



Celebrate National Burrito Day with Yesway and Allsup's Exclusive \$1.99 Deal for Rewards Members on April 3rd

March 31, 2025

FORT WORTH, Texas, March 31, 2025 /PRNewswire/ -- In honor of National Burrito Day, [Yesway](#), one of the nation's fastest-growing convenience store chains, is inviting its Rewards Members to enjoy a special one-day offer.

*On Thursday, April 3, 2025, Yesway and Allsup's Rewards Members can purchase a World Famous Allsup's Beef & Bean Burrito paired with a 32-ounce Tallsup fountain drink for just \$1.99.**

NATIONAL BURRITO DAY
APRIL 3

ONLY WITH YESWAY & ALLSUP'S REWARDS

\$1.99

BEEF & BEAN BURRITO & TALLSUP

BROUGHT TO YOU BY:
Dr Pepper
Est. 1885

Dr Pepper is a registered trademark of Dr Pepper/Seven Up, Inc.

World Famous
Beef & Bean Burrito

ALLSUP'S
World Famous Burrito
2024

This exclusive offer will be available at all store locations that carry Allsup's Burritos and is limited to Yesway and Allsup's Rewards Members. Customers who are not yet members are encouraged to join the program to take advantage of this limited-time deal and enjoy ongoing benefits, including fuel discounts, special pricing, and member-only perks. Enrollment is simple—sign up in-store, at the pump using your mobile number, or [online](#).

Crafted with care, Allsup's World Famous Beef & Bean Burritos are made with slow-cooked beans, seasoned beef, melty cheese, and a proprietary blend of spices, all hand-wrapped for a satisfying bite. Paired with the refreshing, ice-cold 32-ounce Tallsup, it's a combination that continues to delight customers across the Southwest.

"National Burrito Day is a favorite occasion for our team and our customers," said Tom Trkla, Chairman and Chief Executive Officer of Yesway. "We're excited to celebrate with this exclusive offer and invite all burrito fans to join the fun as Rewards Members."

**Offer valid only on April 3, 2025. Must be a Yesway or Allsup's Rewards Member to redeem.*

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High-resolution images and additional information available upon request.

About Yesway

Founded in 2015, Yesway is one of the fastest-growing convenience store operators in the United States. Headquartered in Fort Worth, Texas, the company operates 443 locations across Texas, New Mexico, South Dakota, Iowa, Kansas, Missouri, Wyoming, Oklahoma, and Nebraska. Yesway manages its portfolio under the Yesway and Allsup's brands, offering a best-in-class convenience experience, highlighted by the iconic Allsup's deep-fried burrito, a broad selection of grocery items, and private-label products. With a strong presence in rural and suburban markets, Yesway serves as a key retail destination and community hub. The company continues to be recognized for its rapid growth, operational excellence, and award-winning loyalty program.

Learn more at [yesway.com](https://www.yesway.com)

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