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USA: 7-Eleven expands Evolution Store concept to Washington DC and San Diego

The Evolution Stores serve as real-time experiential testing grounds where customers can try the retailer's latest innovations in new store formats.



7-Eleven, Inc. has scaled its Evolution Store concept following the successful opening of its beta store in Dallas last March. The Washington D.C. store is now open, and the San Diego store will open in the coming months.

7-Eleven plans to continue to expand Evolution Stores across the country in 2020.

"7-Eleven's mission is to give convenience customers what they want, when and where they want it," said 7-Eleven President and Chief Executive Officer Joe DePinto. "Our evolution stores bring outstanding innovation to life through new food and beverage platforms as well as through digital experiences."

"These new stores are invaluable learning labs, where new concepts are tailored to meet the needs of the communities they will serve from sunny southern California to the fast-paced world of the East

Coast," said 7-Eleven Executive Vice President and Chief Operating Officer Chris Tanco. "We will continue to evolve based on customer feedback and we look forward to creating the next generation of convenience together."

In addition to Laredo Taco Company, 7-Eleven's Mexican food restaurant, the 7-Eleven Evolution Stores will offer an assortment of exclusive products, services and features customized to the neighborhoods and customers in the area.

7-Eleven acquired the Laredo Taco Company restaurants along with Stripes convenience stores in South Texas as part of the 1,000-store acquisition from Sunoco in 2018.