



Corner Store unveils new fresh store concept and design

Corner Store unveils new brand design and store format that includes an extended food offer as the company seeks to have a bigger national presence.

The new concept is known as Corner Store Market, it will target customers who don't have the time to go to a large grocery store but seek a decent food products offer.

Corner Store Market include a grab-and-go section with salads, sandwiches and yogurts; as well as a counter where customer can order pizzas, subs, tacos and wraps.

"Looking to the future of our industry, it's crucial that Corner Store continue to establish a clear retail identity broader than our fuel offerings. Inside our stores, food and beverage sales are a vital and stable profit generator. With this exciting brand initiative, we are looking to not only expand those offerings, but to call more attention to the great food, beverages and service we already offer," said Kim Lubel, Chairman and CEO of CST Brands.

According to company officials, the new store model signifies a move away from fuel and a bigger focus on groceries, which represents a much more stable investment.

The new company design will be decorated with bright yellows and greens, and a new logo with a leaf and a speech bubble, representing the concept of freshness.