



**NACS**

# Convenience Summit Europe

30 May – 01 June, 2023  
Dublin, Ireland

**NACS**

**Ideas 2 Go<sup>®</sup>**

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# Dublin Overview

Welcome to Dublin, a city that's as intimate as a village and as friendly as an Irish pub. Framed by mountains, centered on a river and edged by a beautiful bay, the city's streets and alleys are filled with vibrant art and historic buildings, hip cafés and traditional "old man" pubs, as Dubliners call them. Walk the streets and you'll feel the energy of over 1,000 years of history, as echoes of the Vikings mix with buzzing boutiques, cobbled streets reverberate with the sounds of buskers, and 18th century parks play host to festivals, film and food markets.

Dublin is a resoundingly social place, packed with culture, creativity and craic (fun). You'll see it in the busy pubs, in the rolling nightlife scene, in the music and in the chat. But this ancient gem basks in natural beauty, too. Beyond the city, the UNESCO Biosphere of Dublin Bay opens up with coastal walks, little villages, wide sea views and rugged mountain backdrops. Take to the Dublin mountains for a hike, go rock-climbing in Dalkey Quarry, walk the cliff path at Howth or join the Dublin hardcore who sea-swim whatever the weather. There's an adventure around every corner.

Source: Tourism Ireland



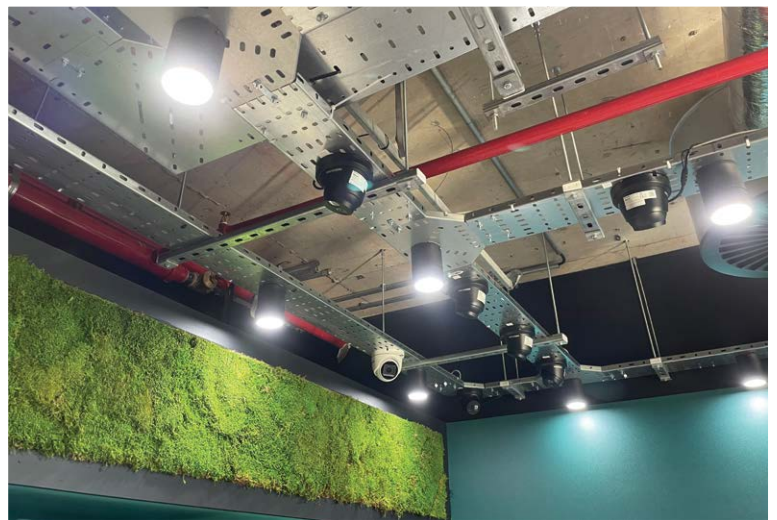
# Market X Flutter

In February 2022, Flutter Entertainment plc, the global sports betting and gaming company, reopened its international headquarters in Dublin following a €15.5 million (approximately \$15M) investment from Flutter and a multi-million-euro investment from the landlord. The building comprises 164,000 sq. ft of flexible workspace across seven floors.

Designed by Claremont Group Interiors, the state-of-the-art workspace is home to 1,700 colleagues from Flutter global

businesses working across key functions including sports trading, technology, product development and innovation, marketing, HR and customer operations with plans for further growth.

Part of the new complex is the Market x Flutter convenience store, Ireland's first fully frictionless shop, where more than 90 cameras and artificial intelligence technology combine to make it quicker and easier to grab and go.



# Donnybrook Fair

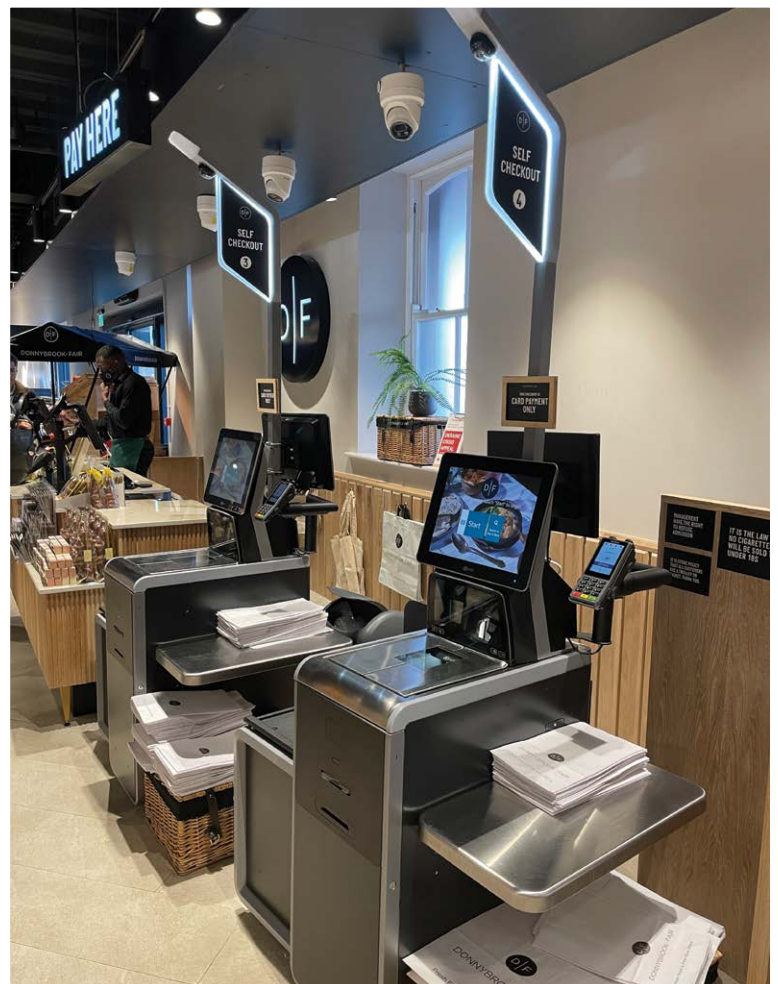
With a mission to source and provide the finest quality ingredients, Donnybrook Fair has evolved into one of Ireland's leading gourmet grocery stores. Famous for hand-prepared, chef-created meals, Donnybrook offers gourmet meals, soups and baked goods and hand-crafted sandwiches using fresh ingredients and no preservatives.

Experience the new flagship store in Dundrum Town Centre. From seafood to local and exotic fruits, mouth-watering aromas and signature sourdough bread freshly baked every day, this is a store created by food lovers for food lovers!

The new store features a food market on the ground floor and a restaurant and bar on the first floor. The food hall is full of culinary delights with seasonal displays, speciality counters offering premium fresh produce, in-store theatre experiences and freshly prepared meals from the Donnybrook Fair Kitchen.

## LOFT RESTAURANT AT DONNYBROOK FAIR

Loft offers fresh, locally sourced food and an extensive drinks menu in a relaxed setting, the space is the perfect place to unwind after shopping.



# SuperValu

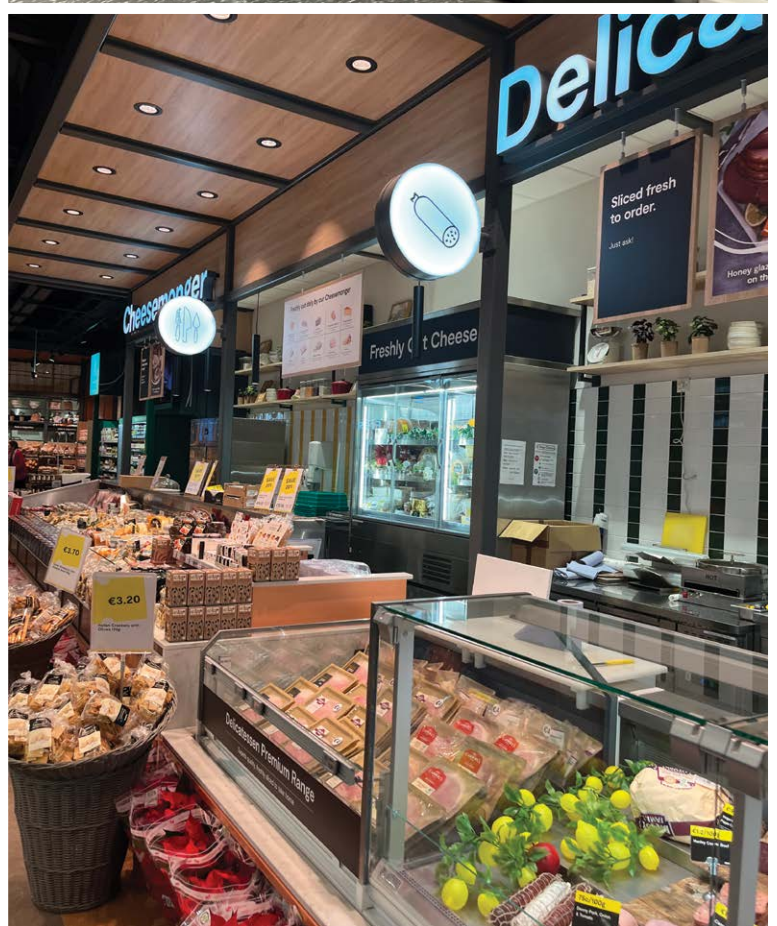
SuperValu is part of the Musgrave Group, Ireland's largest grocery and food distributor. With 223 stores throughout Ireland, SuperValu has served the people of Ireland for over 30 years and has become a well-established landmark across Irish communities. This reputation has been earned through fresh food quality, strong value offering, consistent support of local producers and customer service across our stores.

SuperValu's success over the years can be attributed to their innovative approach in all areas of the business to reflect the changing lifestyles and demands of its customers. The company constantly reviews its product range, putting new product

ranges from Irish producers on their shelves and ensuring their customers can expect the "wow" factor at all times.

SuperValu's knowledge and the proximity of their retail partners has led to many new initiatives including the development and expansion of its own brand product range. The company continues to build the brand while maintaining partnerships with local suppliers, value for money and the quality standards their customers expect.

The Templeogue store showcases many new store innovations and best practices for large footprint sites.



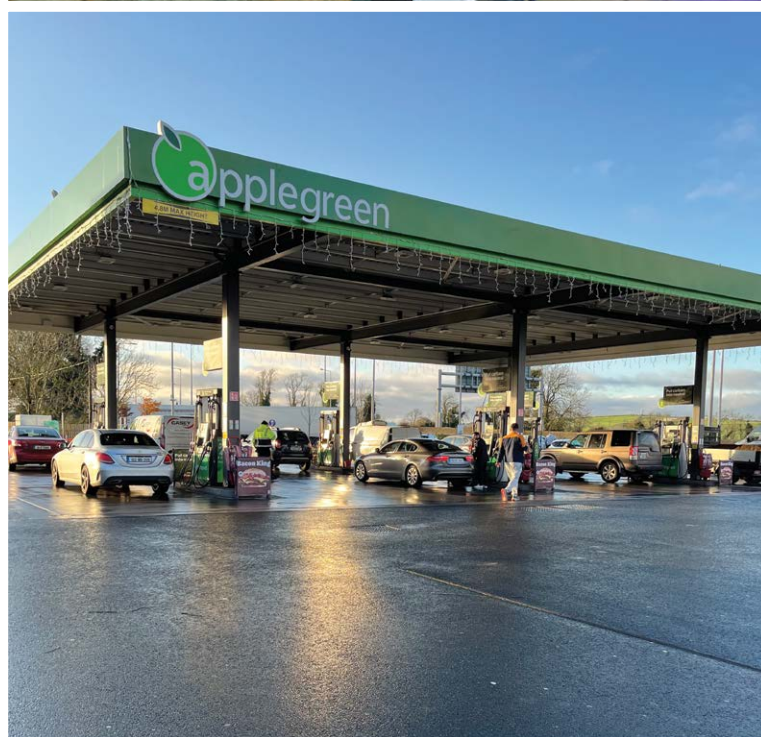
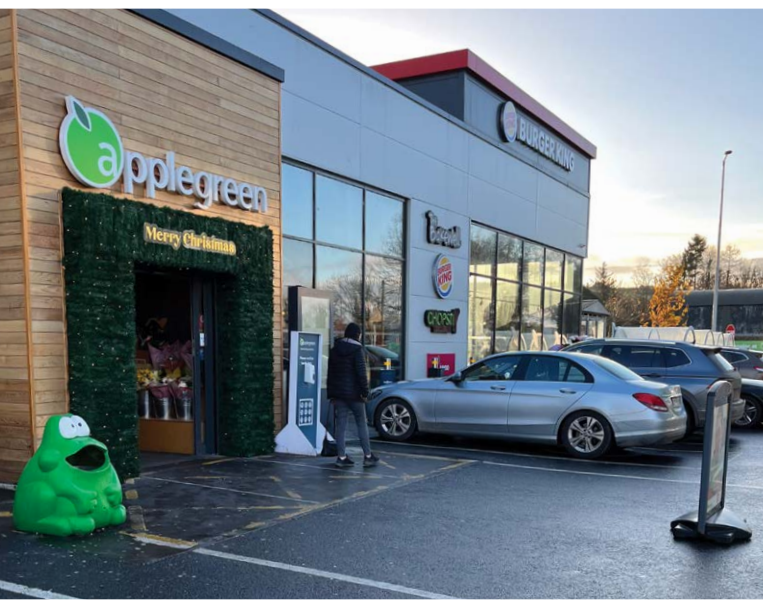
# Applegreen

From humble beginnings in 1992, Applegreen started with the opening of its first service station in Ballyfermot, West Dublin. From there, under the stewardship of Chairman Bob Etchingham and CEO Joe Barrett, Applegreen expanded in Ireland.

As of April 2022, the business operates 620 forecourt sites and employs approximately 15,000 people across Ireland, UK and America. To this day, Applegreen is still under the guardianship of Bob and Joe and supported by the dedicated team at its headquarters in Dublin.

Over the last 30 years, Applegreen's brand reputation and success has been earned through quality retail and value offerings, including its "low fuel prices, always" promise and 100% traceable and quality-assured fuel.

The Rathcoole Service station offers Braeburn coffee and food from Bueno, Chopstix and Burger King in a multi-brand offer.



# Circle K

Circle K is a forecourt and convenience retailer with 410 sites across Ireland. The global retailer offers a unique forecourt and convenience retail space through next generation fuel, gourmet coffee and a wide range of quality food options. Circle K also operates a large commercial fuels business with over 20 depots and two owned terminals across Ireland.

With the motto "Make our customers' lives a little easier every day," Circle K is committed to ensuring consistency of quality and service at its sites.

## Circle K's core offers include:

**miles** - Ireland's first additised fuel, miles PLUS - Ireland's first premium additised fuel

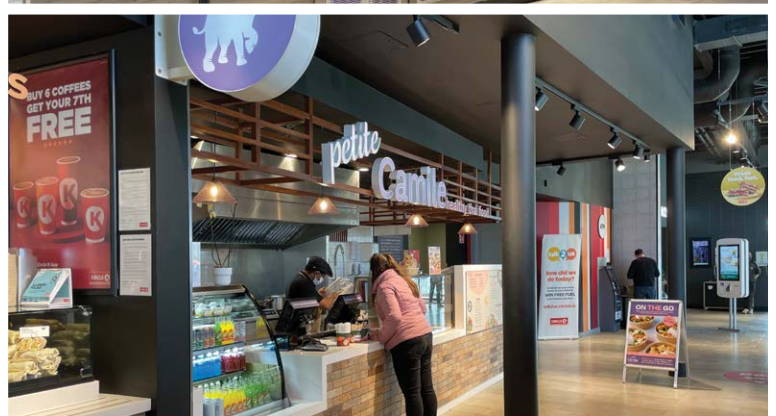
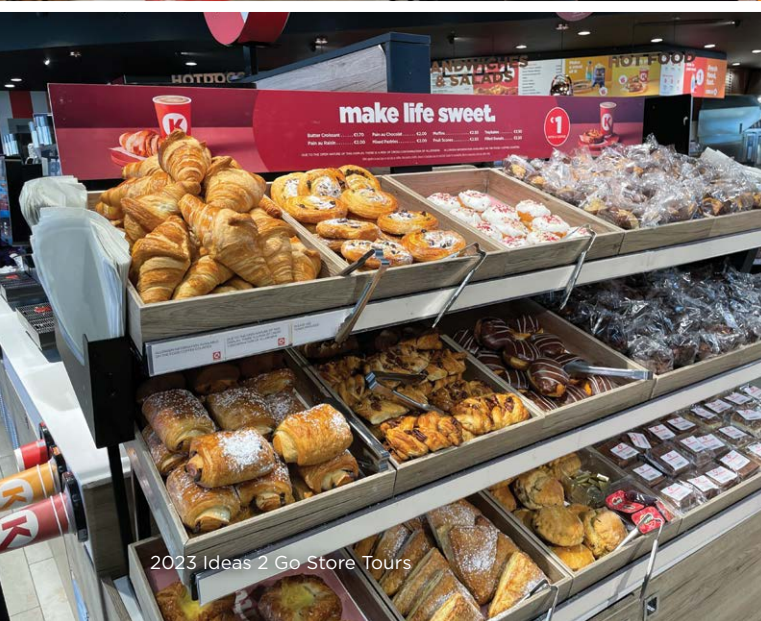
**Simply Great Coffee** - a unique coffee blend developed specifically for the Irish market

**Food** - an offering to meet the needs of today's discerning on-the-move customer

**Car wash** - next generation car wash equipment incorporating ShineTecs and RainTecs technology

**Fuel card** - largest branded fuel card network in Ireland providing innovative and cost-effective solutions for Ireland's business network

Circle K Ireland is part of the Canadian group Alimentation Couche-Tard. The group employs over 130,000 employees globally and has 16,000 stores in over 20 countries worldwide. The Cartersbog service station offers a strong focus on foodservice with fresh brand offers, a petite Camille clip as well as a McDonald's with generous seating areas.



# Maxol Newbridge

**Winner of the 2021 NACS Best of the Best Store award**

With roots that run deep through Ireland, Maxol has been at the heart of the community for 100 years.

Founded in 1920 by William McMullan, the group is now a fourth generation, Irish family-owned business and a market leader in the forecourt retail convenience, fuel card and lubricant sectors. Maxol's customers sit at the heart of what they do. Every day, whether they're providing quality fuel, a delicious ROSA coffee, a freshly made sandwich, or engine oil for the car, Maxol is there to make the day better.

Maxol takes care to provide our customers with the best service and value each time they visit. Their network is run by independent retailers and dealer-owned retail partners. Their independent retailers are local business people, who operate businesses in the local community under a licensee model. This means they have local staff on hand to ensure each visit is a success.

Maxol Newbridge offers Rosa Coffee, Maxol Deli, The Rotisserie, Burger King and a large convenience store.





# Centra Junction 13

Centra, comprised with 480 bright, accessible stores in communities throughout the country, is a leading convenience retail group in Ireland.

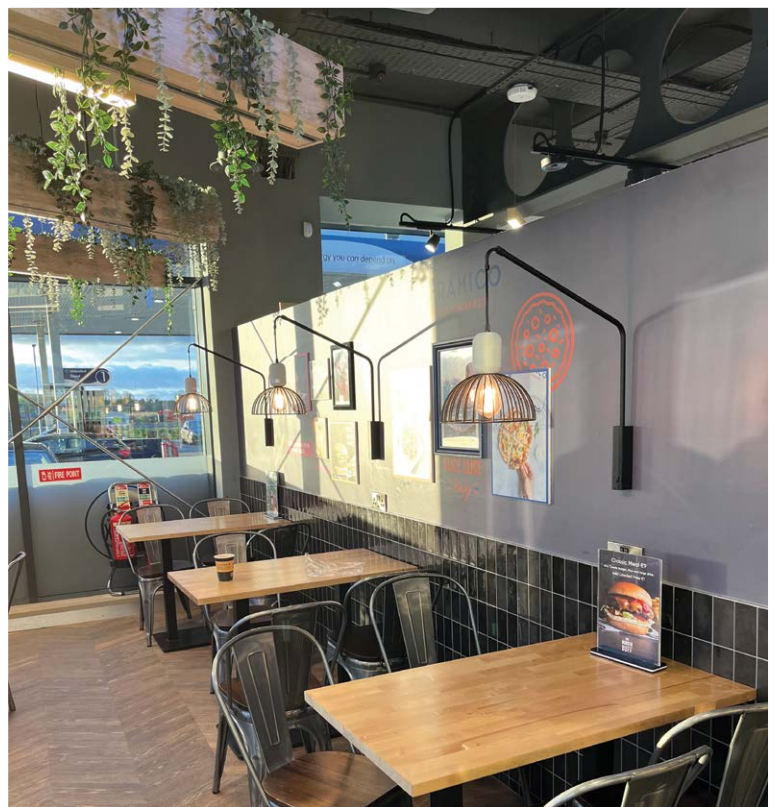
Centra has a reputation for quality, value and friendly service. Shoppers get the best of both worlds—commitment to the traditional values of good, fresh foods and excellent services, combined with the price power and state-of-the-art retail systems of a national food store group.

Junction 13 offers Frank and Honest coffee, Deli counter, Pizza delivery, Moo'd Ice Cream and Caramico Pizza.

Centra is part of Musgrave Retail Partners Ireland. Musgrave Group was founded in 1876 and is now one of the two largest private companies in Ireland. Musgrave is a family-owned Irish company.

Musgrave Retail Partners also operates the SuperValu brand as well as Musgrave Retail Partners Ireland division. In addition, the company operates a cash and carry and food services division in Ireland. In Northern Ireland the company operates under the brands SuperValu, Centra and Mace.

Musgrave Group also operate a wholesale business in Spain under the brands Dialsur, SuperValu and Dicost.



# Junction 14 Mayfield

Junction 14 is a part of the Lidon Group, which is owned and operated by members of the Fitzpatrick family who have been in business since 1954. The group operates across a variety of industries including motor dealerships, agricultural machinery and forecourt convenience and food and beverage offerings.

Junction 14 Mayfield began when two local businessmen and brothers Liam and Donal Fitzpatrick identified Junction 14 as the perfect destination to give M7 motorists a break on the journey between Dublin, Cork and the South West. They spent several years researching the European Motorway Forecourt Industry with a view to bringing the latest trends and technologies to

the Irish market, helping to improve existing motorway service station offerings.

Junction 14 Mayfield is one of the most acclaimed service stations in Ireland and considered by many in the industry as the market leader in forecourt convenience. It is also winner of the Overall Forecourt of the Year for three consecutive years, along with numerous other awards.

Nine different foodservice brands as well as a Spar Convenience store offer plenty of choices.



# Fresh the Good Food Market

## Winner of the 2018 NACS Convenience Retailer of the Year award

The story of Fresh started nearly 10 years ago, when the very first Fresh supermarket opened its doors in Smithfield Village in Dublin 7.

When you walk through their doors, you'll realize that you're not walking into an ordinary supermarket. You'll find a wide range of gourmet, fresh, exotic and speciality produce that you can't buy in most ordinary supermarkets.

In each of their six stores, Fresh promises to deliver "value you can taste." The retailer also promises that all produce and suppliers, from Ireland and around the world, are carefully hand-picked.

Fresh puts the customer experience at the core of everything it does and strives to source, produce and nurture the best fresh produce, food essentials, wine and sweet treats from Ireland and around the world.

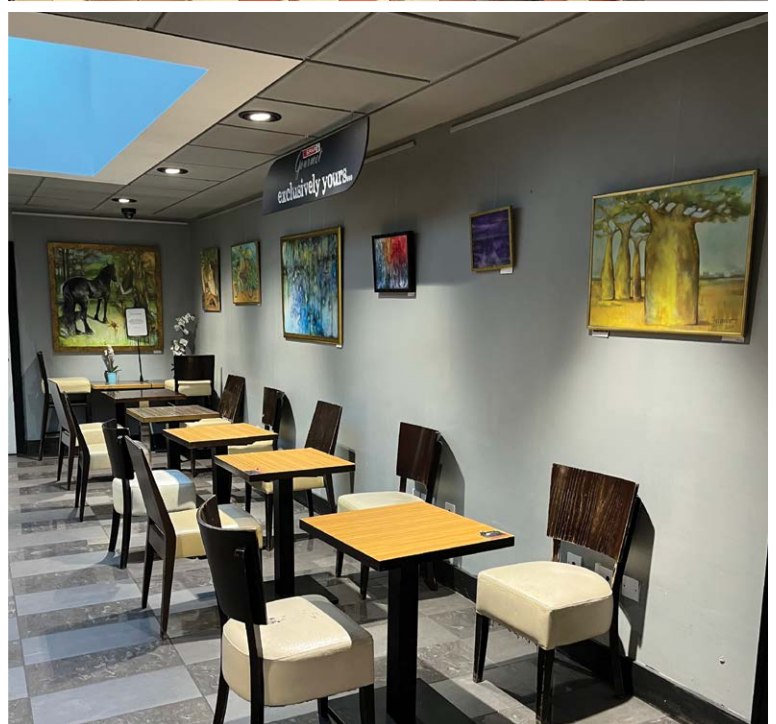


# Spar/Spar Gourmet

SPAR has been bringing consumers the most innovative award winning in-store offering and shopping experience for over 55 years.

From the time it opened its first store in Dublin in 1963, SPAR has had convenience at its core, constantly evolving to meet the changing needs of the modern Irish customer, offering great appropriate time of day fresh foods, healthy options through the SPAR Better Choices range and an expansive range of key grocery items.

Shoppers can be assured of price and value through the Shopper Essentials product range and SPAR's own brand products which offer as good as the best for less. The group, which is part of leading wholesale and retail company BWG Foods UC, has a presence in every county and community across Ireland, with SPAR stores providing employment for 14,000 people locally.



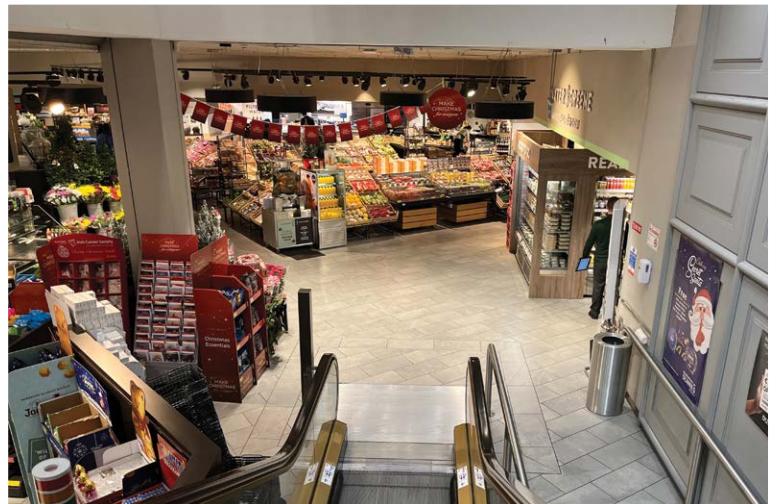
# Dunnes

Dunnes Stores launched in Ireland 75 years ago and reimagined the concept of retail in Ireland by promising “Better Value” to its customers. A family business, Dunnes takes pride in continuing to re-imagine, challenge and evolve our “Better Value” promise in response to customers’ changing needs.

This steadfast commitment has made them a leading retailer in Ireland while remaining a family-run, privately owned Irish company. Their promise offers them a challenge, as relevant now as 75 years ago: Everything for customers must always create

“Better Value.” This promise means that they proudly serve their customers great quality products and brands across food, fashion and homewares at affordable prices every-day.

Dunnes Stores bring their customers a unique range of products, combining the best of Dunnes Stores own brand of fresh, local produce along with specialist exclusive lines such as its award-winning “Simply Better” range. So, no matter the occasion, no matter the budget, customers always have lots to choose from to meet their needs.





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