



## Insight NACS Future of International Convenience & Petroleum Retailing 2011

Convenience retailing has become vital for the success of a petrol station in Europe. Reason enough for PetrolPlaza to attend 'Insight NACS Future of Convenience', a key industry event held last week in London and to capture the impressions of the market in a video review, published on PetrolPlaza TV.

### **Insight NACS Future of Convenience was held from 19<sup>th</sup> to 23<sup>rd</sup> September 2011**

This event brought the European industry together, offering convenience retailers and suppliers a unique look into best practice in the European market.

The conference session and the exhibition took place from 21<sup>st</sup> to 22<sup>nd</sup> September in the British Library in London. With many international speakers, the conference covered presentations on relevant industry topics and video case studies produced by Retail Vision, Insight's recently launched web television programme. The exhibition stands featured innovative products and services for retailers.

The conference was accompanied by store visits to the most innovative retail and petrol station formats in the UK and Ireland. According to the organizers, this year's event attracted delegates from over 20 countries.

In our interview with Dan Munford, Managing Director of Insight, he was clearly delighted with the event. He commented: *"For Insight NACS Future of Convenience, we have been really focusing on getting international attendees and providing content that is useful to them in the last few years. I very much hope our delegates have enjoyed this year's event as much as the Insight team have hosting it."*

### **Insight NACS International Convenience Retailer of the Year Award 2011**

The event also comprised the assignment of the 'Insight NACS International Convenience Retailer of

the Year Award', recognizing excellence in convenience and forecourt retailing on an international stage. This year's Award was hosted in the Grand Connaught Rooms in London on Wednesday, 21st September and won by Topaz Cashel, Ireland with its state-of-the-art motorway service station in Co Tipperary, Ireland.

The award winning Topaz service station was opened in June 2011 in partnership with McDonald's. Judges felt this store demonstrated real innovation for a forecourt in both its layout and design. The in-store offer includes a fast zone of high impulse lines; a local selection of fresh food and groceries; in-car entertainment for travellers; souvenirs for tourists including; seating and kid zone play area; free WiFi and web access plus hotel quality restrooms. On the forecourt the site provides a modern, spacious design with pay at pump, at every pump; electric vehicle charging; energy efficient lighting; water collection; a smart driving service area and HGV parking and service area. The Topaz fresh food-to-go offer is extensive too with a full menu including hot meals, locally sourced fresh produce, healthy options, freshly baked pastries and freshly brewed coffee. The McDonald's partnership provides a quick service restaurant with a seating area and a drive through with dual lanes for fast service. See here a video report on the awarded [Topaz Cashel site](#).

> To watch **Part 1 of the video review of this year's Insight NACS Future of Convenience** featuring scenes of the conference and interviews with suppliers, **please [FOLLOW THIS LINK](#)**

> To watch **Part 2 of the video review of this year's Insight NACS Future of Convenience** featuring interviews with Dan Munford, Managing Director of Insight and event organizer and Henry Armour, President and CEO of NACS, **please [FOLLOW THIS LINK](#)**

Future of Convenience is a favourite international strategic industry event for senior convenience and petroleum retailers and suppliers. Insight's 2010 event broke all records in terms of positive feedback, scope and attendance; individuals and groups of senior retailer and supplier delegates from 21 countries attended and exhibited.

This event brings the European industry together and offers convenience retailers and suppliers from around the world a unique look into best practice in the advanced European market, as well as providing a glimpse of the future with international best practice. The highly interactive programme combines presentations, exhibitions, video case studies and hosted store visits to the most innovative retail and petroleum formats in Europe; as well as numerous networking opportunities, which include the Insight NACS International Convenience Retailer of the Year Award dinner on 21st September sponsored by Imperial Tobacco. Confirmed exhibitors include Torex, Camelot Global, CashGuard, KSS Fuels, Artelia UK and MPSI.

The 2011 conference and exhibition days will be held at the British Library in London on 21 and 22 September. International best practice store tours take place in the UK and Ireland. Confirmed content so far includes hosted study tour visits to the Insight NACS International Convenience Retailer of 2010, Applegreen, Tesco's brand new "Hot to Go" Express store in the UK, the brand new "little"

Waitrose convenience store, SPAR UK, Sainsburys Fresh Kitchen, M&S Simply Food and a visit to an M&S dedicated factory run by Uniq food group

Confirmed presentations for 2011 so far include Marks & Spencer, Carrefour, Mercator, Planet Retail, Co-operative Group, ORLEN Deutschland GmbH, Familymart Japan, Torex, Camelot Global, CBX, SSP, Kantar Worldpanel, KSS Fuels and Preem.

## Venue

---

**Insight NACS Future of International Convenience  
& Petroleum Retailing 2011**



September 19, 2011 - September 23, 2011



London and Dublin, United Kingdom

## Contact information

---

**Insight Research & Insight Conferences Ltd**  
United Kingdom



+44 1938556090



+44 1938555398



[www.insightreport.co.uk](http://www.insightreport.co.uk)