

Yesway Selects Gravitare to Modernize Fuel Supply Operations and Improve Carrier Visibility

Yesway is replacing its legacy supply platform with a system purpose-built for retail fuel and joining a growing network of retailers and carriers on Gravitare.

FORT WORTH, CA, UNITED STATES, August 28, 2026 /EINPresswire.com/ -- Gravitare, the fuel supply chain software company, today announced that Yesway Inc. (Nasdaq: YSWY) has selected Gravitare [Supply and Dispatch](#) as the operating platform for its fuel supply and logistics operations.

Established in 2015 and headquartered in Fort Worth, Texas, Yesway is one of the largest convenience and fuel retailers in the United States. The company operates 450 fuel sites across nine states in the Midwest and Southwest under the Yesway and Allsup's banners and manages fuel supply through a network of common carriers.



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Darren Renwick, Director of Fuel, Yesway

Yesway's supply team was managing sourcing decisions and carrier coordination on a legacy fuel supply platform that was not designed for the speed or complexity of today's market.

As fuel supply dynamics have grown more volatile, the limitations of the legacy system have increasingly constrained the supply team. Making the best sourcing decision at the site level requires processing live tank readings, real-time pricing, demand forecasts, and allocation data simultaneously. A platform not built for that workload forces supply teams to make slower

decisions with incomplete information.

Carrier visibility compounded the challenge. Without a connected integration layer, tracking order status and site inventory across hundreds of sites depends on manual updates and phone-based coordination. This introduces lag into a supply chain where timing is a competitive variable.

Yesway selected Gravitare Supply & Dispatch, a platform built specifically for the complexity of retail fuel operations.

At the center of the implementation is the AI-powered Buy Plan, which ingests live tank readings, real-time supply pricing, and allocation data to generate daily supply directives at the site level. Yesway's supply team will make sourcing decisions driven by machine-learning demand forecasts and a [Pricing Engine](#) that values contract, rack, day deal, and spot options in real time, with live market data integrated directly into the platform. The result is a supply operation that moves at market speed.

A defining element of the implementation is [Crossroads](#), Gravitare's connectivity layer that links Yesway directly to its carrier network. The primary carriers serving Yesway's sites will transmit planned orders, completed-order data, and real-time ETA updates through a single integration layer. Rather than depending on carriers to manually enter delivery information, Yesway will gain continuous visibility into order status and site inventory across its network. As Yesway's carrier relationships grow, each new Crossroads connection will follow the same framework, eliminating the need for a custom integration project for each endpoint.

"We source fuel for 450 sites across nine states in markets that move constantly. Our previous platform was built for a different era of the fuel supply business, and the gap between what it could do and what we needed had grown too wide. Gravitare's Buy Plan gives our supply team a real-time sourcing engine that works at our scale, and Crossroads finally gives us the carrier visibility to know what is happening across our network at any moment. That combination changes how our supply operation runs." Darren Renwick, Director of Fuel, Yesway

Yesway joins a platform trusted by some of the most demanding operators in downstream fuel. For a retailer whose scale depends on precise execution across a broad carrier network, that matters. Gravitare's Crossroads framework has already been proven across thousands of carrier-retailer connections. As carriers serving Yesway evaluate and adopt Gravitare TMS, those connections will become part of the same integration framework and can be activated without additional build work on either side.

"Yesway runs one of the largest fuel networks in the country, and their decision to move to Gravitare is a strong signal about where the industry is heading. The Buy Plan and Pricing Engine give their supply team decision-making capabilities that a legacy platform simply cannot match, and Crossroads means their carrier network is connected and visible in real time from day one. As more of the carriers serving Yesway adopt Gravitare TMS, those connections become part of the same integrated platform. That is the fuel supply chain we are building." Tom Hunt, VP of

Sales, Gravitare

With Gravitare Supply & Dispatch, Yesway will replace its legacy fuel supply platform with tools built for the speed and complexity of large-scale retail fuel operations.

Key benefits include:

- Site-level supply directives generated by the AI-powered Buy Plan using live tank readings, demand forecasts and real-time pricing
- Real-time valuation of contract, rack, day deal and spot supply options through the Pricing Engine
- Live market data integrated directly into supply workflows
- Visibility into order status through Crossroads connectivity with leading fuel haulers
- A consistent integration framework that scales with carrier relationships, without custom builds for each endpoint
- A platform built to support the operational complexity and continued growth of a large-scale fuel retail network

Yesway's selection reflects a shift underway across the fuel retail industry. As supply markets grow more dynamic and the expectation of real-time data exchange across carrier networks intensifies, the gap between what legacy platforms can deliver and what retail fuel operators now require has widened considerably. Gravitare Supply & Dispatch was built to close that gap.

About Gravitare

Gravitare is the fuel supply chain software company connecting carriers, retailers, refiners, and wholesalers through a unified operating platform. Its solutions include Gravitare TMS, purpose-built for petroleum transport carriers; Supply & Dispatch for fuel retailers; and Crossroads, the connectivity layer that enables data exchange across the fuel supply chain. For more information, visit gravitare.energy.

About Yesway Inc. (Nasdaq: YSWY)

Established in 2015 and headquartered in Fort Worth, Texas, Yesway is an award-winning convenience store operator with 450 stores across nine states in the Midwest and Southwest. Yesway is renowned for its iconic foodservice offerings, diverse grocery selections, and private-label products, including the famous Allsup's deep-fried burrito. Through strategic acquisitions, the 91 new stores it has developed and opened in the past several years, and its steadfast commitment to customer satisfaction and community engagement, Yesway continues to cement its position as one of the leading convenience retailers in the United States. For more information, visit Yesway.com.

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