

New Zealand: Z opens first Habitual Fix on a highway site

It's a first for Z and for the New Zealand healthy food franchise, which until now has been available only in urban environments.

Z Energy has opened the first ever Habitual Fix on a highway station to give commuters and holiday makers a healthy option at the popular Bombay stop-over south of Auckland. Habitual Fix opened on 13 November in the new Z Bombay service station at the Bombay Motorway Service Centre.

“The upwards of 40,000 vehicles driving north and south on this stretch of motorway every day will now have a choice to get fresh, healthy food quickly instead of the traditional fast-food highway options on offer nearby,” said Z’s GM Retail, Andy Baird.

Z Bombay is the first of Z’s new-look stores on a highway where customers will also have access to Z Espresso barista coffee, a picnic area, a New Zealand Post depot, and forecourt service from 10am-5pm. The site will also serve as a bus stop for Intercity buses.

Z Bombay and its Habitual Fix is a trial as Z experiments with this format. If Habitual Fix proves to be a popular alternative to the fast food nearby, Z will look to roll out more Habitual Fixes in other convenient commuter locations.