, Nebraska, New Mexico, South Dakota and Wyoming, today announced the latest additions to its new proprietary private brand catalog. In addition to a full line of Yesway Water products, the chain now offers Yesway Candy and Yesway Baked Goods.

Keepin' it REAL!
Real TASTE. Real QUALITY. Real VALUE.

NEW!
Yesway® Snacks
2 for \$2

MINI SOUR GUMMI WORMS
Powdered DONUT HOLES
GUMMI BEARS
Strawberry Cheesecake

The expanded product catalog reinforces Yesway's brand promise to provide its customers with a terrific shopping experience with national brand quality products at value-driven price points. The products include a variety of loose bag candy and baked goods such as fried pies, muffins and donuts, with 8-10 SKUs in each category. All products are now available in all Yesway stores in several compelling trial offers for single and combo deals.

“The response to our private label brand from our customers is terrific,” said Darrin Samaha, Vice President and Brand Manager, Yesway. “The Yesway products are a tremendous hit with our customers. In Texas for example, our fried pies are flying off the shelves and we are working as quickly as possible to get more of them in stores to keep up with demand.”

Customers participating in the award-winning Yesway Rewards program will reap even more benefits and value from this phase of Yesway’s private label launch in the form of a higher earn velocity on reward items, digital sampling, private label clubs and double points. Given the high Yesway Rewards customer participation rates, these two categories will serve as the foundation for more proprietary private label and food service offers in the Yesway Rewards program and in store for all customers. Categories under development and targeted for early 2019 launch include a full line of salty snack chips, meat snacks and an assortment of nuts and trail mix.

“Yesway’s private label products match or exceed national brand quality products, but at a much more compelling value,” said Derek Gaskins, Yesway Senior Vice President of Merchandising and Procurement. “In early 2019, our customers can look forward to continued growth and evolution in our private label offers as well as the Yesway Rewards Program. We view both as engines for our brand development and are excited about continuing to use both to drive customer engagement.”

Yesway formally launched its private label category earlier this summer with Yesway Water. 5¢ from the sale of every specially marked bottle, up to \$25,000, is being donated to Operation Homefront, a national nonprofit organization that supports America’s military and their families.

To find a Yesway near you, visit www.Yesway.com/locations. Follow Yesway on Facebook and Twitter at @YeswayStores.

Editor note: Contact Erin Vadala, erin@warnerpr.com; 978-468-3076 to arrange interviews. High-resolution images, graphics available on request.

About Yesway – BW Gas & Convenience, d/b/a Yesway, is headquartered in Des Moines, Iowa. Yesway debuted at #7 on the Convenience Store News “2018 Top 20 Growth Chains” list, was named a “2017 Chain to Watch” by Convenience Store Decisions, is ranked #78 on the “CSP Top 202 Chains” list, and was most recently awarded a Bronze for Loyalty & Advocacy in the 2018 Loyalty360 Customer Experience Awards. Yesway’s swiftly expanding portfolio currently consists of 150 stores located in Iowa, Kansas, Missouri, Oklahoma, Texas, South Dakota, Wyoming, Nebraska and New Mexico. Yesway plans to acquire, improve, and rebrand 500 convenience stores in selected regions of the United States over the next several years. For more information on Yesway, please visit the company’s website at www.yesway.com.