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MAP & Mac's

May 29, 2003



Marathon Ashland Petroleum, Mac's enter into U.S. brand agreement

FINDLAY, Ohio - Marathon Ashland Petroleum LLC said that its Marathon brand marketing group recently signed a significant agreement with Mac's Convenience Stores LLC. Specific details of the deal were not disclosed.

Mac's, based in Columbus, Indiana, will convert to the Marathon brand 44 stores primarily located in the Louisville and Lexington, Ky., and the Southwest Ohio markets. The rebranding is expected to be completed by Labor Day, said the companies.

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Cobranding With Bojangles

May 29, 2003



Regional chicken chain committed to working with c-stores

By Greg Lindenberg

CHARLOTTE, N.C. -- Bojangles' Restaurants Inc. is a quick-serve restaurant chain that offers a menu featuring spicy and southern-style chicken. But it isn't chicken when it comes to cobranding. Some 28 Bojangles' locations are in cobranded facilities in partnership with gasoline stations, convenience stores and supermarkets, and the company is committed to the cobranding equation.

"We started cobranding in 1996. Most are in c-stores, and a couple are in IGA grocery stores," David Maisel, senior vice president of franchise development, told *CSP Daily*

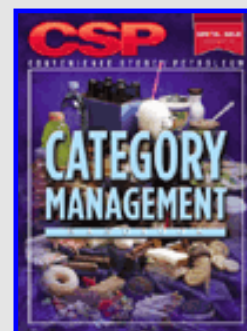
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New Products

News. Units are located at many branded stations, including Amoco, BP, CITGO, Exxon, Shell and Texaco.

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Oil, Tobacco Make Gains

May 29, 2003



But still low on list of industries perceived as doing a good job for consumers

ROCHESTER, N.Y. -- Supermarkets and packaged food companies top the list--and oil and tobacco companies bring up the rear in the list--of industries that get the best marks for serving their customers. In the annual Harris Poll ranking 15 industries on how well they serve consumers, 85% believe supermarkets do a good job of serving their consumers, and 75% feel this way about the packaged food companies. Next come hospitals (73%), banks (72%), computer hardware (71%) and software (70%) companies.

At the bottom of the list, only 30% think tobacco companies and managed care companies do a good job, and only 40% think health insurance companies do so. Oil companies (42%) are only marginally better. These are some of the results of Harris' telephone survey of 1,010 adults between April 10 and 15, 2003.

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May 29, 2003

Latrobe Unveils New Regional Brand

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Truckstop Quagmire

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RJR Eclipses Tobacco Industry

May 29, 2003

Clearly Not Just Canadian

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Lord of the ROMs

May 29, 2003

Flash Foods at the Pinnacle

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Naked Nutrition

May 29, 2003

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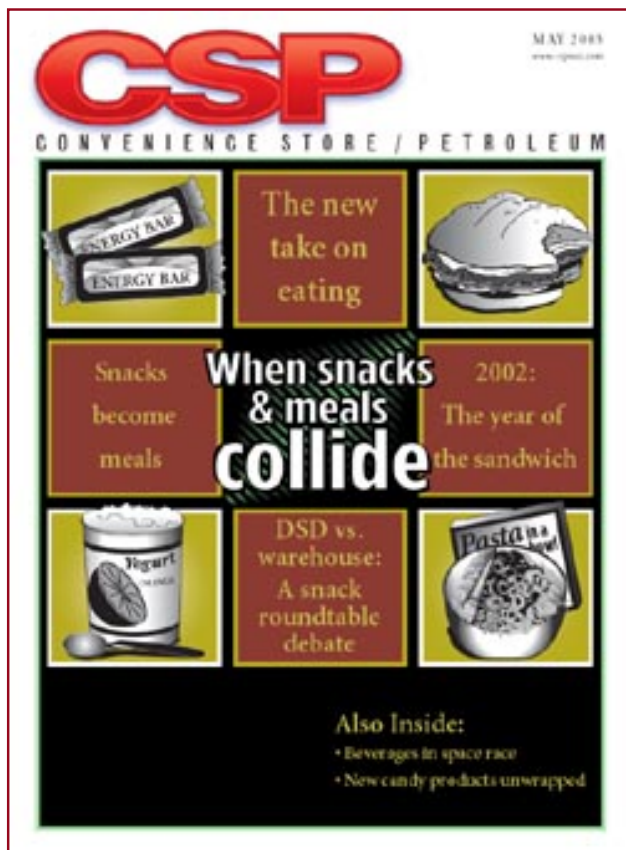
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[When snacks & meals collide](#)

Consumers are eating in a whole new way. Here's what that means for your business.

By: Matthew Enis

FEATURES

[Taken in](#)

Fast-casual restaurants are gobbling up the business of take-home, take-out and take-with.

By: Dan Blunk

[DSD vs. warehouse](#)

At a CSP snack roundtable, retailers debated the virtues of direct store delivery vs. warehouse delivery.

By: Renee Pas

[Tasty innovations](#)

Candy suppliers are rolling out interactive products, sugar-free morsels and line extensions.

By: Paula Andruss

[Space odyssey](#)

C-store vault managers strive to balance new products with core brands.

By: Matthew Enis

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Alliance Partners

b2b Solutions LLC

<http://www.b2bsolutionsllc.com>

FuelQuest

<http://www.fuelquest.com>

Leadership Network Corp.

<http://www.leadershipsite.com>

MPSI

<http://www.mpsisys.com/mpsisite.html>

NPD

<http://www.npd.com>

Associations

American Petroleum Institute

<http://www.api.org>

American Wholesale Marketers Association

<http://www.awmanet.org>

ATM Industry Association

<http://www.atmoa.com>

California Independent Oil Marketers

<http://www.cioma.com>

Florida Petroleum Marketers Association

<http://www.fpma.org>

Food Marketing Institute

<http://www.fmi.org>

Georgia Association of Convenience Stores

<http://www.gacs.com>

Maine Oil Dealers Association

<http://www.meoil.com>

Missouri Petroleum Marketers and Convenience Store Assn.

<http://www.mpca.org>

NACS

<http://www.cstorecentral.com>

National Association of Truck Stop Operators

<http://www.natso.com>

New England Convenience Store Association

<http://www.cstorecentral.com/necsa>

Pennsylvania Food Merchant Association

<http://www.pfma.org>

Society of Independent Gasoline Marketers of America

<http://sigma.org>

Tennessee Grocers Association

<http://www.citysearch.com/nas/tga>

Texas Association of Convenience Stores

<http://www.tfia.org>

Western States Petroleum Association

<http://www.wspa.org>

Distributors

Eby-Brown

<http://www.eby-brown.com>

S. Abraham and Sons

<http://www.sasinc.com>

Foodservice Brands

A&W Restaurants

<http://www.a-wrootbeer.com>

Air-Serv Group LLC

<http://www.air-serv.com>

Allied Refrigeration & Electric

<http://www.are-inc.com>

Alto-Shaam Inc.

<http://www.alto-shaam.com>

Anthony International

<http://www.anthonydoors.com>

APW Wyatt/Bakers Pride

<http://www.apwwyott.com>

Arbys

<http://www.arbys.com>

Ardco Inc.

<http://www.ardcodoors.com>

Ashby's Sterling Ice Cream

<http://www.ashbysicecream.com>

Ashby's Sterling Ice Cream

<http://www.ashbysicecream.com>

Awrey Bakeries Inc.

<http://www.awrey.com>

b2b Solutions LLC

<http://www.b2bsolutionsllc.com>

Barcelona Nut Co.

<http://www.barcelona.com>

Barker Co.

<http://www.barkercompany.com>

Blimpie International Inc.

<http://www.blimpie.com>

Bojangles' Chicken n' Biscuits

<http://www.bojangles.com>

Bojangles' Chicken n' Biscuits

<http://www.bojangles.com>

Bridgford Foods Corp.

<http://www.bridgford.com>

Broaster Co., The

<http://www.broaster.com>

Cal-Mil Plastic Products

<http://www.calmil.com>

Carrier Refrigeration

<http://www.carrierref.com>

Carter-Hoffmann

<http://www.carter-hoffmann.com>

CDI Group Inc.

<http://www.cdigroup.com>

Cecilware Corp.

<http://www.cecilware.com>

Century 21 Select Inc.

<http://www.century21.com>

Chef America

<http://www.chefamerica.com>

Chester Fried

<http://www.chesterfried.com>

Church's Chicken

<http://www.churchs.com>

Coldstream Products Corp.

<http://www.coldstreamproducts.com>

Commercial Refrigerator Door

<http://www.styleline.com>

Commercial Refrigerator Door Inc.

<http://www.styleline.com>

Cookshack

<http://www.cookshack.com>

Corsair Display Systems

<http://www.corsairdisplay.com>

Country Cupboard Food Stores

<http://www.countrycupboard.com>

Cracker Barrel Stores

<http://www.crkrbrl.com>

Deli Express

<http://www.deliexpress.com>

Food Marketing Institute

<http://www.fmi.org>

Gehl's Nacho Programs

<http://www.gehls.com>

Huddle House

<http://www.huddlehouse.com>

Jack in the Box

<http://www.jackinthebox.com>

Jerry's Subs & Pizza

<http://www.jerrys-subs.com>

Kraft Interactive Kitchen

<http://www.kraftfoods.com>

Long John Silver's

<http://www.ljsilvers.com>

Long John Silvers

<http://www.ljsilvers.com>

McDonald's Corp.

<http://www.mcdonalds.com>

Nabisco

<http://www.nabisco.com>

Olean

<http://www.olean.com>

Orion Food Systems Inc.

<http://www.orionfoodsys.com>

Oscar Mayer

<http://www.oscar-mayer.com>

P&G Global Community

<http://www.pg.com>

Parrot-Ice

<http://www.parrot-ice.com>

Pennsylvania Food Merchant Association

<http://www.pfma.org>

Perky's Foodservice Concepts

<http://www.pcpizza.com>

Piccadilly Circus Pizza

<http://www.pcpizza.com>

Pizzas of Eight

<http://www.pizzasofeight.com>

Prairie City Bakery

<http://www.pcbakery.com>

Royal Buying Group Inc.

<http://www.royalbuying.com>

Specialty Brands Inc.

<http://www.specialtybrands.com>

Subway

<http://www.subway.com>

Taco John's International Inc.

<http://www.tacojohn.com>

Taco Maker Inc., The

<http://www.tacomaker.com>

Tennessee Grocers Association

<http://www.citysearch.com/nas/tga>

Tricon Global Restaurants (Taco Bell, Pizza Hut, Kentucky Fried Chicken)

<http://www.triconglobal.com>

Wendy's International Inc.

<http://www.wendys.com>

Winchell's Donut House

<http://www.winchells.com>

Retailers

ARCO

<http://www.arcogas.com>

BP

<http://www.bp.com>

Casey's General Store

<http://www.caseys.com>

Citgo

<http://www.citgo.com>

Clark USA

<http://www.clarkusa.com>

Common Cents Food Stores

<http://www.commoncentsstores.com>

Conoco Inc.

<http://www.conoco.com>

Convenient Food Mart

<http://www.convenientfoodmart.com>

Country Cupboard Food Stores

<http://www.countrycupboard.com>

Cracker Barrel Stores

<http://www.crkrbrrl.com>

Exxon

<http://www.exxon.com>

Fas Gas

<http://www.fasgas1.com>

Fas Mart

<http://www.fasmart.com>

FFP Partners

<http://www.ffplp.com>

Harry's In A Hurry

<http://www.hfm.com>

Home Service Oil Company

<http://www.homeserviceoil.com>

Hop n' Shop Markets

<http://members.aol.com/hopnshop>

Imperial Co. Inc. dba Next Door Stores

<http://www.nextdoor1.com>

Jackpot Convenience Stores

<http://jackpotcstore.com>

Jr. Foods

<http://www.jrfoods.com>

Krause Gentle Corporation dba Kum & Go

<http://www.kumandgo.com>

Marathon Oil / Emro Marketing

<http://www.marathon.com>

Mobil Corporation

<http://www.mobil.com>

Nice N Easy Grocery Shoppes

<http://www.niceneasy.com>

NOCO Energy Corp.

<http://www.noco.com>

Northwest Deli-Marts

<http://www.weststarcorp.com>

Phillips 66

<http://www.phillips66.com>

Plaid Pantry

<http://www.plaidpantry.com>

Purvis Brothers

<http://www.nauticom.net/users/macpjr>

QuikTrip

<http://www.quiktrip.com>

Racetrac/Raceway

<http://www.racetrac.com>

Rutters

<http://www.rutters.com>

Shell Oil Company

<http://www.shellus.com>

Simon Xpress

<http://www.simonxpress.com>

Simple Simon Inc.

<http://www.simplesimonsuperdeli.com>

Super Pantry

<http://www.superpantry.com>

The Coastal Corporation

<http://www.coastalcorp.com>

Wallis

<http://www.wallisco.com>

Suppliers

Adams Gum and Mints overview

<http://www.gum-mints.com>

American Carwash Equipment & Supply Company (A.C.E.S)

<http://www.everythingcarwash.com>

American Petroleum Retail

<http://apretail.com/>

Autec Soft Cloth Systems

<http://www.autec-carwash.com>

B2b Solutions

<http://www.b2bsolutionsllc.com>

Certs

<http://www.certs.com>

Crest

<http://www.pg.com/docYourhome/docCrest/index.html>

Dresser/ Wayne

<http://www.wayne.com>

Febreze

<http://www.febreze.com>

Fintech.net

<http://www.fintech.net/>

Foster's

<http://www.fostersbeer.com>

Gehl's Guernsey Farm's

<http://www.gehls.com>

Kraft Interactive Kitchen

<http://www.kraftfoods.com>

Leinenkugel's

<http://www.leinie.com>

M&M's

<http://www.m-ms.com>

Metro Novelties

<http://www.metronov.com>

Mickey's

<http://www.mickeys.com>

Miller Advantage

<http://www.milleradvantage.com>

Miller Brewing Company

<http://www.millerbrewing.com>

Miller Lite

<http://www.millerlite.com>

Nabisco

<http://www.nabisco.com>

Olean

<http://www.olean.com>

Oscar Mayer

<http://www.oscar-mayer.com>

P&G Global Community

<http://www.pg.com>

Pringles

<http://www.pringles.com>

Purina Pet Care Center

<http://www.purina.com>

Radiant Systems

<http://www.radiantsystems.com>

RaeLauno Corporation

<http://www.raelauno.com>

Red Dog

<http://www.reddog.com>

Shopco USA

<http://www.shopcousa.com>

Sisu Group

<http://www.sisugrp.com>

Skittles Racing

<http://www.skittles.com>

Spreed prepaid foncard

<http://www.sprint.com/prepaid>

Sunny Delight

<http://www.sunnyd.com>

Tampax

<http://www.tampax.com>

Tide Clothesline

<http://www.clothesline.com>

Veeder-Root

<http://www.veeder.com>

VeriFone

<http://www.verifone.com>

VeriPASS

<http://www.verifone.com>

ViaLink

<http://www.vialink.com>

Westec Interactive

<http://www.westecnow.com>

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About CSP

Businesses

Like all market leaders, CSP continues to set the standard in publishing and media innovation. Far from simply being communication experts, our unique group of owners, editors and staff bring real world industry experience that allows CSP to make each issue and retailer conference highly relevant and immediately applicable. From exclusive coverage of people, issues and events to our unmatched leadership role in bringing together industry decision-makers shaping the industry, CSP has earned the reputation of being the publication that is most intimately tied to the industry.

CSP MAGAZINE

The fastest growing publication in the industry, CSP's nearly 40,000 highly targeted circulation puts your sales message directly in the hands of the key retail decision-makers who control the purse strings for 119,000 retail outlets. The only publishing company 100% focused on the convenience and retail petroleum channel, CSP's staff is more than journalists covering the industry. As former retailers and distribution executives and owners, our staff brings more than 200 years of real channel experience to our team, giving CSP a unique insider perspective. Our high quality editorial combined with our exclusive coverage of issues, people and events has taken us to the top. "CSP's commitment to this industry is unparalleled. While others focus on where we've been, CSP continues to be on the forefront of where this industry is going." - Arnold Kimmel, President/CEO Quickie Convenience Stores



CSP DAILY NEWS

CSP Daily News is the convenience/petroleum industry's No. 1 online daily news and information source. With circulation to more than 20,000 industry leaders each and every day, CSP Daily News is, by far, the most widely read online daily in the industry. CSP Daily News has also been named a "Best New Web Publication" by the prestigious American Society of Business Press Editors (ASBPE).



CONFERENCES / MEETINGS

Outlook - In partnership with Leadership Network Corp., the Outlook Conference is the premier top-to-top industry conference which brings together 350 leading retailers and suppliers for four days of relationship building and discovery. Convenience store operators and supplier sponsors share new ideas and solutions to industry issues while participating in activities that promote networking and relationship building.



Convenience Retailing - An executive conference for foodservice, beverage and snack retailing. CSP, in partnership with Leadership Network Corp., continues to stimulate and challenge the minds of decision-makers each year with this industry acclaimed conference. Moving into its seventh year, this conference brings together this nation's top category managers, marketing and operations executives for three days of inspiration, application and solutions to our industry's biggest challenge: To sell more stuff.

SOI Executive Summit - This face-to-face conference comprised on nine special category breakout sessions brings together more than 60 senior level retailers plus category sponsors to discuss and probe the fresh-off-the-press NACS SOI data.

Dialogues, Exchange Sessions and Focus Groups - A well-informed and in-the-know staff gives CSP an edge in delivering both quality and quantity focus groups and roundtable discussions. CSP's principles, owners and many of its staff are former convenience and petroleum senior managers as well. Our unique experience and knowledge has allowed CSP throughout the years to bring together a high-quality group of suppliers and retailers to exchange ideas, information and to keep our hands on the pulse of this ever-changing industry.

NACS TODAY SHOW CHANNEL

CSP's NACS Today show is the official channel for the annual NACS convention. For the last 10 years, CSP has produced this unique closed-circuit TV channel that is broadcast to all official NACS convention hotel rooms.





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