

# Looking Ahead, Not Back

QuickChek celebrates its golden anniversary with new vigor

By Don Longo

**Q**uickChek Corp., the family-owned fresh convenience market chain based in Whitehouse Station, N.J., gave away free large hot coffees and 20-ounce iced coffees to all patrons visiting its store in Dunellen, N.J. — the chain's very first store — on Wednesday, March 15 from 12:01 a.m. through midnight to mark its golden anniversary.

However, the coffee giveaway doesn't come close to illustrating the full 50-year story of this regional innovator that is moving into its next half-century with new vigor — opening new stores, expanding into new markets, and hiring more team members.

QuickChek has opened 40 new stores and hired an additional 1,400 people since 2007. The retailer in February opened new 5,496-square-foot stores in North Brunswick and Cedar Knolls, N.J., and the chain opened its first store in Long Island's Nassau County this April.

Its steady growth enables it to attract and maintain top talent. One of those talented people is Rob Easley,

who joined the company in February in the newly created position of senior vice president of merchandising and marketing. Easley possesses nearly 25 years of retail experience in marketing, strategy and operations, including 16 years with leading independent grocer H-E-B, as well as chief operating officer at Rite-Aid, at Westlake Ace Hardware and with Earth Fare, one of the leading natural and organic food retailers in the nation.

"We are very pleased to have Rob Easley join our senior management team," said QuickChek CEO Dean Durling. "While we are celebrating our first 50 years, Rob's strong background in marketing, strategic planning and operations will help us grow to the next level as we look to our future."

QuickChek also announced several internal promotions. Don Leech, who has been with the company for 31 years, including the last 14 as a director of operations, has been promoted to vice president of real estate and development. Leech began his career at the company's Middletown, N.J., store in 1985 and has held positions of assistant store leader, district leader, and director of operations.

Robert Porcelli has been promoted to director of operations for Region 2. He began his career as an assistant store leader in Franklin, N.J., in 2005 and has been promoted several times during his career to store leader, district leader in New Jersey, and most recently district leader in New York.

The company also announced the internal promotions of Matt Murphy, Jennifer Quiles and Kevin Woodring as district leaders.

QuickChek did say goodbye recently to longtime sales and marketing executive John Schaninger, who left the company after 38 years



QuickChek team members celebrated the 50th anniversary at its Dunellen, N.J., store on March 15.



QuickChek is the first retailer in the convenience store industry to provide self-checkout to customers.

to pursue other interests. Schaninger joined QuickChek in 1978 as an assistant manager and grew into a number of positions with increased responsibility, including district leader, Region 1 vice president of operations, and in 2004, vice president of sales and marketing.

“We are committed to being a great place to work, a great place to shop, and a great place to invest,” said Durling, whose company enjoys the rare distinction of being named one of the best places to work in both New Jersey and New York State. “We strive to create a positive experience and environment where core values are nurtured, hard work is rewarded, and leadership is cultivated. As our team managers have input into this selection, this recognition confirms we remain on the right track.”

QuickChek also believes in being not just the preferred neighborhood shopping destination, but a part of the community itself. The retailer supports more than 150 youth sports organizations throughout New Jersey, New York’s Hudson Valley and Long Island.

Whenever the company opens a new store, it raises funds for a local youth organization in that town, donating 25 cents from every sub, sandwich and wrap sold during the new store’s first 30 days to that organization.

QuickChek has also raised millions of dollars to support a variety of causes benefitting children, families and military veterans.

### THE QC HISTORY

The QuickChek story actually began almost 130 years ago when Durling Farms was founded by Augustus Durling in central New Jersey in 1888. Over the following 79 years, the Durling Farms brand grew to be synonymous with quality milk and dairy products, delivered fresh to the customer’s door.

In 1967, Augustus’ grandson, Carlton C. Durling, founded QuickChek to ensure that loyal Durling Farms

## 50 years of fresh

The story of QuickChek is officially 50 years old, but our roots date back to 1888 when Durling Farms provided fresh quality milk and dairy products throughout the Central N.J. Region. But as times changed, so did our customers’ desires. Journey with us through 50 years of fresh and see how QuickChek has evolved to continue to provide delicious food, drink and exceptional service.

**OPEN 1967**  
On March 15, 1967, Durling Farms opened QuickChek Food Stores in Dunellen, N.J., promising fresh, convenient shopping 7 days a week.

**1976**  
To feed our hungry customers, we created a few signature subs and sandwiches, starting with fan favorite “The Champ.”

**1979**  
Stickers for quality: we began baking fresh bread and baked goods in-store.

**1980**  
Seeing a healthy opportunity to serve our customers, we opened the first QuickChek pharmacy store in Irving, N.J.

**1986**  
With each new store, we always supported our communities, especially the local little league teams.

**1992**  
Our “Guaranteed Fresh” promise solidified what we already did—make the freshest, most delicious coffee every 20 minutes.

**1993**  
We became the title sponsor of the largest summer time hot air balloon and music festival in North America—The QuickChek New Jersey Festival of Ballooning!

**1995**  
With an eye on the future, we implemented QuickChek University—a 10-part internal leadership development program.

**1999**  
To make our signature sandwiches even more delicious, we began offering toasted subs.

**2000**  
First came fresh, then came fast. Our first fast store was opened in West Amwell, N.J.

**2001**  
We thought customers should be able to get cash without an additional surcharge. So we introduced no-fee ATMs in all stores.

**2002**  
We became active donors of the Juvenile Diabetes Foundation.

**2004**  
To keep up with demand, all newly constructed QuickChek stores began offering fuel service.

**2006**  
To enhance the customer experience, we introduced touchscreen ordering so QuickCheks could customize every item of their order.

**2007**  
Our first NY store opened in the town of Florida, Orange County, NY.

**2008**  
We introduced a fresh new logo, and a Mascot to boot!

**2009**  
Get Fresh. Go Fast got supercharged with the introduction of Fast Lane Self-Checkout—a first in the industry.

**2010**  
Our employees really are the best in the business!  
– Voted “Best Places to Work in New Jersey”  
– Featured in list of N.J. Top 100 Private Companies and N.J. Largest Private Employers.

**2010**  
We introduced All Natural granola mixes for subs and sandwiches—totally delicious.

**2012**  
More than 40 team members volunteered to help rebuild after Hurricane Sandy.

**2013**  
We were excited to introduce handcrafted espresso drinks and real fruit smoothies.

**2013**  
We were honored to be named “Best Companies to Work for in New York State.”

**2014**  
We established a cause committee that is focused on volunteer and fundraising activities that support local youth sports, hunger and veterans.

**2014**  
After years of anticipation, we opened our first store on Long Island in the village of Lake Grove.

**2014**  
We were privileged to be named “Best Quality Hot Beverage” and “Best Quality Food Service.”

**2015**  
In 2015, we launched the QC Mobile App, featuring a location finder, exclusive deals, games and Power Perks.

**2015**  
We proudly received the honor of being named N.J.’s Most Generous Company for the second year in a row.

**2016**  
To our delight, we were also awarded the ProSource Innovator of the Year!

**2016**  
We were excited to be named National Convenience Store Chain of the Year!

**2016**  
We introduced even more “clean label” fresh snacks to complement All Natural offerings, including QVC and trans-fat-free popcorn chicken.

**2017**  
QuickChek 50 YEARS OF fresh



QuickChek stays true to its mission: to be a great place to work, a great place to shop, and a great place to invest.

customers had a neighborhood shopping destination not only for their milk, but for a full range of deli and other food products. He opened the very first QuickChek store on March 15, 1967 in Dunellen.

Today, under the leadership of Dean Durling, Carlton's son and Augustus' great-grandson, QuickChek is a market leader through innovation and its focus on fresh products and friendly employees at 148 stores in the New York/New Jersey metropolitan area.

QuickChek was named the *Convenience Store News* Foodservice Innovator of the Year in 2016. The annual Foodservice Innovators Awards program, sponsored by Tyson Convenience, recognizes the best of the best in convenience foodservice. Two years earlier, QuickChek was named Hot Beverages Innovator of the Year in the awards program and that same year, its renowned fresh brewed coffee was voted best in America in a national consumer survey.

"Our company has been built on total customer dedication and we remain committed to what our

customer wants, which is high-quality, great tasting food and beverages close to where they live and work," commented Durling.

This commitment has driven the company to define the term "fresh convenience" and remain the market leader in foodservice, fresh coffee, fast fuel and friendly people.

QuickChek's menu is designed for personalization, whether it's made-to-order sandwiches, the extensive coffee wall, or the handcrafted hot and cold beverages available at the in-store Q Cafés. Customers get what they want any time of day or night.

"Being an innovator means not only creating new menu items and having freshly made in-store

bakery items, but also embracing technology to continue to meet the needs of our customers," Durling told *CSNews*. "You can use an in-store touchscreen or your smartphone to create a custom sandwich or drink, which we will handcraft to your order. We have self-checkout counters and continue to expand our mobile ordering to provide even greater convenience for our on-the-go customers."

Its 50th anniversary celebration aptly had a technology angle as well. The celebration in Dunellen on March 15 was followed by 50 additional offers over the next two months covering QuickChek's menu of fresh food, beverages and on-the-go snack items. The promos ranged from free coffee and fountain drinks to buy-one-get-one offers. Consumers were encouraged to enjoy additional convenience and savings by downloading the QuickChek mobile app, which always rewards loyal customers with a free coffee after they purchase six coffees. **CSN**

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— Dean Durling, CEO, QuickChek Corp.



The first QuickChek store opened in Dunellen, N.J., in 1967.