

Petrol PLAZA

USA: 7-Eleven opens second Evolution Store in Dallas

The newest concept store is the second in Dallas and the fifth in the country, with openings earlier this year in New York City, Washington DC and San Diego.



7-Eleven continues the expansion of its Evolution Store concept in the United States with the launching of a new outlet of this kind in Dallas. Located at Lake Highlands neighborhood, northeast Dallas, the newest 7-Eleven Evolution Store is only the second in Dallas and the fifth in the country.

7-Eleven Evolution Store is an experiential testing ground where customers can try and buy the retailer's latest innovations in a new store format.

First Evolution Store in Dallas exceeded 7-Eleven expectations, with sales three times what the company originally projected, according to 7-Eleven executive vice president and chief operating officer, Chris Tanco.

"We've learned what resonates with customers and already incorporated our learnings into new and existing 7-Eleven stores across the system," added Tanco in a company's press release.

7-Eleven opened three of these new concept stores earlier this year in New York City, Washington, D.C. and San Diego. More Evolution Stores are anticipated to open in 2021.

The Lake Highlands store will have the second Laredo Taco Company restaurant in Dallas. 7-Eleven acquired the Mexican concept along with Stripes convenience stores in South Texas as part of the 1,000-store acquisition from Sunoco in 2018.