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.
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.