



## Casey's Launches New Darn Good Coffee with Free Unlimited Offer

January 8, 2025

*Guests can now try eight new high-quality coffee blends for free with Casey's Rewards until January 28*

ANKENY, Iowa--(BUSINESS WIRE)--Jan. 8, 2025-- Casey's (NASDAQ: CASY) is putting the gourmet in gas station with its eight all-new [Darn Good Coffee](#) blends. Now featuring a variety of roasts and caffeine levels to satisfy every guest, the new blends start with high-quality beans that are freshly ground and brewed straight into the cup.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250108837166/en/>



Casey's Launches New Darn Good Coffee with Free Unlimited Offer (Photo: Business Wire)

Guests can enjoy a free coffee of any size with Casey's Rewards now through January 28 whenever they visit a Casey's store, one per transaction. Whether it's jump starting

your morning, making it through the afternoon slump or pulling an all-nighter – Casey's has you covered with unlimited cups of our eight new blends.

"Casey's Darn Good Coffee isn't your typical gas station coffee. With a variety of roasts and caffeine levels, we have a quality brew for every coffee drinker," said Tom Brennan, chief merchandising officer at Casey's. "Whether you prefer your coffee day or night, hot or iced, you can make Casey's Darn Good coffee your own way. Now is the time to try it with our unlimited, free coffee offer through January 28."

The [eight new blends](#) can be further customized with complimentary creamers, sweeteners and condiments. The blends are:

- [Casey's Country House Blend](#) : Take a sip of the darn good stuff. It's approachable, well-rounded and always smooth.
- [100% Colombian](#): From Colombia to the heartland, bright, rich aroma and a well-balanced flavor.
- [French Roast](#): A dark roast as bold as the people who drink it. Full-bodied and rich flavor for a full day's work.
- [Rooster's Call High Caffeine](#) : Fuel your day with this high caffeine roast, offering a burst of energy and a dark, satisfying finish that lasts.
- [Salted Caramel Toffee](#): A combination of buttery toffee flavor and creamy caramel with hints of salt.
- [Light Roast](#): This light roast offers a crisp and balanced flavor, perfect for the early riser, road trips, or late nights.
- [Decaf](#): A lighter roast that's sure to pick you up without the caffeine boost.

For a limited time in select locations, Casey's will also have a special Toasted Pecan blend, featuring the rich, nutty flavor of pecans with a smooth, balanced taste profile.

Guests can take advantage of Casey's unlimited free coffee offer between January 8-28 by joining Casey's Rewards. Enter the phone number associated with your Rewards account to get your free coffee of any size whenever you visit a Casey's location. Rewards members can even come back multiple times a day to enjoy a free fresh brew. Limit one per transaction; no other in-store purchase is required.

To learn more about Casey's all-new Darn Good Coffee, visit [www.caseys.com/darn-good-coffee](http://www.caseys.com/darn-good-coffee).

### About Casey's

[Casey's](#) is a Fortune 500 company (Nasdaq: CASY) operating approximately 2,900 [convenience stores](#). Founded more than 50 years ago, the company has grown to become the third-largest convenience store retailer and the fifth-largest pizza chain in the United States. Casey's provides freshly prepared foods, [quality fuel](#) and friendly service at its locations. Guests can enjoy [pizza](#), donuts, other assorted [bakery items](#), and a wide selection of beverages and snacks. Learn more and order online at [www.caseys.com](http://www.caseys.com), or in the mobile app.

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