



FOR IMMEDIATE RELEASE

**Allsup's Convenience Stores Celebrates the Grand Opening of the
NEW Allsup's Market in Melrose, NM -
Now Offering Fresh Meat, Fresh Produce and More**

*Join the fun from January 19th through 25th for great food and great giveaways,
and meet Dallas Cowboys legend Ed "Too Tall" Jones*

(Albuquerque, NM) – January 17, 2020 – [Allsup's Convenience Stores](#), one of the first to offer self-serve gasoline and self-serve fountain drinks, is bringing another cutting-edge first to its customers - the new Allsup's Market in Melrose, New Mexico. Allsup's was recently acquired by Yesway, one of the fastest growing convenience retailers in the United States, and now the 18th largest convenience store chain in the country.

One-part convenience store, with expanded grocery and perishables, Allsup's Market now sells fresh never frozen meat and fresh produce, as well as an expanded selection of grocery items, frozen foods, baby goods and more. This is all in addition to Allsup's customers' favorite sodas, snacks, hot foods, and the world famous Allsup's beef and bean burrito. It's all the things customers love about Allsup's and more!



The Allsup's Market Grand Opening celebrations begin January 19, 2020 at the 200 E. Denby location, with the fun and festivities continuing through Saturday, January 25, 2020.

Customers who visit the store that week can enter for a chance to win one of the exciting prizes that will be given away on Saturday, January 25th at 1:30 P.M. including, a Samsung 65" TV and Samsung Sound Bar, an Xbox One X, an iPad Mini, a BBQ Grill, a GoPro Hero4 Silver Camera, or Milk for a Year (52 gallons).*

During the Grand Opening, Allsup's Market will also be holding a *Great Grocery Giveaway*, giving away free groceries every hour on the hour, beginning at 9:00 A.M. on both Friday and Saturday, January 24th and 25th. Winners will receive an Allsup's ice chest full of Allsup's branded items, including tostados, taco sauce, beef jerky, ice cream, muffins, and much more**.

To add to the excitement, everyone is invited to meet the 1974 NFL #1 draft pick, 3-time Pro Bowler, Super Bowl Champion, and Dallas Cowboys legend, Ed "Too Tall" Jones. He will be signing autographs at Allsup's Market on Saturday, January 25th from 11:30 A.M. to 1:30 P.M.

Allsup's Market also invites customers to join them for a free lunch! Visit the Pepsi trailer on Friday the 24th and Saturday the 25th from 11:00 A.M. to 1:00 P.M. where S Bar Hot Dogs, Pepsi, Frito-Lay Chips, and samples of Allsup's Market tasty Rib Eye Bites will be available.

In addition, during the Grand Opening celebration, customers can get a 32 oz. Tallsup, or any size Allsup's coffee, for just 49 cents; as well as an Allsup's beef and bean burrito, or chimichanga - buy one, get one (of like kind) free. But that's not all. The first 250 people in line who enter the new Allsup's Market store on Friday, January 24th, beginning at 9 A.M., will receive a dozen Allsup's eggs, free.

"We're thrilled to be launching Allsup's Market in Melrose today," said Tom Trkla, the CEO of Yesway, which now includes Allsup's. "Our customers are so important to us, which is why our aim with Allsup's Market is to become their community store of choice for not only convenience items and fuel, but fresh groceries, fresh meat and quality food too."

Yesway acquired Allsup's on November 19, 2019. The addition of the 304-store, Clovis, New Mexico-based chain represents the largest acquisition in Yesway's history to date.

**Do not need to be present to win.*

***Must be present to win.*

Editor note: to arrange interviews with Allsup's executives, please contact Erin Vadala of Warner Communications at erin@warnerpr.com or 978-468-3076.

About Allsup's – *Allsup's Convenience Stores, Inc., Allsup's Petroleum, Inc., and High Five Capital, LP are headquartered in Clovis, New Mexico. Founded in 1956 and now comprising 304 stores in New Mexico, West Texas, and Oklahoma, Allsup's was recently ranked by CSP Daily News as the 26th largest convenience store chain in the United States. Acquired by Yesway in 2019, the chain is particularly known for its world famous, deep-fried Allsup's Burrito. In 2013, the Allsup's brand was named the most iconic U.S. brand originating in New Mexico. www.allsup.com*

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