



## BRAND ANNOUNCEMENT

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### **bp is Headed Towards Something Epic as The Company's Private Brand epic goods Makes a Public Splash**

(Louisville, KY – April 15, 2025) – bp is officially launching its private brand, epic goods - an incredible range of over 50 unique products sold exclusively at bp's US convenience retail brands: *ampm*, Thorntons, and TravelCenters of America. With this launch bp uncovers a remarkable opportunity to set its retail offering apart and create new avenues to develop and deepen guest loyalty. Building on the successful introduction of epic goods to the industry in 2024, guests will enjoy even more products in additional categories and promotional efforts in 1,500 stores across 46 states.



epic goods offers exceptional quality and exciting consumer-packaged goods. Quality is paramount and that makes all the offerings flavorful and delicious. The packaged goods include gummy candies, chocolates, salty snacks, packaged beverages and more that appeals to guests of all ages.

“We are excited to build on the rollout of epic goods that began last year,” said Lisa Blalock, president, bp US convenience & mobility. “epic goods is a distinct and exclusive brand featuring a range of high-quality, unique products that can only be found at our retail locations, across *ampm*, Thorntons, and TravelCenters of America. We are focused on introducing new and unique products that taste great, meet our guests’ everyday needs and give them another reason to visit our stores.” The brand has created a strong buzz on social media with engaging campaigns, collaborating with influencers and content creators within the growing foodie and gaming communities, helping them gain outstanding reviews, positioning epic goods as a must try brand.

To further strengthen bp's portfolio of brands, epic goods has partnered with Castrol to offer a line of motor oils. This partnership combines Castrol's renowned expertise with epic goods' commitment to quality. As a result, guests will have access to high quality motor oils, further enhancing their experience at bp's convenience retail locations.

epic goods aims to set a new standard for exceptional consumer-packaged goods, prioritizing outstanding guest experiences and delivering extraordinary products daily.

### About These Great Brands

To learn more about these great brands, please visit the brand websites at [epicgoods.com](https://epicgoods.com), [www.mythorntons.com](https://www.mythorntons.com), [ampm.com](https://ampm.com) and [TravelCenters of America](https://TravelCentersofAmerica.com).