

FAST FACT



Eighty-two percent of convenience store operators (chains and single stores combined) expect their average sales per store to increase this year vs. 2015.

Source: *Convenience Store News* 2016 Retailer Forecast Study (page 34)

QUOTABLES



"Every time a customer walks in, it can be challenging to make communication seem genuine, but a successful foodservice staff is able to achieve this on a steady basis."

— Dean Dirks, Dirks & Associates (page 62)

CST Embarks on Three-Year Rebranding Journey

Larger stores will carry the new Corner Store Market banner

CST Brands Inc. has begun a total brand makeover that started in its hometown and will spread outward, creating a network of rebranded stores within three years.

The San Antonio-based convenience store retailer recently unveiled its first rebranded Corner Store built from the ground up.

The store is in north San Antonio, and the company planned to add four more in San Antonio before the end of 2015.

As CST explained, the Corner Store name has not changed, but a dramatic new look and feel carries out the company's new service promise: "Simply Fresh. Always Friendly."

The color palette and design elements are meant to be refreshing, neighborly and in-touch, and encompass the store logo, signage, interior and exterior.

In addition, larger CST stores will be known as Corner Store Markets and offer an expanded selection of fresh produce, quick meal fixings and a made-to-order food menu with pizzas, sandwich melts, soups, salads and more.

The company plans to debut a total of 21 new and legacy San Antonio stores carrying the new Corner Store logo, signage and color palette in early 2016. The larger of these stores will be Corner Store Market locations.

After opening these new and refreshed



stores, CST will begin a rollout to all Corner Stores in San Antonio and the surrounding area, with the goal of rebranding the entire network in three years.

"Looking to the future of our industry, it's crucial that Corner Store continue to establish a clear retail identity broader than our fuel offerings. Inside our stores, food and beverage sales are a vital and stable profit generator. With this exciting brand initiative, we are looking to not only expand those offerings, but to call more attention to the great food, beverages and service we already offer," said Kim Lubel, chairman and CEO of CST Brands. "Ultimately, we believe this pivotal new direction will energize our existing customers, draw new ones to our stores, increase overall revenues and enhance shareholder value."

Unifying all Corner Store locations under the new brand will also allow for more effective network-wide advertising, adding a powerful tool to leverage the existing strength, offerings and scope of the convenience retail chain.