

CHICAGO, Sept. 4, 2025 /PRNewswire/ -- Black Buffalo, the leading modern alternative to traditional smokeless tobacco, proudly announces the H1 2025 Herd Preferred Award recipients, an elite group of retail partners recognized for outstanding performance across key metrics during the first half of 2025.

The Herd Preferred Award celebrates retail chains who achieved top performance in H1 2025 across these categories:

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

The H1 2025 Herd Preferred Award winners are:

- Wawa
- QuikTrip
- Pilot Company
- RaceTrac
- Love's Travel Stops
- Smoker Friendly
- Sheetz
- Town Pump
- Weigel's
- Newcomb Oil (FiveStar)
- GetGo
- Rutter's
- Smokin' Joe's (Iowa)
- Jacksons BevCo
- Puff Discount (Pennsylvania)
- Discount Tobacco (Illinois)
- Discount Tobacco Outlet (Tennessee)
- Wild Bill's

Performance was evaluated using shipment data provided by Management Science Associates, Inc. (MSAi) from January through June 2025, and includes only those chains that carried Black Buffalo products for the entirety of the period.

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 first-half 2025 Herd Preferred Award winners are rightly counted among the best-in-class retailers in the tobacco and nicotine categories," said Matthew Hanson, Chief Growth Officer at Black Buffalo, "Black Buffalo is proud to recognize each Herd Preferred Award winner for their excellence and impact across the category, and we remain deeply committed to supporting and growing our retail partnerships across the country."

About Black Buffalo

Founded in 2015, Black Buffalo has created America's leading smokeless tobacco alternative products, backed by over 25,000 hours of research and development. The Company is a 4-time recipient of the Inc. 5000 Fastest-Growing Private Companies in America award (most recently in 2025), and Black Buffalo has won major Best New Product awards from the convenience trade.

Black Buffalo smokeless tobacco alternative products are sold in-store and online. To learn more about Black Buffalo, visit the [Company's website](#) or use the Company's [store locator](#) to find Black Buffalo products at a local retailer near you. Interested retailers may contact wholesale@blackbuffalo.com to learn more about Black Buffalo.

Certain Black Buffalo smokeless tobacco alternative products contain pharmaceutical-grade, tobacco-derived nicotine, which is an addictive chemical, and all of Black Buffalo's products are intended for adults aged 21 and older who are consumers of nicotine or tobacco.

Black Buffalo's Forward-Looking Statements

Any projections or other estimates herein are forward-looking statements and are based upon certain assumptions that Black Buffalo Inc. ("Black Buffalo," the "Company," "we," "us," "our," "ours," et. al as noted in context herein) has deemed reasonable. Financial, market, economic or legal conditions, the performance of the Company, regulatory developments, and other factors could cause actual results to differ materially from those set forth in the forward-looking statements herein. The business and prospects of the Company may have changed materially since the date hereof. Some of the factors that could cause actual results to differ materially from the forward-looking statements

contained herein include, without limitation: (i) the contraction or lack of growth of markets in which we compete and in which our products are sold, (ii) unexpected increases in our expenses, including manufacturing expenses, (iii) delays or cancellations in spending by our suppliers or customers, (iv) delayed action on or issuance of marketing denial orders in response to our Premarket Tobacco Product Applications, or other negative actions taken by, the U.S. Food and Drug Administration, and (v) the impact of pandemics or natural disasters on our sourcing operations and supply chain. Forward-looking statements in this release are made pursuant to the safe harbor provisions contained in the Private Securities Litigation Reform Act of 1995.

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SOURCE Black Buffalo Inc.