



Visiting Latin America's best convenience store

PetrolPlaza visited Lion Place Cardales in Buenos Aires, Argentina, which received NACS' Convenience Retailer of the Year Award Latin America last October. We spoke with FGC Fuels Marketing representatives about the origin of this concept and their mission to create a "home on the road."

The latest edition of the NACS Show debuted a new award that recognized two Latin American retailers. Lion Place Cardales was one of the two winners, a travel center located in Buenos Aires, Argentina, that blends a spacious retail environment with a curated food service experience.

This concept is the brainchild of FGC Fuels Marketing, a fuel distributor founded by industry veterans Claudio Reboredo, Federico Chierasco, and Gustavo Laveaga. Currently, the firm operates 11 service stations and is the only fuel distributor contracted with the four leading brands in the market — YPF, Shell, Axion, and Puma.

"Our mission was to transform the fuel retail industry in Argentina by adapting the best practices. We simply refused to believe that this industry should be defined by mediocre coffee, unimpressive bathrooms, and dubious reputation and quality of food," explained Reboredo during the site visit.

Redefining the Argentinian travel center

Thanks to its striking white facade, Lion Place captures the attention of drivers with its imposing and contemporary architecture. Its clean and direct exterior branding invites drivers to enjoy a comfort-driven experience, designed to be at the forefront of the industry's latest trends.

Customers can enjoy a quick meal or barista coffee to refuel while on the go. The site hosts two well-known brands such as Havanna and Subway, providing familiar products that align with new consumer habits. In addition, the company has introduced its own distinctive "Fast Casual" restaurant, Tangrill, offering traditional Argentine cuisine in a modern setting, with dishes prepared in full view of customers.

"Lion Place is your home on the road. We understand mobility, and we offer a place that provides confidence, security, and comfort. All complemented by an architecture that enhances an unforgettable shopping experience and service," details Jorge Placoná, Marketing Manager at FGC Fuels Marketing.

A second floor welcomes guests to a coworking space. Equipped with comfortable seating and a dedicated meeting room, this addition underscores the site's commitment to become a community hub for travelers, families, and professional drivers alike.

"Lion Place is not just an isolated concept; it has become a symbol of the future of the market. We already have three successful businesses operating, with a fourth one currently under construction," concludes Reboredo.