

Convenience & CarWash Canada

MAY | JUNE 2019

Canada's most read Canadian owned and operated Convenience, Retail Petroleum and Carwash Publication

CORE-MARK UNVEILS THE CENTRE OF EXCELLENCE

sponsored by RACEPRO



Eric Rolheiser president
Core-Mark Canada

PAGE 31

BLUEPRINT TO
FOODSERVICE:
LUNCH
PROGRAMS
PAGE 14

CANNABIS
ACCESSORIES:
COMPLIANCE
CHECKLIST GUIDE
PAGE 24

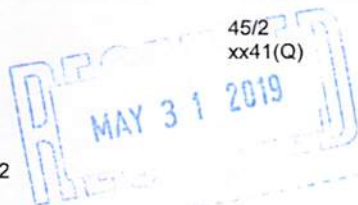
CARWASH
PAYMENT
SYSTEMS: COMING
FULL CIRCLE
PAGE 51

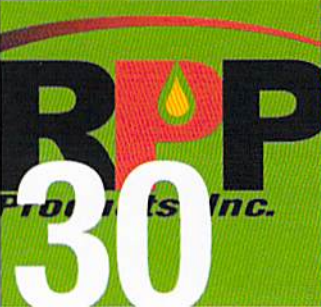



GREENER STORES:
ENERGY
EFFICIENCY
PAGE 17

WOMEN IN CARWASH:
CONFERENCE
REVIEW
PAGE 06

FORECOURT
INSIGHT:
CLEANING UP DIESEL
PAGE 60

3693
Brent Morris
Gas King Oil Co. Ltd
1604 2 AVE S
LETHBRIDGE AB T1J 0G2



Cover Story	Petroleum and Carwash	Industry News	Instore and Nutrition
 30 Centre of Excellence – Core-Mark's Concept Becomes Reality 04 Publisher's Message – Welcome to Spring 05 Editor's Message – Meals on the Go	 43 Car Care – A Chemical Conversation 51 Payment Solutions – Carwash Systems 54 Washtalk – PA Hand Wash 60 Forecourt Insight – Diesel Fueling 66 Shell Hydrogen Service Stations	 06 Hockey Cards Help Build Women in Carwash – Conference Review 08 CICC – Making an Impact 20 CannaBIZ – Market Update 24 Cannabis Accessories – Compliance Checklist Guide 28 On Your Corner – Gas King Fuels Curling Championships 68 What's New	 10 Become a Shopping Destination – Little Things Count 14 Blueprint to Foodservice – Lunch Programs 17 Greener Stores – Energy Efficiency

Upcoming Events

June 6, 2019

Maritime Golf Tournament

Fox Creek Golf Club, Dieppe, NB
hammoud@conveniencestores.ca
Mike Hammoud (902) 880-9733

June 27th, 2019

9th Annual Western Golf tournament

GlenEagles Golf & Country Club
Cochrane, AB
bjohnstone@convenienceandcarwash.com
Brenda Jane Johnstone
(204)-489-4215

September 12, 2019

NL Golf Tournament

Clovelly Golf Course, St. John's, NL
hammoud@conveniencestores.ca
Mike Hammoud (902) 880-9733

October 1–4, 2019

PEI Convention at the NACS Show

Georgia World Congress Centre,
Atlanta, GA
<https://www.pei.org/show>

October 21, 2019

Retail Convenience Awards

Halifax Convention Centre, Halifax, NS
hammoud@conveniencestores.ca
Mike Hammoud
(902) 880-9733

October 22, 2019

Atlantic Convenience Expo

Halifax Convention Centre, Halifax, NS
Hind@hammoudconsulting.ca
Hind Hammoud
(902) 877-8132



January 20–22, 2020

Women in Carwash™ conference

Arlington, Texas
www.womenincarwash.com
204-489-4215 / 778-772-3057
Brenda Johnstone/Andrew Klukas

June 22–24, 2020

Women in Carwash™ conference

Niagara Falls, Ontario
www.womenincarwash.com
204-489-4215 / 778-772-3057
Brenda Johnstone/Andrew Klukas



LUNCH PROGRAMS

By Meline Beach

If we don't have facilities to produce on site, we source our sandwiches, salads, fruit trays and other deli products from regional commissary partners.

Just when you thought it couldn't get any better, convenience stores across Canada are upping their game with fresh foodservice options for their customers. While the foodservice landscape remains competitive, C&G retailers are securing their share of the market with an innovative foodservice offering comparable yet more convenient than traditional QSRs.

Take for example, Parkland and Gas King. These C&G retailers are in it to win it with their fresh foodservice lunch program. *Convenience & Carwash Canada* spoke with them, along with foodservice providers, to find out their secret to success when it comes to lunch in the convenience channel. If you don't already have a fresh foodservice program in place, or if your current offering is ordinary at best, this article will offer you some insights on meeting the needs of today's health and money conscious, on-the-go consumer.

Fresh is Best

Freshii, just as its name suggests, serves fresh food designed to energize people on the go. Through its partnership with Shell Canada, Freshii offers C&G customers a diverse menu of bistro boxes, salads, wraps, juices and snacks—the green genius cold pressed juice and avocado smash bistro box are among some of the most popular. Prepared fresh from local commissaries, Freshii's food offering lives up to its mission of making healthy food convenient and affordable.

As posted on their Facebook page, Gas King is pleased to launch freshly made, handcrafted sandwiches at two of their locations in Alberta. The level of detail of their foodservice offering is top-notch, from a variety of bread options (white or whole wheat thick slice, submarine and multi-flavour soft tortilla) to a range of deli meats, such as ham, turkey breast and beef; topped with leaf lettuce, real cheddar, green pepper and sliced sweet red onion, served with a side pickle or banana pepper rings.

"Our proteins and condiments are of the highest quality and our combos are very popular," says Kelly Klimchuk, district sales manager at Gas King Oil Co. Ltd. For less than 10 dollars, a customer can purchase a handcrafted sandwich, wrap or submarine, with potato or macaroni salad and medium cold or hot beverage. A lighter fare and higher protein option of fresh pepperoni with real marble cheddar cheese is also available. "High quality ingredients at value prices will always be our mission."

As more millennials and generation Z enter the workforce, Parkland has been responding to its changing customer demographic with its foodservice offering.

"Our customers' palate for fresher, healthier and more diverse options is growing and we need to balance our offering to meet all tastes," says Neil Turkington, national category manager, food services at Parkland Fuel Corporation. "If we don't have facilities to produce on site, we source our sandwiches, salads, fruit trays and other deli products from regional commissary partners. As the consumer base is changing, we need to be mindful of their tastes and expectations. An egg salad wedge sandwich won't cut it, although it is still a staple and a great seller."

Fingertip Service

Another staple foodservice item is pizza and Les Tomlin, president of PFX Canada has stirred the market with what he calls, a pizzarruption. Along with business partner Will Moyer, their claim to fame in the convenience foodservice channel is the launch of an automated artisanal pizza vending machine. Customers can purchase one of five types of personal-sized pizzas, featuring novel and traditional ingredients (BBQ chicken, honey with goat cheese, mozzarella cheese, and pepperoni), from a touch screen and tap of a credit card. Within three minutes, a freshly-heated pizza is ejected from the built-in oven.





A. Sandwich features variety of breads, proteins and vegetables, paired always with a baby dill.

B. Subs, desserts and salads ready for a combo?

C. Variety of wraps paired with pepper rings

The PizzaForno refrigerated vending machine holds 70 pizzas, made by local commissaries, and takes up 68 square feet of space – a key point to note for any C&G retailers interested in licensing this vending machine for their location.

“With zero labour costs and zero waste, PizzaForno is a turnkey solution for retailers looking to enhance their foodservice offering with great tasting, quick and convenient pizza at high margin,” says Tomlin, who first saw this technology in France and purchased the rights for North America and Mexico. Self-described as a serial entrepreneur, Tomlin plans to expand PizzaForno in the C&G channel and envisions home delivery right from the c-store a very likely possibility in the near future.

Freshii has also taken convenience to the next level with mobile ordering and fast delivery to any home or office through its partnership with Shell Canada and 25 of its gas stations, as part of its first phase rollout.

Gas King offers quick, counter service with its small, efficient in-store kitchen, that allows them to prepare food on site for the day’s inventory and on demand.

“The intent is to provide our guests with high quality, value priced, fresh food options prepared on site inside our store by food safety certified management,” says Klimchuk. “We are vertically integrated, which allows us to plan, prepare and deliver efficiently and effectively.”

Brand Recognition

“For new sites, we prefer to pair with a well-known QSR partner to handle our foodservice offering,” says Turkington. “We have found a winning combination pairing our On the Run c-stores with partners, such as Tim Hortons, A&W and Triple O’s. Combined with our well-established gas banners, our On the Run c-store, with recognized QSR brands, give customers the ultimate convenient experience under one roof.”

While Parkland values brand recognition, the independent marketer of fuel and petroleum products tries to accommodate regional nuances.

“Various acquisitions across the country have led

us to adopt new programs regionally and have had success with fresh sandwiches delivered by Bread Garden in our British Columbia Chevron Network, as well as strong volume with our fresh made, onsite Transit Café sandwich program within our Ultramar network in Quebec.

A partnership between brands, Shell Canada General Manager Andrea Brecka states in their May 2018 press release, “We know from our 100+ years serving Canadians that convenience and choice is critical. Partnering with Freshii allows us to provide healthy and convenient choices to customers on the go that may not otherwise have time in their day to fit in a healthy meal.”

Parting Thoughts

In terms of advice, Klimchuk encourages retailers to know their clientele’s needs and wants, and says: “This is achieved by relationship-building and simple questioning strategies. When an opportunity presents itself, take quick action to deliver and also keep inventing yourself by changing things up and measuring responses.”

Marc Rex, director of Fresh/Foodservice at CoreMark International, also shares some insights on the lunch category. “Convenience is changing with more technology, instore execution and quality products.” Having helped many franchise and independent C&G retailers launch a fresh foodservice offering, Rex has seen the category evolve. He adds: “Home delivery, instore dining with seating and free WIFI, and mobile ordering from the gas pump with delivery are just some of the changes we expect to see in the C&G channel. Innovative possibilities in the foodservice category across the C&G channel are tremendous.”

Meline Beach is a Toronto-based communications practitioner and frequent contributor to Convenience & Carwash Canada. In addition to freelance writing, Meline provides communications and public relations support to businesses across Canada. She can be reached at www.mlhcomms.ca.

For less than 10 dollars, a customer can purchase a handcrafted sandwich, wrap or submarine, with potato or macaroni salad and medium cold or hot beverage.



Down On Your Corner



L to R: Kelly Klimchuk, Scott Sibbet, Allan Stenbeck, Brent Morris

Gas King also provided the organizers with \$20 Gas King gift cards which were given out as trivia contest prizes to the fans watching the curling at the Enmax Centre.

In the Fall of 2018 when Curling Canada contacted Gas King president Brent Morris to inquire about a possible sponsorship for their curling championship in April 2019, it was a no brainer. Gas King had already sponsored seven local curling championships since 2000. The sponsorship comprised of providing Gas King fuel for the shuttle vehicles used to transport the curling teams to and from the hotel to the curling venue and included a carwash on the day that vehicles are returned to the car dealership.

A total of 13 member associations competed in Lethbridge, Alberta, which is the second year of a 13-team format. Teams qualified through Pacific-Asia, Le Gruyere AOP European Championships, Americas Challenge, and the World Qualification Event. Teams were from China, Japan, South Korea, Germany, Italy, Netherlands, Norway, Scotland, Sweden, Switzerland, Russia, USA and of course, Canada.

"Curling Canada has always been very organized and are great to work...we get great exposure" states Morris. Gas King has received some great perks in the past in return for supplying fuel. Tickets to the opening reception and to watch the curling, including meals in the sponsorship lounge, online recognition, signage at the venue, program ads, pins with the Gas King logo on them, merchandise, and new this year - they had the Gas King logo on 24 Murray's Chev Cadillac shuttle vehicles driving around Lethbridge. We distributed the curling and meal tickets to Gas King account holders and employees, which all were very well received."

Also part of the deal this year was that Gas King received Curling Rocks t-shirts with their logo and the other sponsor's logos on the back of the shirt.

Gas King Fuels 2019 World Men's Curling Championship

"We decided to outfit all of our local store employees, so we purchased a box of shirts from Curling Canada and asked our staff to wear them for two weeks - one week before the start of the event and while the event was on," says Morris. Gas King also provided the organizers with \$20 Gas King gift cards which were given out as trivia contest prizes to the fans watching the curling at the Enmax Centre.

When the call for volunteers went out to assist at curling's legendary party place, The Patch, Morris and three members of the Gas King management team stepped forward to help serve thirsty curling fans. "We had a blast," claims Morris, "and we would gladly do it again."

Gas King District Sales Manager, Kelly Klimchuk, had an extra busy night. When finished with his shift at the bar he and his band, Uncovered, hopped on stage and played dance music until after midnight. "But he was still at work for 8 a.m.," Morris said laughing.

All in all, it was a great week of curling, and Gas King is looking forward to doing it all again whenever that may be.

"Lethbridge is a hot bed for curling and has done a fantastic job hosting many world class curling events - so who knows; the fun may be back here sooner than we think," says Morris.

The Canadian team skipped by Calgarian Kevin Koe made it to the final game by beating Switzerland in extra ends but lost to Sweden with a packed house on Sunday.

"That was the only disappointment - but Sweden has won many championships, and now we know why," says Morris. [9]