



7-Eleven unveils larger, upgraded stores in Oklahoma

7-Eleven is opening new, larger stores in Oklahoma with additional diesel, drinks and food services.

The new stores include softer lighting, patio seating and a wider range of coffee, cold drinks and food services, as well as a kitchen to prepare fresh meals, reported The Oklahoman. These 7-Eleven stores will also sell diesel fuel.

An extended breakfast selection, pizza or chicken bites will be some of the new food products they hope to commercialize by installing kitchens.

7-Eleven plan to roll out 15 of these larger stores across in Oklahoma. Some of them will replace existing stores, and others will be an addition to the 110-store network 7-Eleven have in central Oklahoma. The first one opened last week at Northwest Expressway and MacArthur.

"It has been a process of finding out about what our customers like about us and building on that," said Jim Brown, president of 7-Eleven Stores, to the The Oklahoman. "The opening of the first store is only the beginning, not the end."

It was reported in Forbes last week that 7-Eleven were looking to change their business profile from a mere convenience store to a "convenience experience".