Casey's Drafts Star Pro Defensive Back Cooper DeJean to Declare Its Breakfast Pizza the "Official Pizza of Noon Kickoffs"

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As noon games invade the college schedule, Casey's delivers a win, win, win: legendary pizza, 40% off Saturdays, and a new early game day tradition

ANKENY, Iowa--(BUSINESS WIRE)--Sep. 3, 2025-- College football fans, the reality is setting in: Noon kickoffs are taking over with more than 35 games scheduled in the first three weeks of the season*. With tailgates now starting at 8 a.m. or earlier, Casey's (NASDAQ: CASY), the convenience store made famous for its pizza, is giving fans a reason to rally in the morning.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250903691359/en/



Iowa native and long-time Casey's enthusiast, Cooper DeJean

Casey's, alongside NFL star and Iowa native Cooper DeJean, is proclaiming its breakfast pizza the "Official Pizza of Noon Kickoffs."

"Let's be real, if you want to win those early morning gamedays, you start with the MVP of tailgate foods: Casey's breakfast pizza," said DeJean, pro football championship winner and former Iowa college footballer. "Growing up in Iowa, a slice of Casey's pizza was my favorite after-practice snack. Whether you're headed to the stadium or rallying from home, it's the No. 1 tailgate food worth getting up for."

To get new fans on the bandwagon, Casey's will offer *40% off any size pizza* every Saturday, Sep. 6 – Jan. 3, 2026, with the code SAVE40 online, in the app or in store. Every Casey's pizza is made to order on thin crust or classic, made-from-scratch crust, Casey's pizza lineup includes:

- **Breakfast Pizza**: Loaded with melted cheese, scrambled eggs and your choice of savory bacon, sausage or fresh veggies
- **Single Topping Pizza**: Made with signature marinara sauce, mozzarella cheese and topped with cheese, pepperoni, sausage or beef
- **Specialty Pizza**: Perfect for meat lovers, veggie fans or anyone craving a fully loaded slice – try the fan-favorite and back for a limited-time Jalapeño Popper Pizza, available starting September 3

"For some people, breakfast pizza might be a new tradition, but in Casey's Country, it's been a cult favorite for nearly 25 years," said Tom Brennan, Chief Merchandising Officer at Casey's. "And now, we're excited to bring that experience to more fans with 40% off any pizza, every Saturday during college football season."

To order your gameday Casey's pizza, download the Casey's app and join Casey's Rewards at www.caseys.com/rewards.

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.

*ESPN College Football Schedule, Aug. 8, 2025

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Source: Casey's General Stores