



FOR IMMEDIATE RELEASE

Maverik Completes 30 Rebrands Across Utah and Colorado Springs, Continues Rebranding in Denver
Kum & Go stores in existing Maverik markets to re-open as Maverik while additional states are still under evaluation

PHOTOS of rebranded stores are [HERE](#).
TIMELAPSE VIDEO is [HERE](#).

Salt Lake City, Utah, April 2, 2024 – Maverik announced the adventure-themed, best-in-class, c-store brand would rebrand existing Kum & Go stores in shared markets (UT, CO, WY) following its acquisition of Kum & Go (K&G) in 2023. Today, Maverik reports its **completion of 30 rebrands across Utah and Colorado Springs and its entry into the Denver area.**

Maverik kicked off its rebranding schedule in January with four stores in its home state of Utah, which were completed within a month before moving into Colorado Springs starting in February. Maverik also opened two Idaho stores in Meridian in Caldwell as Maverik that were originally planned to open as K&G and featured the K&G prototype. The March 27 Grand Opening of Maverik Store #5369 El Paso marked Maverik's 26th and final rebrand in Colorado Springs. **Maverik is preparing to open its first rebranded stores in the Denver area, with opening celebrations planned for next week** in Aurora, Castlerock, and Lakewood.

The exterior look of rebranded stores differs slightly from Maverik's new store format, but inside, customers will find the same products, deals, clean and welcoming atmosphere, friendly Team Members, and sense of adventure.

Each rebrand receives Maverik's adventure themed branding; panoramic photos and maps of the state's outdoor destinations on the walls, alongside exciting adventure videos playing on TVs and soda fountains.

Additionally, all building and fuel canopy signage as well as fuel pricing LEDs feature Maverik, while all K&G & Rewards displays feature Maverik's Adventure Club. Maverik's proprietary tech stack including NITROSS point of sale system is also implemented at each location.

Voted No. 1 Best Gas Station for Food by USA Today readers in 2023, **Maverik will feature its BonFire food in rebranded stores as well as staples from K&G's menu, presenting a unified food program featuring the best from both banners, which will continually evolve.** Food items include burritos, sandwiches, salads, pizza and favorites from K&G such as the Big and Bold BBQ Sandwich and Farmhouse Stacker. Delicious food accompanies "Bean to Cup" premium coffee blends alongside a fresh baked selection of pastries.

"Feedback from our Utah and Colorado customers has been excellent thus far and Maverik will continue to evaluate rebrands in additional markets," said Chuck Maggelet, CEO and Chief Adventure Guide of Maverik. **"Ongoing market research as well as the results from Maverik's initial rebranded stores will help guide future branding decisions."**

After the Denver market rebrands, Maverik will move into the Western Slope, with **plans to rebrand 86 total stores in Colorado. Wyoming rebrands are planned to begin in Quarter 3** with analysis of future potential next markets being considered.

Customers of former K&G locations are invited to sign up for Maverik's Adventure Club or upgraded Nitro membership where they can receive a 10-cent/gallon or more discount of fuel in addition to other high value offerings in store, while taking advantage of a special introductory offer. Those customers will still be able to use their & Rewards account or Debit Card at K&G locations in other areas until further notice.

For more information on Maverik store rebranding including store closure and reopening schedules, visit:

<https://maverik.com/rebrand/>. To find your closest Maverik store, click [here](#).

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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.

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.

About Kum & Go

Kum & Go, a leading Midwest convenience store brand, serves customers in nearly 400 locations across 12 states – Arkansas, Colorado, Iowa, Michigan, Minnesota, Missouri, Montana, Nebraska, North Dakota, Oklahoma, South Dakota, and Wyoming. For more information, visit kumandgo.com. To save on every gallon of fuel, earn freebies, and get other great rewards, download the Kum & Go app and join &Rewards.

In 2023, Maverik acquired [Kum & Go](#) and together, the two brands serve customers in over 800 locations across 20 states and growing.