Casey's Opens 2025 Innovation Summit Application

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Retailer seeks new brand partnerships to diversify product offerings

ANKENY, Iowa--(BUSINESS WIRE)--May 1, 2025-- Casey's, the third largest convenience store, and fifth largest pizza chain, is calling for applications to its 2025 Innovation Summit. The annual competitive event focuses on finding brands with new, unique products to distribute across the retailer's 2,900 stores.

"We received an overwhelming response and were impressed by a range of brands last year. We look forward to seeing new, differentiated and potentially exclusive products this year that will continue help us unlock an unexpected convenience experience for our guests," said Chris Stewart, Vice President of Merchandising at Casey's.

Food and beverage brands are encouraged to apply for the opportunity to become part of the company's merchandising mix with the potential to be distributed in stores. Casey's 2024 Product Innovation Summit selected over a dozen new suppliers, including:

- 1st Phorm energy drink
- Kenny's Candy and Confection
- Magic Spoon protein treats
- Neuro gum and mints

Now through May 19, food and beverage companies are invited to apply online to be considered for an opportunity to showcase their products, engage with Casey's merchants, and gain exposure to their guest base. Applications are being managed through RangeMe and those selected must be able to attend an initial, virtual meeting in July with the possibility of being invited to the in-person 2025 Innovation Summit in Ankeny, Iowa, on August 6 and 7, 2025.

"We are thrilled to once again partner with Casey's, a leading retailer in the convenience industry, for its Innovation Summit," said Wayne Bennet, SVP of Retail at ECRM/RangeMe. "Last year's inaugural Summit was a huge success, and we look forward to seeing a new wave of product innovations from this year's eventually make their way onto Casey's shelves."

Applications for the Casey's 2025 Innovation Summit are open through May 19. For more information or to apply, visit www.rangeme.com/caseysinnovation25.

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, or in the mobile app.

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