

**Highway Tour: Convenience and Fuel Retailing Store Visits****Sunday 3 June, 2018 | 08:30 - 15:30****Start from Warsaw Marriott Hotel | Al. Jerozolimskie 65/79, 00-697 Warszawa, Poland**

- + BP Piotr Y Pawel (19) > Supermarket cooperation
- + Lukoil Carrefour Express > C-store-chain cooperation
- + Lotos (31)
- + Orlen (32) > Restaurant-style seating, Retail Execution
- + BP (33) > Canteen-style foodservice
- + Shell (34) > Multiple food touchpoints: Costa/Deli/BurgerKing
- + Orlen (35) > Upmarket design, open kitchen, children's play area
- + Manufaktura > Shopping to eating. Food-service variety. Backside: FMCG/DIY shopping

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**Store Tours: The Booming Polish C-Store Sector of Warsaw****Monday 4 June, 2018 | 12:30 - 16:30****Tuesday 5 June, 2018 | 10:30 - 13:30****Start from Warsaw Marriott Hotel | Al. Jerozolimskie 65/79, 00-697 Warszawa, Poland**

Visit stores that will get you thinking about:

- + Serious food from canteen-style to restaurant-style to QSR-style  
*Experience how different foodservice offers—from canteen-style to restaurant-style to QSR-style—fit perfectly into large or small formats with one common goal: feed the crowd.*
- + What if everybody does 'discount'?  
*See first-hand how convenience retailers successfully react to the threat of rising sales from discounters: Avoiding copycats and going premium!*
- + Delivering the Last Mile  
*Ecommerce is on the rise but delivering the last mile is tricky. Follow busy Varsovian urbanites on their daily quest to manage work, family, traffic and shopping. Discover solutions (online-sales-deliveries, grocery and laundry) that are breaking through the clutter to fit neatly into consumers' tight and unpredictable daily schedules.*
- + Location, Location, Location  
*Discover location-tailored convenience in usual and unusual places to learn how location-optimized retail is helping some retailers to sell more than 200 hot dogs per day at a petrol station; cater to multiple target groups by placing the store right in the middle of the buffer-zone between them.*
- + The New Comfy  
*Going where the Millennials go: Learn why store design and maintenance are key in a fight for staying relevant. See what "The new comfy" looks like when "The old comfy" is dated.*
- + The Two-Door Concept  
*Learn how tearing down walls not only figuratively but literally can aid communication, customer-targeting and customer-engagement to grow sales—all while leveraging a convenience retail site's most valuable asset: It's location*

## Store Tours: London Showcases the Future of Convenience Retail

Friday 8 June, 2018 | 09:30 – 14:45

Start from London Hilton Bankside Hotel | 2-8 Great Suffolk St, London SE1 OUG

Explore tomorrow's convenience and new ways of doing business:

+ The Supermarket of the Metropolis

*It's not about expanding footprint. See how one retailer is delivering high-volume-sales through a highly optimized assortment that's tailored to the local store environment.*

+ Surviving in a Sea of Sameness

*Learn how established foodservice chains compete successfully in a "sea of sameness"—after everyone started selling coffee—through design, atmosphere and customer loyalty.*

+ Millennials (and the rest of us following their lead...)

*Visit outlets that cater the needs of Millennials through POS-design, healthy eating options, and quality-focused eating choices. (and see how Baby Boomers and GenX are following their lead.)*

+ Differentiate or Drown

*Experience how established chains fight the competition through micro-segmentation by joining the coffee-craze or by connecting empathically to their neighbourhood. Hear from an independent retailer and learn his secrets to winning against everyone else.*

+ Disruptive Technology

*Follow the daily tech-trek of urbanites, from charging their EV in the city via efficient yet playful touch-screen-ordering to mobile order and delivery.*

+ One of London's oldest and largest food markets (4.5 Million+ Shoppers Per Year)

*Lunch is served: Visit one of London's oldest and largest food markets with more than 4.5 Million diverse shoppers and visitors per year.*