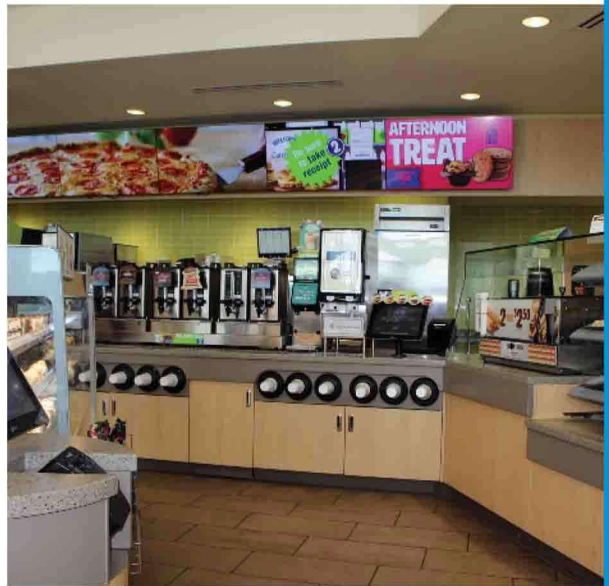


## The Next Generation of Cumberland Farms

The retailer's new store model enhances the customer experience through upgrades in design, equipment and food offering By Danielle Romano



To date, Cumberland Farms has opened more than two dozen stores sporting this new design.

**IF DAVID HEILBRONNER**, director of brand strategy and advertising for Cumberland Farms Inc., had to describe the convenience store retailer's "next-generation" store model in three words, they would be: friendly, simple and fast.

Westborough, Mass.-based Cumberland Farms debuted its next-gen store design in August 2017 with a 5,000-square-foot location at 4560 S. Washington Ave. in Titusville, Fla. The retailer has since opened more than two dozen stores sporting this model, which enhances customers' convenience and offers an expanded menu that rivals fast-casual restaurants.

When asked how Cumberland Farms arrived at the decision to conceptualize and implement a next-gen store model, Heilbronner explained that it is "critical to remain current and relevant in retail," and this new design reflects the company's latest thinking on how to serve its guests in the best way possible.

"We are always looking for ways to innovate and, based on our experience and learning from the past eight years of updating our stores, the time was right to make the change to the next version of our stores," Heilbronner told *Convenience Store News*. "It took about eight months from initial idea to the completion of the first store."

### At a Glance Cumberland Farms

**Location:**

4560 S. Washington Ave., Titusville, Fla.

**Size:** 5,000 square feet

**Unique features:**

Expanded foodservice options, new specialty drink choices, and a more leisurely shopping experience

### Amped-Up Offers

The goal of the next-gen store model is to provide customers with "a wonderful shopping experience so that they want to return again and again," according to Heilbronner.

To accomplish this, Cumberland Farms amped up its food and beverage options with several new additions to the menu, all of which can be ordered quickly and easily via self-service ordering terminals.

With the expansion of its foodservice options, the Titusville store's hot food menu now includes specialty melts, pizza, frittatas, macaroni and cheese, and a roller grill. The cold food menu also has been enhanced, with ciabatta sandwiches being just one of the highlights.



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If Cumberland Farms’ guests seek a reprieve from the Florida heat, they can select from new cold beverage options like smoothies, frozen espresso drinks and milkshakes. If they prefer to stick to traditional java, there’s specialty hot drinks like espresso, cappuccinos and lattes.

Other amenities offered at Cumberland Farms’ Titusville next-gen store are:

- Indoor community counters;
- Outdoor patio seating;
- ATM;
- Fuel; and
- Florida lottery.

To give guests a more leisurely shopping experience, Cumberland Farms widened and brightened the interior of the store, taking advantage of the abundance of natural light. Additionally, the retailer optimized the spacious floor plan with enhancements such as ordering terminals, a toppings bar, and a larger coffee prep area.

Aside from these modifications, Heilbronner noted that the next-gen concept features the same look and feel from an architectural standpoint and store layout perspective as Cumberland Farms’ traditional convenience stores.

### Clear Skies Ahead

The new store model comes as the c-store operator continues extensive and aggressive remodeling and expansion initiatives in Florida.

“We will continue to reinvent ourselves in the future to satisfy our customers and to stay competitive,” Heilbronner said.

Today, Cumberland Farms operates more than 20 of these next-gen stores across the Northeast United States and Florida. Overall, the retailer has more than 600 locations in eight states.

While Heilbronner told *CSNews* he could not disclose how many stores of this model the company plans to open and where, he did say space plays a key factor in deciding where Cumberland Farms opens new locations of this caliber, and he confirmed that “we will build the next-generation stores wherever timing and space allow us to.” **CSN**



**A more spacious floor plan allows for such enhancements as touchscreen ordering terminals, a toppings bar, and expanded beverage options.**