

Petrol PLAZA

USA: Cumberland Farms introduces new to-go restaurant concept

The new "store within a store" Farmhouse Fresh To Go will be rolled out in several Cumberland Farms locations across New England by the end of the year.



Cumberland Farms, a leading convenience, coffee and gasoline retailer that operates nearly 600 retail locations across the Northeast and Florida, has opened its first Farmhouse Fresh To Go store in Westborough, Massachusetts.

Located inside a Cumberland Farms store, the new concept is a "store within a store" inspired by a traditional European bakery-café and offers a wide variety of freshly made sandwiches, bakery products and specialty coffee.

The company plans to roll out Farmhouse Fresh To Go to several Cumberland Farms locations across New England by the end of the year.

"We are excited to launch Cumberland Farms' first-ever Farmhouse Fresh To Go store in the hometown of our headquarters and look forward to bringing Farmhouse Fresh To Go and its delicious

menu to additional communities this year,” said President of EG America, George Fournier.

Born in 1939, Cumberland Farms has grown into a network of nearly 600 convenience stores across 8 states.

Founded in 2001 by the Issa family, United Kingdom based EG Group is a leading petrol forecourt retail convenience operator with nearly 5,400 stores in 9 countries. The group has established partnership with global brands such as ESSO, BP, Shell, Carrefour, Louis Delhaize, SPAR, Starbucks, Burger King, KFC, Greggs and Subway.