Casey's Announces Brands Selected at its 2024 Product Innovation Summit

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New brands will gain access to the growing retailer's stores in 2025 and beyond

ANKENY, Iowa--(BUSINESS WIRE)--Jan. 23, 2025-- Casey's selected 13 brands to be part of its future product assortments and planning from its first-ever Casey's Innovation Summit. The inaugural event focused on discovering innovative brands and their products for distribution across Casey's extensive network of nearly 2,900 stores in 20 states.

"The enthusiastic response from emerging and innovative suppliers exceeded our expectations. Casey's was thrilled to see their business plans and productive discussions aimed at adding their offerings into our stores," said Chris Stewart, Vice President of Merchandising at Casey's. "Our guests love seeing new, diverse, and exclusive products alongside the brands and items they have come to love."

The Summit featured participation from over twenty brands across various categories, all gathering at Casey's Store Support Center to showcase their unique products. This event highlights Casey's commitment to enhancing its product lineup and providing new, innovative brands to its valued guests. It also provides an opportunity for smaller startups or entrepreneurs who may not typically have the ability to get in front of chain retailers to present their business strategy and offerings.

"The summit proved to me that Casey's understands what their customers are looking for," said Shawn McLaughlin, Chief Sales Officer at Health Ade LLC. "Casey's invested time to host multiple vendors and ensure that we understood their strategies and business principles, and allotted time for meaningful conversations with the Casey's buying team."

Casey's 2024 Product Innovation Summit selected 20 new suppliers, including:

- Health Ade Kombucha
- Spin Drift
- Yerbae
- Hop Water
- Alc-a-Chino Ready to Drink Cocktails
- Country Archer Meat Snacks
- Neuro Gum & Mints
- Sweet Chaos Popcorn

As the nation's third-largest convenience store and fifth-largest pizza chain, Casey's continues to innovate and expand its food and beverage offerings, aligned with the company's commitment to offering high-quality, affordable products that meet guests' needs.

Guests can begin looking for new store products in the coming months. Suppliers interested in participating in Casey's 2025 Innovation Summit can watch for details to release in the Fall.

About Casey's

Casey's is a Fortune 500 company (NASDAQ: CASY) operating nearly 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, or in the mobile app.

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