



Singapore: Esso revamps its convenience stores

Cheers, NTUC FairPrice's convenience arm, and ExxonMobil Asia Pacific Pte. Ltd. have launched a revamped convenience store format for Esso service stations in Singapore.

The store refresh is another step for the alliance between FairPrice and ExxonMobil, since it was formed in 2003, to offer motorists products and services at Esso service stations.

In alignment with the Government's recent Food Services and Retail Industry Transformation Maps (ITM), the revamped stores will feature a wide range of ready-to-eat meals and additional services.

"We are proud to unveil our revamped service station concept, transforming FairPrice Xpress and Cheers stores at Esso service stations into lifestyle destinations that deliver greater value and convenience," said Seah Kian Peng, CEO, NTUC FairPrice.

The refreshed retail format will debut across five Esso service stations in Singapore and will be progressively rolled out to all 62 service stations island-wide over the next two years.

"The alliance is bringing to Esso service stations a whole new food and service experience for our customers," commented Jimmy Fong, ExxonMobil, Retail Fuels Sales Manager for Southeast Asia.

In a survey conducted by the companies last year with over 600 drivers and convenience store shoppers, the top products that they purchase included Ready-to-Eat meals, snacks and beverages. Seven in 10 also expressed interest in new product offerings such as hot food, breakfast options, desserts and gourmet coffee.

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