

How to Remodel your Convenience Store with One Call

After 45 years in its current location in a small Ontario town, a family-run service station and convenience store retailer decided it was time to update, upgrade and modernize in order to stay competitive.

They were excited, and confident that **McCowan** could help solidify their vision and make sure they were pointed in the right direction.

The owners and their team reviewed the renovation process step by step. The collaboration was working well, and with a little adjustment and some compromise, they had a solid plan. Their contractor worked on the exterior and primary structure, so the pumps, forecourt, canopy and site access were taken care of. This allowed them to focus on the interior, where their

The store looked fantastic and was positioned to be profitable; it reflected the owners' commitment to their customers.

One phone call to **McCowan** had paid off. With such a driven team managing their vision, and people that cared as much for them as they do for their customers, the renovation seemed effortless.



▲ McCowan's Modular Foodservice Counter System offers solid surface counters and metal cabinetry with integrated drawers, shelves, waste disposal, beverage cup/hold holders and microwave shelf. Pastry Displays use LED lighting to feature pastries, donuts or sandwiches and are easily accessible by the customer on the run.



▲ McCowan's unique modular systems, combined with its in-house design team and modern production facilities, allow it to create cost-effective custom store fixture solutions for independent retailers and national chains.

Naturally, the business and its customer demographics had changed over four decades. The owners understood who their customers were and what they wanted. They also had an idea of the changes they did and did not want. They needed new product offerings, but without sacrificing their core business. Unsure how to make it all happen, they decided it was time to get professional help.

With just one call to industry expert, **McCowan Design & Manufacturing**, they were able to arrange every aspect of the interior renovation, including fine-tuning their wants and needs, creating a store layout and

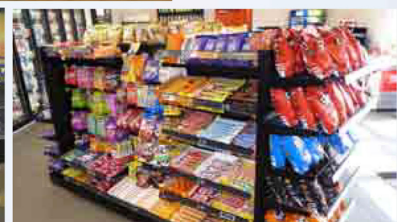
merchandising plan, selecting colours and materials, and supplying store fixtures and counters.

The experts gave them new market information and a deeper understanding of how foodservice could drive their business well into the future.

long-time customers (and new ones too) would soon be able to enjoy the new space and offerings.

Inside the store, the foodservice area and the main retail selling space, planned out by **McCowan**, were starting to come together. The custom coffee island offered a sink for cleaning up breakfast sandwiches, a well-organized and sanitary trash area, plus an LED-lit pastry display for impulse buys. **McCowan's** metal store fixtures integrated well with its modern cash desk and secure tobacco cabinets. Both areas blended seamlessly into the rest of the store and product category areas. The owners loved the rich look of the colours they had picked. The gondolas, shelving and mobile merchandisers gave them the separation of product categories they needed, while offering great flexibility. Everything looked like it belonged together, and better still, the store was designed to feature the top selling products in a bright, clean, roomy environment with clear sightlines.

The next generation soon would be running this business, taking it well into the future with the best start possible.



▲ McCowan's versatile Gondola or Island Display with adjustable shelving is a space efficient, high capacity unit from which impulse products can be merchandised. By placing gondolas on an angle, merchandise is highly visible when the customer walks in the door.



▲ McCowan's versatile and mobile Square 4-Way unit can be merchandised on all sides plus on top, right at the customer's eye level.

FIND OUT HOW WE CAN HELP WITH YOUR VISION

Contact **McCowan** at
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Check out our new website
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McCowan
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