



Celebrate National Burrito Day 2024 With Yesway and Allsup's!

April 2, 2024

On April 4, Yesway and Allsup's Rewards Members Can Buy One World Famous Allsup's Beef & Bean Burrito and Get One FREE

FORT WORTH, Texas, April 2, 2024 /PRNewswire/ -- [Yesway](#), one of the country's fastest growing convenience store chains, is pleased to announce a special treat for fans of its World Famous [Allsup's](#) Burrito in celebration of National Burrito Day on Thursday, April 4, 2024 - Buy One Beef & Bean Burrito, Get One **FREE**.

This exciting offer, exclusive to [Yesway and Allsup's Rewards](#) members* and available at all store locations where Allsup's Burritos are sold, is another in the company's year-long celebration of the 50th Anniversary of these iconic deep-fried delights.



Allsup's World Famous Burritos continue to captivate fans' taste buds with authentic flavors and Yesway's commitment to quality. Each and every Allsup's Beef & Bean Burrito is handmade with slow-cooked beans, beef, cheese, and a special blend of spices, and then wrapped with care.

"National Burrito Day is our favorite holiday at Yesway and we are thrilled to bring this incredible deal to our Rewards member customers as part of our 50th Anniversary recognition of the Allsup's World Famous Burrito," said Derek Gaskins, Chief Marketing Officer of Yesway. "Everyone is invited to celebrate with us. Come on in and grab yourself a fistful of glory!"

Fans, friends, and customers are encouraged to join the Yesway or Allsup's Rewards program to enjoy fuel savings, member pricing and perks, along with this special National Burrito Day deal. It is as easy as enrolling in-store or at the pump with a mobile number, or by clicking [here](#).

For Allsup's World Famous Burrito lovers who want to celebrate National Burrito Day in high style, Yesway and Allsup's brand merchandise and apparel are also available at [shopyeswayallsups.com/](#). To find the Yesway or Allsup's store closest to you, please visit [www.Yesway.com/locations](#) or [www.Allsups.com/allsups-locations/](#).

**Redeemable only on April 4, 2024. Must be a Yesway or Allsup's Rewards Member to redeem.*

Editor's note: Contact Erin Vadala, Warner Communications; (978) 468-3076; erin@warnerpr.com to arrange interviews. High-resolution images and graphics are available upon request.

About Yesway – Yesway is one of the fastest-growing convenience store operators in the United States. Established in 2015, Yesway is a multi-branded platform headquartered in Fort Worth, Texas, which operates 435 stores located in Texas, New Mexico, South Dakota, Iowa, Kansas, Missouri, Wyoming, Oklahoma, and Nebraska. Yesway operates its portfolio primarily under two successful brands, Yesway and Allsup's, with sites that are differentiated through a leading food service offering, featuring Allsup's famous deep-fried burrito, and a wide variety of high-quality grocery items and private-label products. Yesway's

geographic footprint consists of stores located in attractive rural and suburban markets across the Midwest and Southwest, where it is often the convenience retail destination of choice and effectively the local grocer. The Yesway team has a successful track record of growing through acquisitions and believes it is well positioned to continue to solidify its market position and grow its store count. Yesway has received numerous industry awards for its growth initiatives, management team, loyalty program, and employees' contributions to the industry. yesway.com

SOURCE Yesway