



Toppling the Queen

- ✓ Kennewick, Washington became the North American Slurpee leader in August 2007*
- ✓ The store ranked 20th in the US and 33rd in North America at the end of June 2007*
- ✓ "This meteoric rise came after the store was able to double its Slurpee dispensing capacity from 6 to 12 barrels and, as a result, create unprecedented community excitement and demand"*

* Source - 7-11 Franchise News, September 21 2007



In Store Category Comparison Cigarettes vs Dispensed Beverages

Annual Stores Sales \$1,025,075

Cigarettes = \$338,275 sales = 33% of sales

Cigarettes = \$ 58,625 \$ GM = 17% GM

Frozen/Dispensed Beverages = \$18,245 sales = 1.78% of sales

Frozen/Dispensed Beverages = \$11,935 \$ GM = 65% GM (#1)

Frozen/Dispensed Beverages = \$51,254 sales = 5% of sales

Frozen/Dispensed Beverages = \$33,315 \$ GM = +\$21,380

Frozen/Dispensed Beverages = \$102,508 sales = 10% of sales

Frozen/Dispensed Beverages = \$66,630 \$ GM = +\$54,695

Source - Convenience Store Decision 2006 Report