



Casey's and PEPSI® Team Up to Celebrate the Ultimate Duo: Pizza and Pepsi

November 19, 2025

Casey's becomes the first convenience store to join the national "Food Deserves Pepsi™" campaign, bringing Casey's made-to-order pizza and the bold flavor of Pepsi together to deliver unbeatable value to guests nationwide

ANKENY, Iowa--(BUSINESS WIRE)--Nov. 19, 2025-- Casey's, the third-largest convenience store and fifth-largest pizza chain in the U.S., today announced it is teaming up with PEPSI® as part of its Food Deserves Pepsi™ campaign, to celebrate the perfect pairing of Casey's handmade pizza and an ice-cold Pepsi.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20251119053495/en/>



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without the bold, refreshing taste of Pepsi. The [creative](#), which includes a 30-second ad and a 15-second cutdown, is rolling out nationally across digital and social platforms.

"Quality is baked into everything we do at Casey's, and you can taste that in every slice," said Tom Brennan, Chief Merchandising Officer at Casey's. "That's why teaming up with Pepsi under the idea that Casey's pizza tastes even better when paired with an ice-cold Pepsi is a natural fit. It is two brands that know great taste, coming together for the perfect hometown combo."

Casey's is the first convenience retailer to join the campaign, spotlighting the brands' perfect flavor pairing through fresh creative, new digital content and limited time offers that make enjoying the duo easier than ever. The campaign will be shared on digital media and on-premise fuel pump screens.

Food Deserves Pepsi™ platform launched in 2024 with breakthrough campaigns like BBQ Crashers/Carne Asada Merece Pepsi, Tailgate Crashers and Undercover Cups. The platform is a reminder to consumer that a meal without Pepsi is leaving taste on the table, celebrating how the bold, refreshing flavor of Pepsi perfectly complements America's favorite foods, from burgers and tacos to ribs and pizza.

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.

About PepsiCo

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated nearly \$92 billion in net revenue in 2024, driven by a complementary drinks and convenient foods portfolio that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and drinks, including many iconic brands that generate more than \$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Drinks and Convenient Foods by Winning with pep+ (PepsiCo Positive). pep+ is our strategic end-to-end transformation that places sustainability at the center of our business strategy, seeking to drive growth and build a stronger, more resilient future for PepsiCo and the communities where we operate. For more information, visit www.pepsico.com, and follow on X (Twitter), Instagram, Facebook, and LinkedIn @PepsiCo.

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Casey's and Pepsi teamed up on a bold, unexpected new advertising spot that follows a determined Pepsi Chaser charged with ensuring no rogue Casey's slice be enjoyed

Source: Casey's General Stores