



College Football is Back: Casey's Breakfast Pizza Returns as the "Official Pizza of Noon Kickoffs"

August 26, 2026

With more than 2 million whole pie breakfast pizzas sold before noon last year, Casey's is fueling early-rising fans with its fan-favorite pizza and 40% off any-size whole pie every college football Saturday

- America's fifth-largest pizza chain sold more than 32 million breakfast pizza slices before noon in fiscal year 2026.
- With nearly 3,000 locations across the U.S., Casey's is ready to feed the nine in 10 college football fans who eat pizza on gameday, according to a Casey's survey.
- Casey's returns as the "Official Pizza of Noon Kickoffs" as its new 'Tailgate Tracker' finds 50% of fans eat pizza before noon kickoffs.
- Fans can save 40% on any-size Casey's pizza on Saturdays from August 29 through January 2, 2027, with promo code TOUCHDOWN.

ANKENY, Iowa--(BUSINESS WIRE)--Aug. 26, 2026--

College football Saturdays are starting early this season. With more than 30 noon kickoffs in the first three weeks of the 2026-2027 season, hungry fans will be setting alarms hours before kickoff – and Casey's (NASDAQ: CASY), America's fifth-largest pizza chain, has the breakfast pizza to feed them. College football fans are embracing the breakfast pizza tradition with more than 32 million breakfast pizza slices sold before noon last fiscal year at Casey's, underscoring why its cult-favorite breakfast pizza is back as the "Official Pizza of Noon Kickoffs."

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260826408666/en/>



Casey's has teamed up with college football standouts, offensive lineman Trevor Lauck (Iowa City, Iowa), wide receiver Isaiah Sategna III (Norman, Okla.) and wide receiver Dre'lon Miller (Waco, Texas) to rally fans out of bed, into tailgates and help early risers get ready for gameday with Casey's breakfast pizza.

"College football fans don't just show up for kickoff. They show up for the traditions, the tailgates and the food that brings everyone together," said Tom Brennan, Chief Merchandising Officer at Casey's. "As a pizza leader, we're constantly tracking how

consumer habits are evolving. Our new 'Tailgate Tracker' shows just how early Saturdays start for the most loyal fanbases, creating more opportunities for Casey's to deliver the craveable, high-quality food our guests count on and keep them fueled all gameday long."

Now in year two of making breakfast pizza the "Official Pizza of Noon Kickoffs," Casey's is digging into just how early gameday really begins. Its all-new Casey's 'Tailgate Tracker' found some fans rise as early as 7:52 a.m. for noon kickoffs, turning Saturdays into up to 18-hour gamedays. From breakfast pizza for the early tailgate to late-night slices during West Coast games, Casey's is built to feed fans for the full gameday – and because an early kickoff deserves an all-day deal, Casey's is bringing back 40% off any-size pizza every Saturday from August 29 through January 2, 2027, with promo code TOUCHDOWN.

Casey's 'Tailgate Tracker' Reveals The Ohio State University Fans Rise Earliest on Gameday

With more than 100 Division I college football programs in Casey's Country, Casey's surveyed 1,201 students and alumni this August to uncover average wakeup and tailgate start times along with pregame rituals. Results reinforced what Casey's fans have known for years: breakfast pizza belongs in the early-morning lineup.

For noon kickoffs, the earliest-rising fanbases are **The Ohio State University** (7:52 a.m.), the **University of Iowa** (7:58 a.m.), **Iowa State University** (8:12 a.m.), the **University of Kansas** (8:13 a.m.) and, tied for fifth, the **University of Wisconsin** and the **University of Nebraska** (8:17 a.m.).

The 'Tailgate Tracker' also found:

- **Pizza starts before kickoff:** 9 in 10 fans eat pizza on gameday, and 50% eat it before noon kickoffs.
- **Early alarms are part of gameday:** 35% of fans are up before 8 a.m. for noon kickoffs, including 15% before 7 a.m.
- **Tailgates average 2.6 hours:** Indiana University fans tailgate the longest at three hours, followed by University of Iowa and Iowa State University fans at 2.9 hours.

Casey's Partners with College Football Standouts to Rally Fans on Gamedays

Casey's has teamed up with college football standouts, offensive lineman Trevor Lauck, wide receiver Isaiah Sategna III and wide

receiver Dre'lon Miller to rally fans out of bed, into tailgates and help early risers get ready for gameday. With ties to Casey's Country, collectively, this roster embodies the passion, personality and gameday traditions that make college football Saturdays special.

- **Trevor Lauck, Offensive Line** – As an Indianapolis native now holding down the offensive line in Iowa City, Lauck is a First-Team All-Casey's Country selection. In the heart of the Midwest, he knows that early mornings and breakfast pizzas are gameday essentials.
- **Isaiah Sategna III, Wide Receiver** – Every great gameday needs speed and execution, whether it's a perfectly timed route or getting a Casey's pizza into hungry hands. With deep roots in Casey's Country across Arkansas and Oklahoma, Sategna delivers the ultimate lineup with seamless execution.
- **Dre'lon Miller, Wide Receiver** – Everything is bigger in Texas, and gameday appetites are no exception. A Texas native who can line up just about anywhere on offense, Miller knows variety is key to winning gameday. The same goes for a dust-to-dawn tailgate: big energy, big flavor and a variety of Casey's pizzas to keep everyone fueled.

"For college football fans, gameday starts hours before kickoff. The traditions, food and energy make waking up early on a Saturdays worth it," said Lauck. "Our fans are out there well before kickoff and ready to go, and Casey's breakfast pizza is perfect for those mornings. It's fresh, filling and easy to share with the whole crew – exactly what you want before kickoff."

Casey's Offers 40% of Pizza Every College Football Gameday

To help fans fuel every early tailgate, watch party and gameday gathering, Casey's is offering 40% off any size pizza every Saturday from August 29 through January 2, 2027, with the code TOUCHDOWN [online](#), in the [Casey's app](#) or in store.

Every Casey's pizza is made to order on thin crust or classic, made-from-scratch crust, making for an all-star lineup:

- **Breakfast Pizza:** Melted cheese, scrambled eggs and choice of savory bacon, sausage or fresh veggies. A cult-favorite for 25 years, and the most popular specialty pizza on Casey's menu, the company sold more than 2 million whole breakfast pies before noon last year.
- **Single Topping Pizza:** Signature marinara sauce, whole milk 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.
- **New for a Limited Time: Barn Burner Chicken Pizza (available September 9):** Crafted by a Casey's team member, this slice has spice. Sriracha sauce base, grilled chicken, crispy bacon, real cheddar and mozzarella cheeses, red onion, jalapeños and a post-bake drizzle of Sweet Baby Ray's BBQ sauce.

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

[Casey's](#) is a Fortune 500 company (Nasdaq: CASY) operating nearly 3000 [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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Research Methodology

College Pulse, a survey research and analytics firm specializing in the attitudes and behaviors of American college students, surveyed 1,201 students and alumni at 15 universities across 12 states in Casey's footprint —Illinois, Indiana, Iowa, Kansas, Kentucky, Missouri, Nebraska, Ohio, Oklahoma, Tennessee, Texas and Wisconsin —between August 3 and August 22, 2026. The survey was commissioned by Casey's in conjunction with College Pulse. Survey is not affiliated or endorsed by any university.

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