



Casey's Launches Innovation Summit to Identify Brands With Innovative Food and Beverage Products

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Retailer seeks new brand partnerships for distribution across 17-state footprint

ANKENY, Iowa--(BUSINESS WIRE)-- Casey's announced its first-ever Casey's Innovation Summit, a competitive event that will focus on finding brands with new, innovative products to distribute across the retailer's 2600-plus stores in 17 states. Food and beverage brands are encouraged to apply for the opportunity to become part of the company's merchandising mix with potential to be distributed in stores.

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.

"We are excited to host the first-ever Casey's Innovation Summit, giving a range of brands the opportunity to showcase why their food and beverage products should be available in our stores and reach the guests we serve every day," said Chris Stewart, Vice President of Merchandising at Casey's. "Our team at Casey's is always looking for opportunities to ensure our guests can try and enjoy a variety of new, differentiated and exclusive products while providing them an unexpected convenience experience."

Now through August 19, food and beverage companies are invited [to apply online](#) to be considered for a unique opportunity to showcase their products, engage with the convenience retailer's merchants, and gain exposure to Casey's guest base. Applications are being managed through RangeMe and those selected must be able to attend an initial, virtual meeting with the possibility of being invited to the in-person, Innovation Summit in Ankeny, Iowa, on October 30, 2024.

"At ECRM/RangeMe, we are thrilled to partner with Casey's, a leading retailer in the convenience industry, for their Innovation Summit," said Wayne Bennet, Senior Vice President, Retail at ECRM/RangeMe. "This collaboration highlights the importance of product innovation and connecting suppliers with Casey's merchant team to foster sales growth and deliver more relevant and engaging products to their guests."

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

About Casey's

[Casey's](#) is a Fortune 500 company (NASDAQ: CASY) operating over 2,600 [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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Source: Casey's General Stores