



## Couche-Tard to unify its brands under Circle K brand

**Convenience giant Alimentation Couche-Tard Inc. will consolidate its Circle K, Statoil, Mac's and Kangaroo Express retail brands under one new global convenience brand, Circle K.**

The rebranding will start with 12 c-stores recently acquired in Indiana, and will be extended to the 1,550 stores purchased from The Pantry throughout the rest of the year and 2016, reported CSP News.

"We operate in over 15,000 locations, in over 20 countries globally," said President and CEO Brian Hannasch. "As we've continued to grow, we've been faced with a significant question. Do we continue the recipe which we've had, which is a company of companies, or do we join together to become one company, one business?"

The company has decided to unite all its branches (Circle K, Statoil, Mac's and Kangaroo Express) under the new Circle K brand.

From January 2016, customers will be able to experience the new Circle K brand US convenience stores. It will be available in gas stations in Europe from May 2016, while Canadian customers outside Québec will have to wait until May or June 2017 for the new design.

"This is an exciting time for Kangaroo Express locations and communities, as they are amongst the first in the world to adopt the new Circle K brand," said Darrel Davis, senior vice president of operations for Couche-Tard.

Couche-Tard has over 100,000 employees and associates, serve over 6 million customers each day, and earn over \$35 billion in revenues.