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## FOR IMMEDIATE RELEASE

### **Fuel Your Summer Adventure with New Promotions from Maverik and Kum & Go**

*The award-winning c-store brands will offer summer promotions, including deals on fresh food, sweet treats, and more.*

***PHOTOS of Smoked Meats, Donuts, Cookies, Maverik and  
Kum & Go stores and more can be found [HERE](#)***

**Salt Lake City, Utah, May 23, 2024** – Adventure seekers, look no further than [Maverik – Adventure’s First Stop](#) and [Kum & Go](#) (K&G) to fuel your summer expeditions. The two leading c-store brands today announced a lineup of new summer promotions, including the return of Maverik’s smoked meats, stuffed cookies, and more. The two family-owned, consumer-focused retailers came together as one company in 2023, and this will be the first time that both brands will offer consistent summer offerings enhanced with great savings across their combined 20-state\* footprint.

Following the success of its smoked meats program last year, Maverik will introduce its **smoked brisket breakfast and lunch offerings again, which will be available in both Maverik and K&G locations and run now through summer.** Maverik-only locations will feature a Two-Meat and Mac Bowl, a Pepper Jack Mac, Smoked Brisket, Smoked Pork, and a Green Chile Smoked Pork Burrito. Kum & Go locations will feature the Brisket Burritos and a Pulled Pork Sandwich.

**Maverik and K&G rewards members can redeem additional summer savings with the 89-cent Fountain Frenzy now through Oct. 1.** The deal will be available for up to a large size fountain drink across all stores. Both

Maverik [Adventure Club](#) and K&G [&Rewards](#) members can enjoy the selection of crisp, fresh soda flavors with their choice of a to-go cup with cubed or nugget ice.

**For a sweet treat, Maverik and K&G have customers covered from delicious donuts to cookies.**

- **Both Maverik and K&G now offer the same tasty donuts**, including variations like cake donuts, bars, fritters and more. Staples include the chocolate and maple bar, and triangle glazed donuts. Available for a limited time, donut lovers can also enjoy the s'mores donut, which will be available from July 3 through Oct. 1.
- **Oversized cookies are now available at all Maverik and K&G locations.** Standard flavor offerings include Macachococonut (Maverik's prized macadamia nut, chocolate chip, and coconut), peanut butter cup, chocolate chip and more. A favorite from last summer returns with the s'mores stuffed cookie available in stores from July 3 through Oct. 1.

**For even easier checkout at Maverik locations, the c-store just debuted Nitro Mobile Pay. With this new feature, Maverik's Adventure Club's upgraded Nitro Card members can scan and pay while receiving Nitro level benefits using a QR code in store and an authorization code at the pump, versus having to carry and swipe a physical Nitro card.**

Customers can utilize it in store or at the pump using the "Pay" feature in the app. This new feature complements Maverik's self-checkout and even further enhances the Maverik customer experience by enabling a seamless transaction to get guests back on the adventure faster!

Beyond summer, Maverik's [Adventure Club](#) and Kum & Go [&Rewards](#) members always enjoy terrific deals daily on items like donuts, drinks, food and fuel. To find your closest Kum & Go store, click [here](#). To find your closest Maverik store, click [here](#).

\*Participating states include Arizona, Arkansas, California, Colorado, Idaho, Iowa, Michigan, Minnesota, Missouri, Montana, New Mexico, Nebraska, Nevada, North Dakota, Oklahoma, Oregon, South Dakota, Utah, Washington and Wyoming.

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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](http://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](http://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.

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