



Whole Grain
Conference
2014



INCORPORATED

COMPANY PROFILE



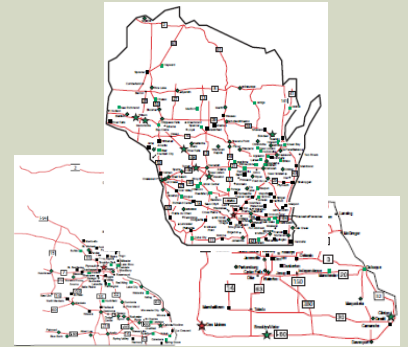
La Crosse, WI



Family Owned- One Family



50th Anniversary In 2015



465 stores- WI, MN, IA



14,000 Co-Workers



\$5.6 Billion In Sales



5.5 Million Guests/Week



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OUR MISSION

“To serve our customers and community more effectively than anyone else by treating our customers, co-workers, and suppliers as we, personally, would like to be treated and to make a difference in someone's life.”

HEALTHY EATING INITIATIVES



EATsmart

- Menu guide
- Meals balanced and fat- controlled
- Shelf Markers

Healthy Concessions Program

Healthy Concessions

- Healthy food options such as apples, bananas, salads, sandwiches, milk and many more!
- A fundraising program that promotes healthy food options.

PRODUCE SALES



**Produced Located Throughout The Store:
Fresh Case – Cooler Doors – End Cap**

BULK PRODUCE



- Bananas/Potatoes/Onions everyday price 38 cents/lb.
- Bananas: 42 MM Pounds
- Potatoes: 8 MM Pounds
- Onions: 3 MM Pounds
- Apples: 18 MM Pieces
- Oranges: 13 MM Pieces
- Other Seasonal Offerings include Pears, Grapes, Cherries, Peaches, Tomatoes, Pineapple, etc.
- 3 for \$1.00 Promotions

**Kwik
TRIP™**

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WHOLE GRAIN PREMIUM BREADS



KWIKERY BAKE SHOPPE

INTRODUCING A NEW LINE
OF WHOLE GRAIN

PREMIUM *Specialty* BREAD



Kwikery Bake Shoppe is proud to be accepted as a member of the Whole Grain Council. Our new Premium Specialty Breads have been certified by the Whole Grain Council and we proudly display their "stamp of approval" on our packaging. The golden Whole Grain stamp is your assurance that the product contains 8 grams or more per serving of whole grain goodness.

OUR BAKERS WORK THROUGH THE NIGHT TO BRING YOU FRESH BAKED BREADS, MADE FROM THE FRESHEST DOUGH, USING OUR OWN RECIPES.



KWIKERY BAKE SHOPPE



Introducing a NEW line of Whole Grain Breads. *Certified* by the Whole Grain Council, whole grain products, the plant nutrients, antioxidants, vitamins, minerals and fiber in whole grain may provide many health benefits. The Dietary Guidelines for Americans recommend at least three servings of whole grains per day, which is equal to approximately 48g of whole grains. Any of the new Kwikery Bake Shoppe Premium Specialty breads are *guaranteed* to contain 8 grams or more of whole grains per serving.

Fiber Enriched Whole Wheat

8 Grams or more of fiber enriched Whole Grains

A soft succulent Honey-Sweetened loaf with the "good for you" benefits of fiber enriched Whole Wheat.

White Whole Wheat

Taste of White with the benefits of Whole Wheat

Lighter colored texture, golden brown crust and milder taste. Perfect as a table bread or for a hearty, healthy sandwich.

Hearty Eight Grain

A delicious artisan bread with rich texture and flavor

Baked with a medley of 8 whole grains, topped with a delicate combination of oats and sunflower seeds for a nuttier, fuller flavor.

Try them all!



\$1.00 OFF!

KWIKERY BAKE SHOPPE

PREMIUM *Specialty* BREAD

Use this coupon to get \$1.00 off one loaf of NEW Kwikery Bake Shoppe Premium Specialty Bread.

Choose from Fiber Enriched Whole Wheat, White Whole Wheat or Eight Grain Bread.



Reg. \$1.99 each. Limit \$1.00 off one loaf of Kwikery Bake Shoppe Premium Specialty Bread per person per coupon per visit. Coupon may not be transferred, copied, duplicated or faxed. Must be presented to cashier at time of purchase. Not good with any other offers, discounts or combos. No cash value. Good at all Kwik Trip/Kwik Star stores featuring Kwikery Bake Shoppe products. Expires 9-31-11. Look Up # 5088.

2011
Introduction of
Three Whole grain
bread options



KWIKERY BAKE SHOPPE



ARTISAN BAGELS

Kwikery® Bake Shoppe • Handcrafted

ARTISAN BAGELS

Plain • Cinnamon Crunch • Cinnamon Raisin Swirl • Blueberry

99¢ ea. • 3/\$2.69
Half-Dozen \$4.99
Baker's Dozen \$9.99



PHILADELPHIA
CREAM CHEESE
Original • Reduced Fat
Strawberry • Honey Pecan
Onion & Chive

Cream Cheese
sizes and flavors
may vary by location.



Harvest Whole Grain Bagel

Harvest Whole Grain Bagel added to existing Bagel offerings



UNDESIRABLE INGREDIENTS

Initiatives

- Azodicarbonamide (ADA)
2015: ADA Free
- Trans Fat
Two year Initiative

Clean Labels

Removal of other undesirable
Ingredients while being reformulated

Sourcing

Ingredients with clean labels





PARTNERSHIP FOR A HEALTHIER AMERICA (PHA)



First Convenience Store To Partner

- Setting a standard for healthy convenience

Kwik Trip's Commitments

- Offer a variety of fruit, vegetable, low fat dairy and whole grain options
- Promote two EATSmart combo meals
- Label EATSmart items with calorie content per serving
- Post calorie content of fountain beverages by size
- Install bicycle racks at all new stores
- Implement a Healthy Concessions Program
- Daily wellness fruit for working co-workers





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PARTNERSHIP FOR A HEALTHIER AMERICA (PHA)

The Convenience Industry Takes Note

Kwik Trip, Inc.

- March 2014 PHA commitment announced



Sheetz, Inc.

- Announced PHA commitment at the National Association of Convenience Stores (NACS) October 2014



Others to follow

- Current conversations with other convenience stores



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KWIK
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STORES