



## 7-Eleven explores the future of convenience with new 'Next Up' event

**Global retailer continues legacy of innovation, invites emerging brands to showcase products at first annual Next Up event.**

7-Eleven, Inc. is looking for innovative and emerging brands to participate in its inaugural "Next Up" event on Thursday, October 11 at the 7-Eleven Store Support Center in Irving, Texas.

The full-day event will give up-and-coming brands an opportunity to share their products with 7-Eleven's merchandising team and learn more about the world's largest convenience retailer.

"7-Eleven has a 91-year history of innovation. Customers are changing faster than ever before and continue to look to 7-Eleven to bring innovative, fresh, and better-for-you products to their local 7-Eleven store," said Chris Harkness, 7-Eleven Vice President of Business Development and Sales & Field Merchandising.

Based in Irving, Texas, 7-Eleven operates, franchises and/or licenses more than 66,000 stores in 17 countries, including 11,800 in North America.