

**Together  
we'll run circles around  
the competition.**





**For more than 60 years, Circle K has been dedicated to serving convenience store customers. We're also proud to work with those entrepreneurs who share our vision, by building franchise relationships based on mutual trust and providing superior, worldwide business systems. We understand the spirit of independence that inspires you, and we're committed to providing the assistance and support you need to help your business grow. Together we'll run circles around the competition.**

**Your store  
and our  
support:  
One powerful  
combination.**





When you're a business owner with an entrepreneurial spirit, the ideal franchisor is one who can help you grow while giving you the flexibility to tailor your stores to the customers you serve. Circle K gives you this flexibility, whether you're establishing new locations or converting existing properties.

Discover how advantages such as proprietary merchandising programs and store-specific recommendations, supported by a national brand with more than 60 years of convenience store expertise, can become the basis for a relationship with long-term potential.



**Step  
inside the  
Circle K  
difference.**





It's a difference customers notice immediately. Neat, clean interiors. Wide, clear aisles. Plus appealing merchandising and dynamic everyday values like our single-price-point PolarPop™ program that help drive sales.

**We've got what shoppers want.**



We are not your average c-store. Every Circle K location provides the ultimate in convenience by offering the product selection customers want, and attention to customer service and value 24 hours a day, 7 days a week. And that makes Circle K different and appealing to consumers who we know return time and time again.

**You and Circle K. What else do you need?**



# Add up the advantages.

## Fuel Expertise

Add fueling capabilities or support those you already have by leveraging our years of experience.

## Volume Buying Power

Attractive margins on strong national brands reward you for carrying big names consumers want.

## Proprietary Products

Circle K-specific brands like Premium Coffee, PolarPop™ and Crown Cigarettes encourage repeat business.

## Innovative Merchandising

Engaging displays like our walk-in Beer Cave enhance the shopping experience.

## Training & Support

Take advantage of programs that share business best practices and help staff achieve operational excellence.

## Built-in Flexibility

Tailor your product mix and choice of QSR to local preferences.

Decades of convenience-store experience enable Circle K to offer franchise opportunities that provide the ingredients of success. From the strength of our national brand, to the products we offer and the operational support we provide, Circle K gives you exactly what you need to compete.



**The sky's  
the limit  
when you  
team up with  
Circle K.**





When you're aiming high with your business, it's good to know you have the full support of a team that shares your aspirations. Over the years, Circle K has acquired experience in convenience-store operations that few in the industry can match. As part of the Circle K family, that experience can be yours as well.

### **Total Support**

Attention to detail builds a strong foundation for success. Circle K gives you access to the tools, techniques and programs that help build profitable operations with growth potential.

- **Business Operating System** – A complete range of published guides for each aspect of store operations.
- **Front & Back Office Systems** – Tools to serve your customers and effectively run your business.
- **Marketing Assistance** – Strategies to help drive sales and roll out new programs.
- **Purchasing Program** – Pricing power through Core-Mark<sup>®</sup>, plus rebates and analytical reports.
- **Quarterly REX Inspections** – Processes tailored to your operation maximize adherence to food-safety standards and help upsell products.
- **Mystery Shopper Program** – Includes monthly reports and rewards for perfect scores.

### **Comprehensive Training**

Achieve smooth operations and consistently high levels of customer service. Our training programs cover a vast range of knowledge required to manage using proven best practices.

- **S.M.A.R.T. Academy** – Our state-of-the-art facility combines in-store experience with classroom learning.
- **New Employee Training Program (N.E.T.P.)** – An eight-module online program available at Franchise-CircleK.com provides expert instruction.
- **Smart S.T.E.P. (Store Training Enhancement Program)** – This four-step, advanced online training program provides practical job knowledge and management insights for store staff.
- **Continuing Education** – Our franchisee website keeps you up to date on the latest operational, customer-service and merchandising programs.

**Your  
Circle K Franchise  
Development Manager  
has all the information  
you need to join  
our franchisee  
family.**

With Circle K support, you're well prepared to give other convenience stores some serious competition.



**What else do you need?**



**Couche-Tard:  
The nice little  
corner store on  
thousands of  
corners.**

Circle K is a part of Alimentation Couche-Tard of Canada, a company that in more than three decades has grown to be one of the largest independent convenience store operators in North America. The Company's operations currently include a network of 5,883 stores, 4,142 of which offer petroleum products, in 43 American states, the District of Columbia and ten Canadian provinces. Other operations include Europe, Mexico, Japan, China and Indonesia. Couche-Tard stores serve more than 25 million visitors per week and employ 53,000 staff members.

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