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Local Resident Wins Big from Local Convenience Store

TXB gives away brand new truck through loyalty program

SPICEWOOD, Texas (September 18, 2025) – [TXB](#), the locally-owned Texas-based convenience store brand, is giving away a brand-new truck. And they have their winner. Bryan, Texas resident Shawn Hitt was selected out of more than half a million entries. Hitt will receive a GMC Sierra Elevation from TXB in partnership with Covert GMC.

Guests entered the giveaway by downloading the [TXB Rewards App](#) and playing Scratch & Win.

“I’m looking forward to seeing Shawn, a longtime loyal guest, riding to TXB in style in this gorgeous truck,” said Kevin Smartt, CEO of TXB. “We are thrilled to be able to gift Shawn with a shiny, new ride from TXB with the support of our sponsors, Pepsi and Covert.”

TXB invites local media outlets to join on Sept. 18 at 11:00 a.m. for the Passing of the Keys Ceremony at TXB 75 in Bryan, Texas. The ceremony will feature a tribute to all loyalty members who participated, as well as their sponsors, Pepsi and Covert GMC.

Guests can visit <https://txbstores.com/loyalty/> to sign up and download the TXB Rewards App to shop, earn, and redeem.

About TXB:

TXB, short for Texas Born, is a family of restaurant-style convenience stores serving up fresh, made-to-order food. With locations across Texas and a line of private-label products, TXB is rooted in quality, hospitality, and its mission to “Leave ‘Em Better.” To learn more about the Texas-based brand, visit www.txbstores.com.

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