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Circle K Franchisees Add THC Beverages to Texas Stores

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Dozens of locations are adding Varin THC beverages to shelves.

January 15, 2026



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Dozens of Circle K locations in the Dallas-Fort Worth region are adding Varin THC beverages to their shelves, “marking a major shift in how, and where, Texans can experience the next generation of functional, euphoric drinks,” according to a press release from the beverage company. The company said it’s the first THC drink to be carried by Circle K-franchise convenience stores.

The stores will stock 10 mg and 30 mg cans in four flavors: Appleberry Rosehip, Blue Razz Bombsicle, Pink Strawburst and Coconut Wave. Additionally, select Circle K stores will host multiple in-store tastings each week through 2026.

Varin stated that its beverages are made with “hemp-derived THC and select, functional ingredients, offering consumers a controlled, predictable and legally accessible experience.” The drinks have zero sugar, zero caffeine and zero calories.

“Our drinks combine hemp-derived THC with CBDV and select nootropics that boost mental performance like theobromine, L-theanine, lion’s mane and B-12, to deliver a smooth, uplifting, feel-good-but-still-focused effect without the jitters or the crash,” said Tyler Marshall, CEO and co-founder of Varin. “Putting Varin in the cold box at Circle K makes choosing that kind of experience as easy as grabbing your favorite beverage.”

The partnership with Varin isn’t Circle K’s first foray into THC. At the 2025 NACS Show, Rebekah Stevenson, head of packaged beverage at Circle K, shared insights on the category as the company currently sells THC beverages in Georgia and Florida locations.

Last October, Circle K also announced plans to start selling hemp-derived THC beverages in as many as 3,000 stores nationwide sometime in 2026, MJBizDaily reported. In the last quarter of 2025, the retailer rolled out THC beverages produced by Horticulture Co. and branded by former NBA star Allen Iverson in North Carolina, South Carolina and Florida.

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In the parts of the country where THC products are able to be sold, they have proven to be a growing product category, now representing a \$28 billion market. Last year, the U.S. Senate approved a ban on hemp-derived THC products, set to go into effect this November. Recently, Indiana Congressman Jim Baird introduced legislation to delay the ban until 2028.

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