

Petrol PLAZA

Krystal starts construction of new c-store concept in North Carolina

Developed alongside Circle K, the new format has been designed to maximize guest accessibility and operational workflows.



Quick-service restaurant chain Krystal Restaurants announced a strategic expansion into North Carolina with a new convenience store concept.

As a pivotal step for the brand's plans to expand across the United States, the new builds will boast a sleek and contemporary design and cater to consumers' on-the-go dining desires. The location is projected to open in Fall 2024.

The new format has been developed alongside Circle K, featuring a layout to maximize restaurant square footage, increase guest accessibility and present a mutually beneficial operations flow between the restaurant and convenience store partners.

"As we continue to focus on expanding the reach of our brand and how we can best serve our guests, design plays a key role, and we look forward to continued operations optimization in both our

traditional and non-traditional layouts,” said Josh Kern, CEO of SPB Hospitality.

With an eye toward sustained growth, Krystal is dedicated to deploying its layout designs across both new and existing markets. This strategic expansion underscores the brand's ambition to fortify its presence and redefine the quick-service restaurant industry through innovative design and guest-focused experiences.

Headquartered in Atlanta, Georgia, Krystal Restaurants has grown to be present across 10 states with nearly 300 restaurants since its debut in 1932.