

CHICAGO, April 14, 2025 /PRNewswire/ -- Black Buffalo, the leading modern alternative to traditional smokeless tobacco, proudly announces the 2024 *Herd Preferred Award* recipients, an elite group of retail partners recognized for outstanding performance across key metrics last year.

The *Herd Preferred Award* celebrates retail chains who achieved top performance in 2024 across these categories:

- Top Convenience and Tobacco Store Chains by Black Buffalo CPW (Cans Per Week)
- Top Convenience and Tobacco Store Chains by Overall Black Buffalo Volume

The 2024 *Herd Preferred Award* winners are:

- **Discount Tobacco Outlet**
- **FiveStar**
- **GetGo**
- **Jackson BevCo**
- **Love's**
- **Pilot Company**
- **Puff Tobacco Products**
- **QuikTrip**
- **RaceTrac**
- **Rutter's**
- **Sheetz**
- **Smoker Friendly**
- **Smokin' Joe's**
- **Town Pump**
- **Wawa**

- **Weigel's**
- **Wild Bill's Tobacco**

Performance was evaluated using full-year 2024 shipment data provided by Management Science Associates, Inc. (MSAi), and includes only those chains that carried Black Buffalo products for the entirety of the year.

While this award is grounded in objective performance using total can volume and CPW, each of these chains has also shown remarkable commitment to growing the category and serving adult nicotine consumers responsibly.

"Our 2024 *Herd Preferred Award* winners represent the best retailers in America, as demonstrated not only through their exceptional sales efforts, but also through their dedication to providing a robust portfolio of tobacco alternatives for adult consumers," said Matthew Hanson, Chief Growth Officer at Black Buffalo, "We look forward to continuing our collaboration and success with all of our retail partners, especially our *Herd Preferred Award* winners, in 2025 and beyond."

Black Buffalo is proud to recognize each *Herd Preferred Award* winner for their excellence and impact across the category and remains deeply committed to supporting and growing our retail partnerships across the country.

If you're a retailer interested in joining the movement and carrying Black Buffalo, reach out to retail@blackbuffalo.com.

For media inquiries please contact info@blackbuffalo.com.