

50 is the New... Turkey Hill?

Central-PA-Based Convenience Store Chain, Now Expanded into Indiana and Ohio, Begins 50th Anniversary Celebration with Exciting Sweepstakes and Deals to Thank Customers

LANCASTER, PA, August, 2017—Five decades ago, two business-minded brothers began brainstorming better ways to market dairy products and other quality goods without skimping on neighborly service. Not long after, in 1967, Charles and Emerson Frey opened the first Turkey Hill Minit Markets store in Lancaster, Pennsylvania



ABOVE: Turkey Hill Minit Markets

Now a booming chain with 270 stores and counting in Pennsylvania, Indiana, and Ohio—Turkey Hill is having a milestone birthday and wants to celebrate with all of the loyal customers who helped get them to where they are today!

To celebrate their 50th Anniversary and thank customers for a half-

century of food, fuel and fun, Turkey Hill will roll out a sweepstakes and a slew of hot deals from August 10 through October 4. During that time, Rewards customers will be automatically entered for a chance to win a 2017 Jeep Wrangler Unlimited Sahara 4x4, among other weekly prizes like concert tickets, a Sony PlayStation 4, a 43-inch Vizio Smart TV, and many more!

Weekly deals include special pricing on items like fountain drinks, slusheys, candy, coffee, and much more. Also featured will be a limited-edition ice-cream flavor created by Turkey Hill Dairy in honor of the 50th anniversary: Caramel Cookie Celebration Premium Ice Cream.

“We know that celebrating 50 years in business would be impossible without the enthusiastic support of several generations of customers,” said Public Relations Manager Kim Hertzog. “We encourage everyone to enjoy these specials, sweepstakes, and celebration events as our way of saying ‘Thank you’ and expressing how much we look forward to serving you for the next 50 years.”



ABOVE: Turkey Hill Minit Markets' 50th anniversary logo