

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

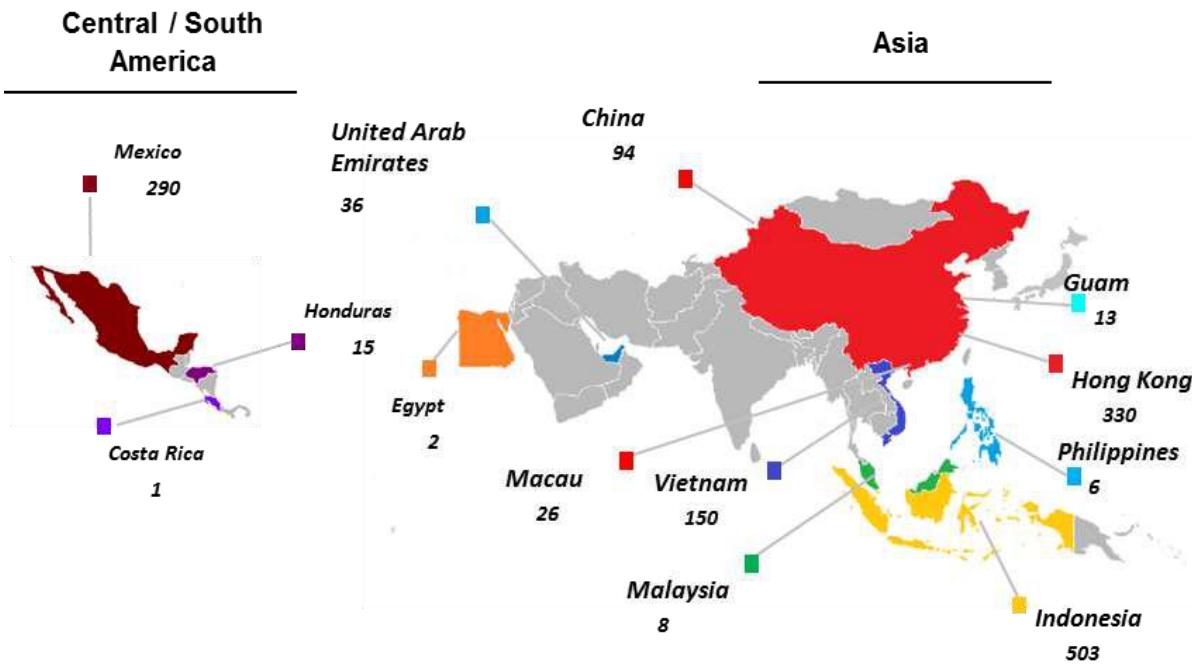
EUROPEAN NETWORK



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.

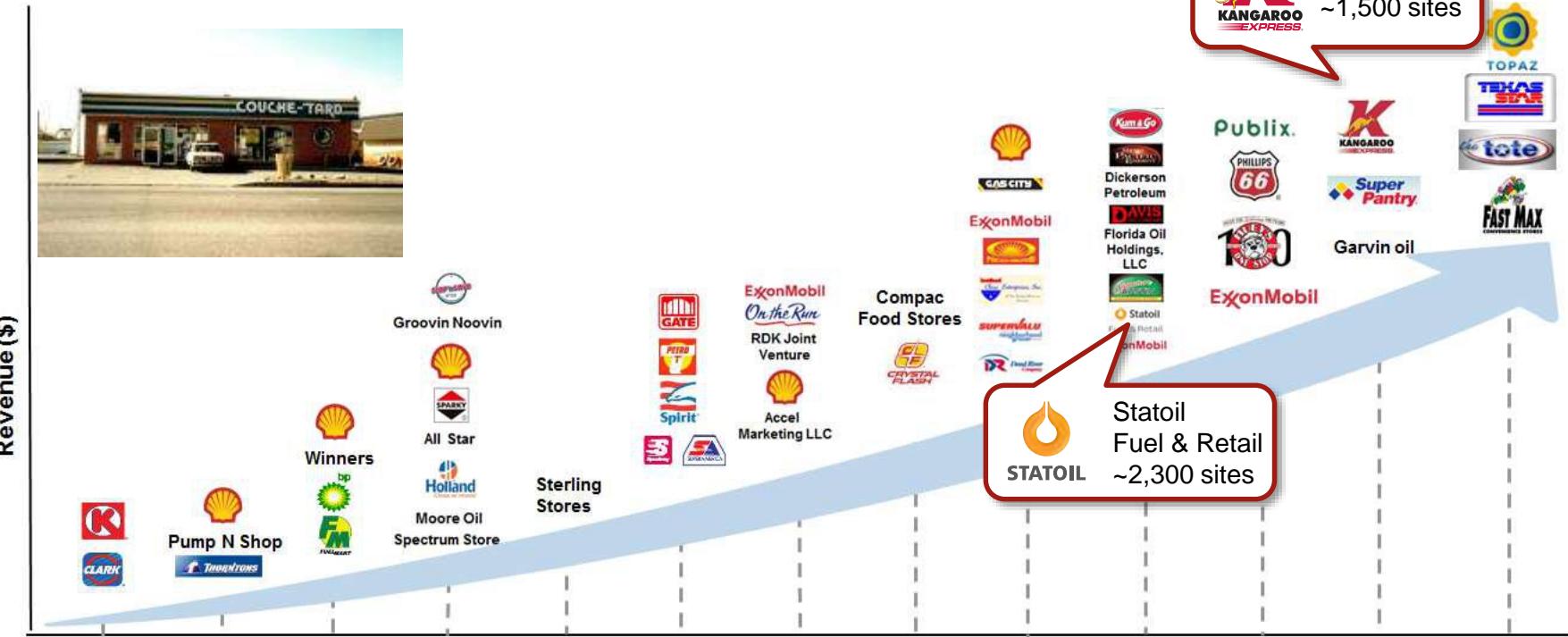
Ireland.
160 Company Owned.
275 Dealer.
2 Franchise

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



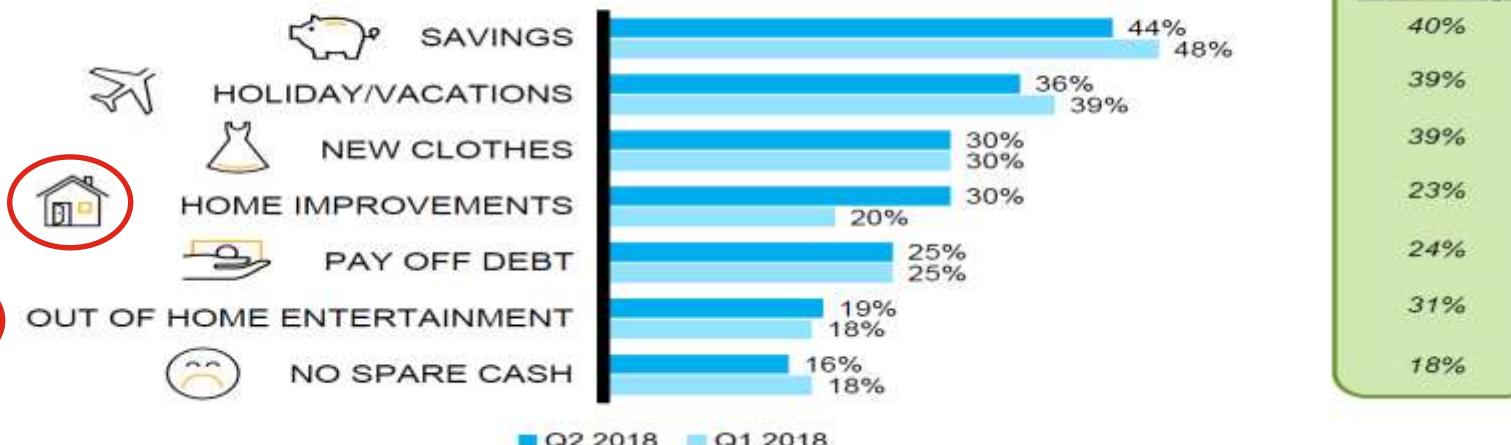
INNOVATION v INVENTION



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 it 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

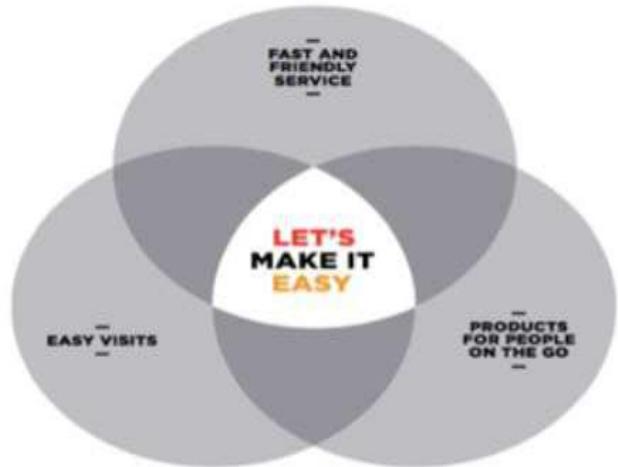
Easy & Enjoyable

CIRCLE K



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.

RISE & SHINE



5.50

BREAKFAST MEAL DEAL

ANY COFFEE AND AN IRISH BREAKFAST SANDWICH OR BREAKFAST BURRITO WITH TOPPING. CRISPY BACON AND BLACK & WHITE PANCAKE ALSO.

MONDAY-FRIDAY, 06:00-10:00

MONDAY-FRIDAY, 06:00-10:00

RISE & SHINE



4.50

BREAKFAST BURRITO

SCRAMBLED EGGS, HAM, CHEESE, SPINACH, CRISPY BACON AND RECHARGE CHEESE IN A TORTILLA WRAP.

MONDAY-FRIDAY, 06:00-10:00

MONDAY-FRIDAY, 06:00-10:00

RISE & SHINE



2.00

CREAMY PORRIDGE

MADE FROM JERSEY DAIRY AND IRISH WHOLE MILK. SERVED WITH FRESH CRANBERRY TOPPING.

MONDAY-FRIDAY, 06:00-10:00

MONDAY-FRIDAY, 06:00-10:00

RISE & SHINE

CRACKING OMELETTES

MAM & CHEESE
IRISH MAM, FRESH KILO CHEESE, MAM & CHEESE
GOAT'S CHEESE, SPINACH & TOMATO
GOAT'S CHEESE, SPINACH & TOMATO
MEXICAN CHEESE, PEPPERS & HOT SAUCE
MEXICAN CHEESE, PEPPERS & HOT SAUCE
3.50

MONDAY-FRIDAY, 06:00-10:00

MONDAY-FRIDAY, 06:00-10:00

RISE & SHINE



4.00

BELGIAN WAFFLES

MADE WITH FRESH BACON & CINNAMON TOPPING.

MONDAY-FRIDAY, 06:00-10:00

MONDAY-FRIDAY, 06:00-10:00

RISE & SHINE



4.00

AMERICAN PANCAKES

MADE WITH BACON & MAPLE SYRUP.

MONDAY-FRIDAY, 06:00-10:00

MONDAY-FRIDAY, 06:00-10:00

RISE & SHINE



4.00

BREAKFAST HOT POTS

THE HOT POTS ARE SERVED WITH FRESH BACON, SPINACH & TOMATO, MEXICAN CHEESE, PEPPERS & HOT SAUCE, AND MAM & CHEESE.

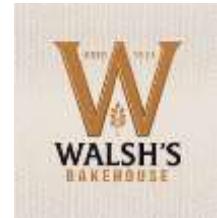
MONDAY-FRIDAY, 06:00-10:00

MONDAY-FRIDAY, 06:00-10:00

CK STORE CONCEPT



SUPPORTING LOCAL



OPPORTUNITIES IN EUROPE



Saudi & Dubai

Baltics

KEPAK
GROUP

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

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