

ALIMENTATION
COUCHE-TARD INC.

FOOD SERVICE SEMINAR 2018

7th November 2018
Paul Doggett

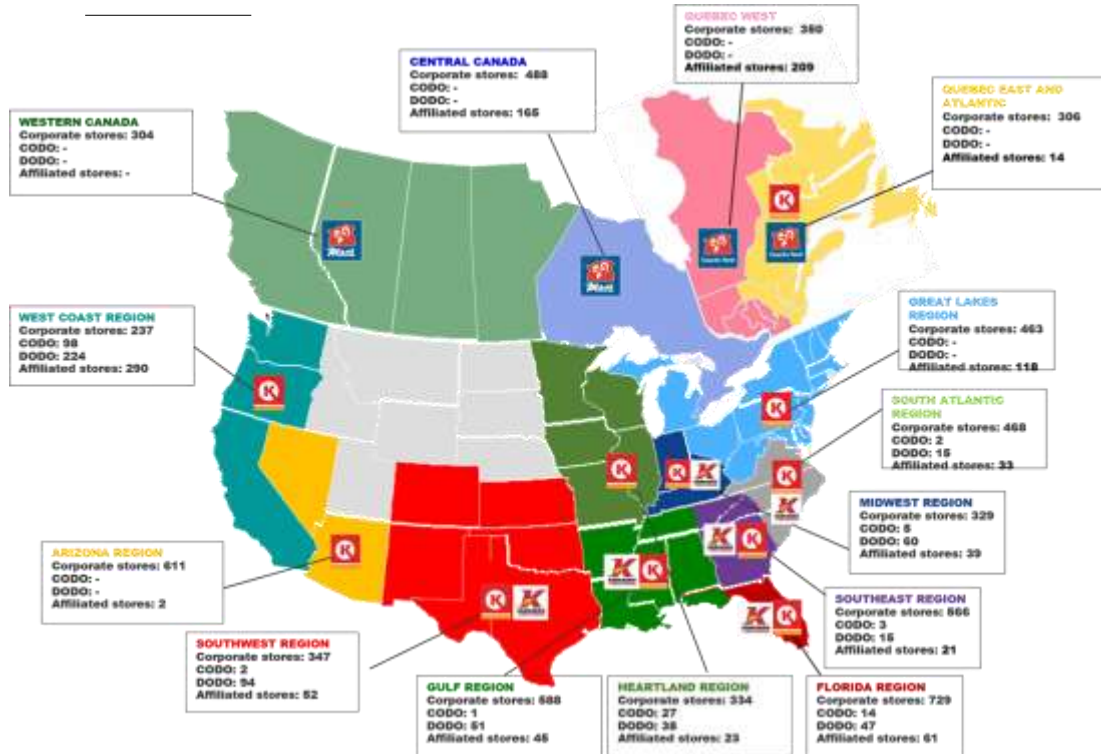
ONE MAN AND A BOAT



WHO ARE CIRCLE K



NORTH AMERICAN NETWORK



Total network of 7,888 stores in North America

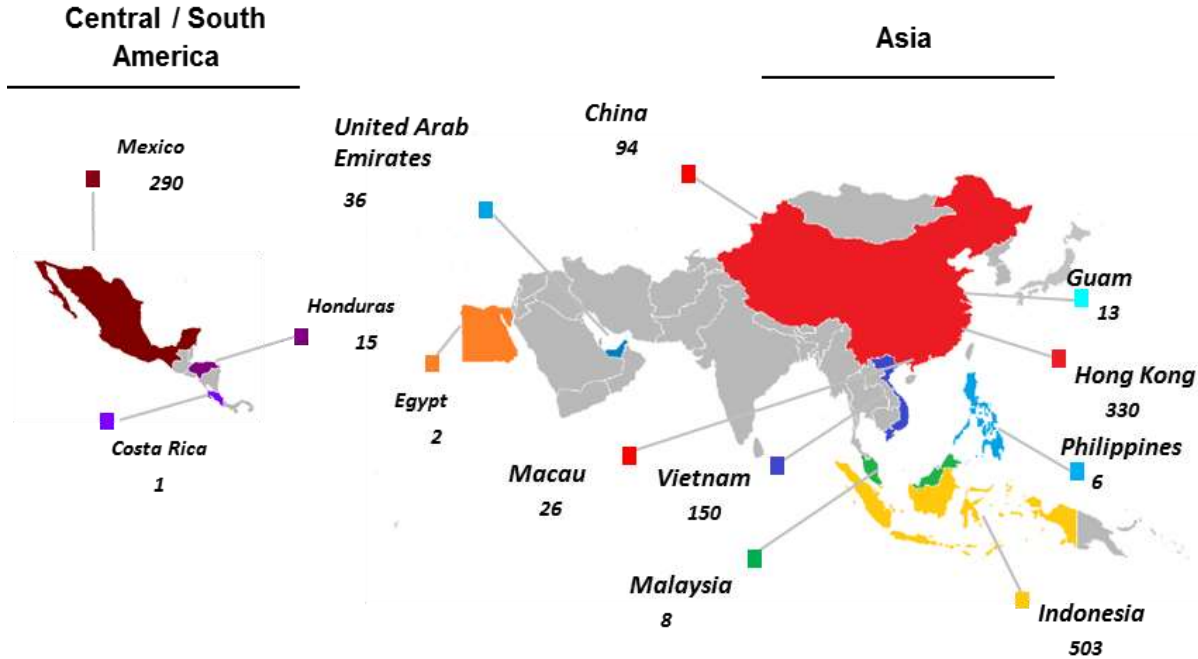
EUROPEAN NETWORK



2,659 stores in 9 countries in Europe. Rebranding has taken place in all countries to Circle K. Ireland is the last the 9 countries to rebrand.

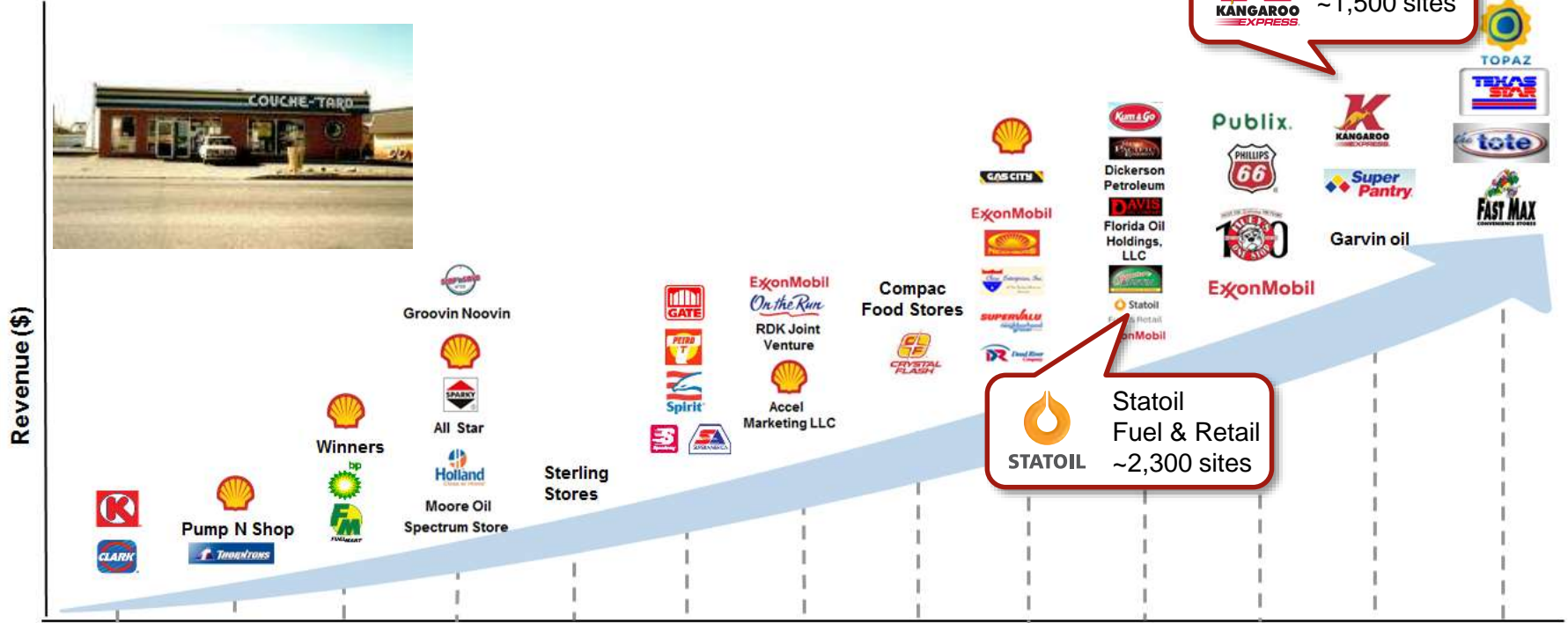
Ireland.
160 Company Owned.
275 Dealer.
2 Franchise

INTERNATIONAL PRESENCE



Around 1,500 licensed Circle K stores in Asia, Mexico, Honduras, U.A.E and Egypt

IT ALL STARTED IN 1980 WITH A DREAM...



FOOD SERVICE IN MICROCOSM



INNOVATION V INVENTION

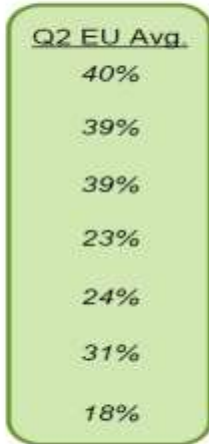


CHANGES IN SPEND BEHAVIOUR

While spare cash continues to be put in saving, home improvements stood out for Ireland this quarter



Where do Irish consumers channel their spare cash?



Source: The Conference Board® Global Consumer Confidence™ Survey in collaboration with Nielsen

Consumers of the future will.....

Our sector is built around consumers and their ever-changing habits, attitudes, tastes and preferences.
To serve the consumer of the future we must first understand them.

Be time-optimisers



Eat when with suits me. Sacking & Food to Go. Blurred day Parts.

Be more health conscious



Health and Wellbeing will grow in importance with subtle differences owing to individual motivations.

Be more individual



Consumers in the future will be open to a more personalised food experience, but only if there is a clear benefit to them with minimal effort.

Be more experimental



Consumers in the future will increasingly experiment with their shopping and meal preparation to broaden their repertoires.

Be more socially conscious



Consumers will want to make sustainable and ethical choices, but only if other needs are also satisfied. Companies will have to respond on consumer' terms.

CIRCLE K FOOD AMBITION

“Best Food Offer for People on the Go”.

Target Groups.



Working guys
travelling to, during or from work and drive several times a week during business hours



Leisure customers
travelling on a shorter car trip in their spare time (e.g. to/from friend)



Commuters
travelling to or from work and do not drive several times a week during business hours



Weekend Travelers
travelling on a longer weekend or holiday trip



The Locals
travelling from home/work directly to the station to buy something and go straight back

CIRCLE K BRAND POSITIONING

Friendly

Relaxed

Caring

Easy & Enjoyable

CIRCLE K

Topaz is changing its name to Circle K.

CIRCLE K MISSION & FOOD

Circle K mission



How we deliver Circle K mission with food.



Fast and friendly service

Food readily available with consistently excellent quality at all times.



Great Quality Food for people on the go

Fresh, High Quality & Great Tasting Food during our three key time periods - breakfast, snacking and lunch with optimal amount of choice.



Easy visits

Easy to choose, get & go.
Easy to serve.
Easy to enjoy your favorite.

GREAT QUALITY FOOD FOR PEOPLE ON THE GO



EASY VISITS



DAY PARTS, BREAKFAST, SNACKING & LUNCH.

<p>RISE & SHINE</p>  <p>5.50</p> <p>BREAKFAST MEAL DEAL</p> <p><small>SOFT COPY COFFEE AND AN OVEN BAKED HOT BREAD - SOFT WHITE AND TOSTED BREAD ROLL WITH GARLIC, TOMATO SAUCE AND BLACK & WHITE PEPPER AND...</small></p> <p>TODAY'S & TOMORROW'S</p>	<p>RISE & SHINE</p>  <p>4.50</p> <p>BREAKFAST BURRITO</p> <p><small>SCRAMBLED EGG, CHEDDAR, PUPA TO CORN, CREAMY SAUCE AND PEPPER ON A 100% WHEAT...</small></p> <p>TODAY'S & TOMORROW'S</p>	<p>RISE & SHINE</p>  <p>2.00</p> <p>CREAMY PORRIDGE</p> <p><small>MADE FROM SUPER OATS AND BERRY BLEND BLENDING WITH FOUR SLICES OF TOPPING...</small></p> <p>TODAY'S & TOMORROW'S</p>	<p>RISE & SHINE</p> <p>CRACKING OMELETTES</p> <p>HAM & CHEESE <small>WITH OUR FRESH BAKED PASTRY BUN</small></p> <p>OR</p> <p>GOAT'S CHEESE, SPINACH & TOMATO <small>CREAMY GOAT'S CHEESE, SPINACH & TOMATO</small></p> <p>OR</p> <p>MEXICAN CHEESE, PEPPERS & HOT SAUCE <small>ONE MEXICAN CHEESE, PEPPERS PEPPER & HOT SAUCE</small></p> <p>OR</p> <p>3.50</p> <p>TODAY'S & TOMORROW'S</p>	<p>RISE & SHINE</p>  <p>4.00</p> <p>BELGIAN WAFFLES</p> <p><small>SOFT COPY THE PINEAPPLE SAUCE WITH LOVE SAUCE & BLUEBERRIES</small></p> <p>TODAY'S & TOMORROW'S</p>	<p>RISE & SHINE</p>  <p>4.00</p> <p>AMERICAN PANCAKES</p> <p>WITH BLUEBERRY & MAPLE SYRUP OR WITH BERRY BLEND SYRUP</p> <p>TODAY'S & TOMORROW'S</p>	<p>RISE & SHINE</p>  <p>4.00</p> <p>BREAKFAST HOT POTS</p> <p>THE HOT ONE <small>SCRAMBLED EGG, CHEDDAR, PUPA TO CORN, CREAMY SAUCE AND PEPPER ON A 100% WHEAT...</small></p> <p>THE HOT ONE <small>SCRAMBLED EGG, CHEDDAR, PUPA TO CORN, CREAMY SAUCE AND PEPPER ON A 100% WHEAT...</small></p> <p>THE HOT ONE <small>SCRAMBLED EGG, CHEDDAR, PUPA TO CORN, CREAMY SAUCE AND PEPPER ON A 100% WHEAT...</small></p> <p>TODAY'S & TOMORROW'S</p>
--	---	---	--	--	--	--

CK STORE CONCEPT



SUPPORTING LOCAL



OPPORTUNITIES IN EUROPE



Saudi & Dubai

Baltics



FOOD EXCELLENCE



Norway

CHALLENGES

Industry

- *Brexit*
- *Vat Rate Increase.*
- *Staff Turnover.*

Circle K

- *Brexit.*
- *Changes in Fuel types affecting traffic to sites.*
- *Staff Turnover.*

As a industry we all have similar challenges. Let's work together to Win.

AND SO

Summary



①

②

③