

Kwik Trip/Kwik Star Reaches One Million Rewards Members

At Kwik Trip/Kwik Star, each Kwik Rewards member is one in a million.

Formally launched in Feb. 2018, Kwik Trip/Kwik Star's new loyalty program has reached one million members. To celebrate this milestone, Kwik Trip is giving registered rewards members the chance to win free fuel for a year just for shopping. Entry methods and details can be found by downloading the Kwik Rewards app.

This explosive growth follows the loyalty program's introduction of 15th visit rewards, punchcards, exclusive coupons and stackable fuel discounts with opportunity to upgrade to debit and credits options for an added bonus. The key to making it all work is the variety of rewards available, from long-time favorites like Nature's Touch dairy products and Kwikery Bake Shop sweet goods to new and limited-edition vendor items. Rewards are always changing to keep things fresh and ensure there is always something for everyone.

"The Kwik Rewards program has allowed us to engage with our guests in ways we've never been able to before. From visit rewards to fuel discounts, each member is able to find unique value with Kwik Rewards." – David Jackson Digital Marketing and Loyalty Manager

The excitement continues into the summer months as new sweepstakes and partnerships roll out through the Kwik Rewards program.

Customers can pick up rewards cards at any Kwik Trip/Kwik Star location and register at kwikrewards.com or download the Kwik Rewards mobile app.

Based in La Crosse, Wisconsin, Kwik Trip/Kwik Star is a family-owned convenience store chain operating almost 600 locations in Wisconsin, Minnesota and Iowa.

Contact:

David Jackson – Digital Marketing and Loyalty Manager

Phone: 608-793-5542

Email: Djackson@kwiktrip.com