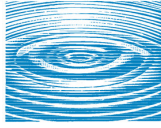


KING·CASEY



BRAND·RETAIL INNOVATORS

King · Casey CASE STUDY

Insights from Client Best-Practice Strategies and Results



American Natural
Next Generation C-Store

American Natural

Next Generation C-Store: A Food and Fuel Destination

The Objective

American Natural's new prototype store designed by King-Casey opened recently outside of Pittsburgh. The goal was to develop an innovative, next generation c-store that surpassed all other competing c-stores by offering consumers the opportunity to choose from an array of food and fuel options. The concept would compete head-on with QSR and fast casual restaurant brands by providing high quality food and beverages that would grow this profitable segment of American Natural's business.

King-Casey Turns Vision Into Reality

The client's vision and objective was for American Natural to be a food and fuel destination of choice, providing freedom and flexibility to the modern consumer convenience lifestyle. King-Casey created brand identity and store design concepts that are visually compelling and functionally and operationally sound. These combined with King-Casey's proprietary COZI® methodology, result in a 3-Dimensional branded environment that showcases American Natural's commitment to the environment and its fast casual menu and dining experience. The net result being a compelling and memorable customer experience.

The Process

[Assessment, Strategy Development and Brand Enhancement.](#) King-Casey worked closely with American Natural to identify the key business objectives, as well as capturing their vision for the new store design concept. These objectives, findings and defining attributes were documented and published as a lucid brand positioning and design strategy. Collectively, these critical elements provided the roadmap used by American Natural and King-Casey to evaluate the creative designs and decisions that followed.

King-Casey made enhancements to the existing American Natural brand identity to support management's brand vision and the desired brand positioning. The new "eatery" name and brand identity communicates the fast casual destination aspect of American Natural.

[Creation of Optimized Store Design.](#) King-Casey developed a store layout and design concepts that contributed to a proprietary, 3-D branded environment. This comprehensive concept package included: site plan layout, exterior trade dress, primary signage, floorplan and customer flow, interior environment design, colors, materials, fixtures, customer communications, food packaging, and various branded merchandising elements.





The exterior materials include re-cycled wood to underscore the brand's commitment to the environment. The design style and trade dress delivers a fast casual brand image. The activation of the logo/icon shapes are used throughout the store contributing to proprietary 3-D branding.



The foodservice zone is the showcase and the center of attention of the new store design. It's the first thing customers see entering the store. It's all about the fresh and delicious food that is made to order. There's an element of "theater" in the design and layout of the store which engages customers.



Different customer zones were designed to meet the individual needs of different customers, e.g., communal counter seating for those fast-moving customers on the go and traditional table top seating for those wishing to engage in conversation.

About King-Casey

King-Casey is one of the top restaurant and food-service consulting and design firms in the U.S., with regional offices in the Middle East, Russia and Colombia. For more than half a century, we have been helping brands build competitive concepts. We provide a complete range of services including assessment, research, branding, visual merchandising, store design, and rollout. We will help you develop creative, innovative solutions that result in increased customer loyalty, higher sales and greater return on investment.

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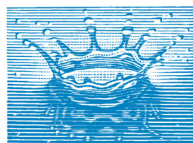
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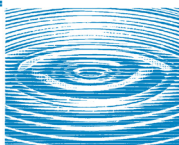
COZI® (Customer Operating Zone Improvement) is King-Casey's unique strategic principle for brand building which focuses on understanding your customer's behavior to develop brand specific solutions that make the customer experience easier and overall more pleasant.

Designs Based on Customer Zones

The most successful brands have recognized that their stores are not just big branded boxes. Each is actually a collection of many individual "customer operating zones". Customers behave differently in each zone. Their needs and expectations are different. Each of these unique zones is right for one merchandising strategy, and dead wrong for another. By identifying these zones and understanding how customers behave in each zone, you can craft zone-specific communications and merchandising strategies that are sharply responsive to how customers use these zones.



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