



## Marketing and Merchandising Services

### PROPRIETARY MERCHANDISING PROGRAMS

We have developed proprietary merchandising programs that give you an edge in your respective market. As a Circle K Franchisee, you will receive store layouts and schematics. This not only makes it easy for you because you know where everything fits, but the schematics are also designed to enhance impulse purchasing behavior by consumers.

### PROPRIETARY PRODUCTS

Circle K is known for a variety of popular proprietary brands, which include ThirstBuster, Montego cigarettes, Ajava and Froster, to name a few. Circle K leverages its relationships with some of the world's most established names in food to develop strong branded and proprietary food service programs for our stores including our coffee and energy drink offerings.

### CIRCLE K PURCHASING ASSISTANCE\*

Our strong presence in the marketplace creates much efficiency for you as a Circle K Franchisee. This means you may qualify to participate in a variety of cost-saving agreements with major manufacturers. Special rebates and off-invoice allowances may be passed along to Circle K Franchisees on selected product purchases. Our purchasing assistance not only includes national food brands, but also fixtures, equipment and supplies that are designed specifically for Circle K stores. Circle K Franchise can assist you in establishing agreements with local vendors.

### GRAND OPENING PROGRAM

Circle K Franchise shares its expertise to assist in creating a unique Grand Opening Program for your Circle K store.

### CONSUMER RESEARCH AND NEW CONCEPT DEVELOPMENT

Circle K is committed to provide new and exciting programs that meet the customer's desire for convenient solutions to simplify their busy lives.

\*Requires franchisee to meet vendor and Circle K proof of performance requirements