

7-ELEVEN REIMAGINES THE CONVENIENCE FORMAT

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Texas – The **cult convenience retailer** has launched a new store format focused on discover, freshness and local products.

Described as a 'lab store', it will sell regular convenience goods alongside made-to-order smoothies, cold-pressed juices and kombucha on tap. A separate craft beer station will allow locals to refill their own bottles, while South Texan brand Laredo Taco Company will offer street tacos made with handmade tortillas.

Currently the only store of its type in the US, 7-Eleven is also experimenting with Scan & Pay technology that allows customers to skip checkout and pay for their purchases on their smartphones.

'Convenience retailing is...changing at a faster rate than ever before,' says Chris Tanco, 7-Eleven executive vice president and chief operating officer. 'This new lab store will serve as a place to test, learn and iterate new platforms and products to see what really resonates with customers and how we can use those learnings to influence future store designs.'

By supporting local brands and through its provision of health-led and artisanal produce, 7-Eleven is demonstrating the **Convenience Stores 2.0** microtrend in action.