



## BRAND ANNOUNCEMENT

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### **bp's US Convenience Business and Frito Lay Kick Off Summer Selling Season with a Unique New Collaboration**

(Louisville, KY –May 16, 2024) – bp's US convenience retail business is proud to announce its collaboration with Frito Lay for a one-of-a-kind dual brand activation on dispensed beverage cups at all *ampm* and Thorntons locations for the summer selling season. The promotion, which officially launched on May 1, will feature Cheetos® branding on *ampm* 40 oz. cups and Thorntons 44oz cups. Summer is the most important season in convenience, and Cheetos is a guest favorite and top selling salty snack at both *ampm* and Thorntons, which made the collaboration an easy choice for both brands.



During the summer promotion, all *ampm* app and Thorntons Refreshing Rewards Loyalty Guests will have a chance to win exclusive Cheetos branded merchandise. Through the loyalty programs, guests will receive one free entry into the drawings and will receive subsequent entries with any purchase of the cup or any Frito Lay item. More than 1200 Cheesy Swag prizes will be awarded \*. Both brands also plan to utilize their social channels throughout the summer to promote the collaboration.

"This collaboration exemplifies our strong, strategic partner relationship with Frito Lay," said Chief Product Officer Kim James. "Cheetos is one of the most preferred salty snacks among our Guests at both *ampm* and Thorntons. As we dive into summer selling season, I'm so excited for our Guests to experience these powerful brands coming together in an exclusive, new way as they visit our stores."

Cheetos is a beloved brand across the United States, especially resonate with Gen-Z consumers. It is in nearly three of four homes across the United States with a 72 percent household penetration, making this one-of-a-kind collaboration a win on both sides. It is also a top 5 most-loved snack among the Gen Z population, a market many convenience brands are trying to grow.

### **About These Great Brands**

To learn more about these brands, please visit the brand websites at [Cheetos.com](https://www.Cheetos.com), [ampm.com](https://www.ampm.com) and [mythorntons.com](https://www.mythorntons.com).

\*NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. MULTIPLE ENTRY DEADLINES APPLY. Open to legal residents of AZ, CA, FL, IL, IN, KY, NV, NY, OH, OR, TN, WA and who are eighteen (18+) years of age at the time of entry. Sweepstakes begins at 12:00:00 p.m. ET on May 1, 2024 and ends at 11:59:59 p.m. ET on 9/3/24. ("Sweepstakes Period"). Prizes will be awarded in a drawing from all eligible entries received. Void where prohibited. Participation subject to Official Rules available at [fritospromos.com/cheesyswag](https://fritospromos.com/cheesyswag). SPONSOR: Frito-Lay North America, Inc., 7701 Legacy Drive, Plano, TX 75024. All snack brands are registered trademarks of Frito-Lay North America, Inc., ©2024.