



## **FOR IMMEDIATE RELEASE**

October 21, 2021

### **Maverik — Adventure’s First Stop Opens First California Location in Oroville Oct. 21**

*Adventure-themed convenience store brand brings one-stop-shop for fuel, food, and legendary service in newest store opening*

**High resolution photos to accompany stories can be downloaded [HERE](#).**

**Salt Lake City, UT — [Maverik — Adventure’s First Stop](#)** – the place to gear up for your next adventure – is pleased to announce its expansion into California with its first store opening in Oroville this month. Beginning Oct. 21, customers will get to experience the region’s newest adventure-themed convenience store. Well-known across 11 states with more than 370 locations, Maverik is the largest independent fuel marketer in the Intermountain West.

“Maverik is the spot to energize your body and fuel your vehicle before heading out on your favorite adventure, and we’re excited to offer a new and unique shopping experience within the Oroville area,” said Chuck Maggelet, President and Chief Adventure Guide at Maverik. “We’re thrilled to mark Maverik’s entry into the 12<sup>th</sup> western state and we look forward to exploring additional opportunities to serve even more California customers.”

The newest Maverik store is located at 350 Oroville Dam Blvd E., Oroville, Calif. 95965, at Oroville Dam Rd. just east of Highway 70. It will be open 24 hours a day, seven day a week. The 5,951 square-foot location will feature certified truck scales, an RV dump, high-flow fuel court, and a full line-up of fresh made-to-order food offerings. The store will meet the needs of Oroville residents and travelers alike with its award-winning clean, friendly service, premium fresh-made BonFire™ food, and awesome values on fuel, food, drinks, and snacks through its Adventure Club loyalty program. Maverik is

consistently awarded year after year for cleanest convenience store restrooms by outlets including GasBuddy, USA Today, CStore Decisions, and more.

Maverik will serve guests heading to nearby outdoor activities and attractions like Lake Oroville, Thermalito Afterbay, Feather River, and the Oroville Wildlife area. Customers will capture the feel of Oroville inside the store with panoramic photos and maps of the area's outdoor destinations on the walls, alongside exciting adventure videos playing on TVs, gas pumps, and soda fountains. Maverik focuses on a "Clean and Clear" shopping experience with well-stocked, uncluttered isles, that are well-lit and open.

An impressive selection of Maverik's premium BonFire food will be available made-to-order featuring fan favorites like burritos, tacos, quesadillas, sandwiches, pizzas, toasted subs, salads, and more. Maverik's newest "Bean to Cup" coffee program will showcase coffee blends from around the world, accompanied by a delicious collection of pastries.

Maverik fans can save on every gallon of gas, earn free stuff, and get great deals with an Adventure Club card. Customers can join the club by downloading the [mobile app](#).

Maverik is committed to being a community partner and is dedicated to giving back to areas where it operates. Highly focused on education, local hunger, and outdoor enrichment, Maverik supports a variety of charitable organizations helping make a difference in the lives of its local communities. This year, Maverik has donated more than \$586,000 to Feeding America®, the nation's largest domestic hunger relief organization, to help support food banks across its 11 operating states assisting those still affected by the COVID pandemic, in addition to other philanthropic donations.

This year, Maverik was ranked No. 10 in USA Today's Reader's Choice "10Best Gas Station Brands" and No. 17 in Convenience Store News' "100 Convenience Store Chains."

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### **About Maverik – Adventure's First Stop**

[Maverik – Adventure's First Stop](#) fuels adventures in more than 370+ locations and growing across 12 western states, making it the largest independent fuel marketer in the Intermountain West. Locations include Arizona, California, Colorado, Idaho, New Mexico, Nebraska, Nevada, Oregon,

South Dakota, Utah, Washington, and Wyoming. Maverik is known for its premium BonFire™ food, made fresh in every Maverik, every day, and awesome values on fuel, drinks, and snacks. Maverik sells exclusive products in its BonFire™ fresh-made food menu and “Bean to Cup” coffee blends. For more information, visit [maverik.com](http://maverik.com), [Facebook](#), [Instagram](#), [Twitter](#), or [YouTube](#). For perks, prizes, freebies, and more, join the Adventure Club [mobile app](#).

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