



FOR IMMEDIATE RELEASE

Maverik Debuts First Location in Helena, Montana

Maverik brings one-stop-shop for fuel, food, and incredible service to its 13th state of operation

***PHOTOS** of Montana outdoor destinations now showcased in-store, Maverik store photos, and Maverik/Montana state graphic are [HERE](#). A Maverik [Instagram](#) post highlighting the new store will be available on March 21.*

Salt Lake City, Utah, March 21, 2024 – [Maverik — Adventure’s First Stop](#) announces its expansion into Montana, marking its 13th state of operation for the adventure-themed c-store brand. The highly anticipated grand opening of the Helena store is being celebrated on March 21. Customers will enjoy these [Opening Deals](#) until April 4.

“Maverik features a broad distribution of stores across the Intermountain West, the part of the country that enjoys significant exposure to outdoor recreation and adventure activities including hiking, mountain climbing, biking, camping, off-roading, canoeing, and playing in the abundant State and National Parks, said Chuck Maggelet, CEO and Chief Adventure Guide at Maverik. “Montana’s outdoor landscape is a perfect complement to Maverik’s lineup of amazing stops to start your next favorite adventure!”

The all-new Maverik store is located at 3196 Colonial Dr. and will be open 24 hours a day, seven days a week, including holidays. The 5,900 square-foot location will showcase truck and RV lanes, an RV dump, picnic area, assisted-checkout registers and a full line-up of fresh made-to-order food offerings like burritos, tacos, quesadillas, sandwiches, salads, pizza, and more. Maverik’s “Bean to Cup” coffee will showcase premium coffee blends accompanied by a delicious selection of pastries.

Maverik will serve guests heading to nearby outdoor activities and attractions like Mount Helena, Holter Lake, the MacDonald Pass and more. Customers will capture the feel of adventure inside the store with panoramic photos and maps of Montana’s outdoor destinations on the walls, alongside exciting adventure videos playing on TVs, gas pumps, and soda fountains. Maverik focuses on a “Clean and Clear” shopping experience with well-stocked, uncluttered isles, that are well-lit and open.

Focused on education, local hunger, and affordable housing, Maverik is dedicated to giving back to areas where it operates. In 2023, Maverik donated more than \$2.6 million to 30 charities across Maverik’s footprint (together with newly acquired Kum & Go stores in 20 states). Learn more about [Maverik’s Community Involvement](#).

The highest-ranked c-store rewards program in the country by Newsweek, Maverik's Adventure Club [loyalty program](#) offers unmatched value on fuel, food, drinks, and snacks, and much more. Maverik was also ranked Number 1 Best Gas Station for Food by USA Today in 2023.

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About Maverik — Adventure’s First Stop

[Maverik — Adventure’s First Stop](#) fuels adventures in nearly 400 locations and growing across 13 western states – Arizona, California, Colorado, Idaho, Montana New Mexico, Nebraska, Nevada, Oregon, South Dakota, Utah, Washington, and Wyoming. In 2023, Maverik acquired [Kum & Go](#) and together, the two brands serve customers in over 800 locations across 20 states.

Maverik is known for its premium BonFire food, made fresh in every Maverik, every day, and awesome values on fuel, drinks, and snacks. Maverik sells exclusive products such as fresh-made gourmet burritos, sandwiches, pizzas, cookies, and coffee blends from around the world. For more information, visit [maverik.com](#) or follow the company on [Facebook](#), [Instagram](#), [Twitter](#) or [YouTube](#). To save on every gallon of fuel, earn freebies and get other great rewards, download the Maverik app and join the Adventure Club card. To boost your rewards to the next level, upgrade to the Nitro card.

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