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## **Area retailer becomes first Express franchisee**

### *Convenience center at Mason & Military changes more than store name*

When Randy Zaidel's convenience store serves customers this busy holiday season, it will be the first area store to franchise under the Express Convenience Center™ name. Like so many other service industries, Express is expanding into franchise agreements to offer services to a broader market.

Zaidel's Express Convenience Center is located at the corner of Mason St. and Military Ave. in Green Bay. Although there has been a service station at that corner for many years, the name, some product lines and signs are completely new.

For independent businesses, franchising offers opportunities in purchasing power, marketing expertise and the advantage of an established, recognized brand in the marketplace. "Express has long-standing, successful programs in place to increase sales in coffee, soft drinks and food," Zaidel said. "These programs will help to attract more customers rather than just being located on a busy corner."

Franchising agreements take time to establish and negotiate, but Express executives say they are a win-win for all involved. "Our business was started by entrepreneurs, so we are in a unique position to understand the concerns and needs independent business people have," said Jim Anholzer, general manager of Express Convenience Centers. "We are able to provide expertise in areas single-outlet service stations may not have and help them increase their business while understanding the specific needs of entrepreneurs."

For Express, franchising agreements include access to branding elements, marketing planning and advertising. "I'll tell you, 'Randy's' wouldn't end up on on a billboard or on radio alone," Zaidel said. "With Express, we're able to use a name that's respected and well-known in our community."

Franchisees will be able to benefit from regional advertising. "Our marketing program covers consumers from Green Bay, the Valley and Oshkosh," said Kelly Dewy-Chartre, Express marketing manager. "Franchisees will be able to leverage their message across a broader region for a cost-effective price and gain a wider base of customers."

In addition to marketing, franchise arrangements offer independent businesses the advantages of savings on fuel and purchasing groceries as part of a larger buying group. The agreement also gives retailers access to Express proprietary brands such as Dashboard Jo coffee and Dashboard Dining, which is their regional partnership with Festival Foods to offer fresh deli products at all Express branded stores.

Express executives say they have aggressive plans to open franchised stores throughout Wisconsin in the next year.

Express Convenience Centers™ is a division of U.S. Venture and owns and operates 19 retail outlets located in Wisconsin throughout the Fox Valley, Oshkosh and Green Bay. The stores are a leader in guest-focused convenience shopping and have won the “Best of the Valley” award two consecutive years. For more information, please visit [www.expressconvenience.com](http://www.expressconvenience.com)

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**MEDIA NOTES:**

For interviews with Randy Zaidel and Express representatives, please call Mary Schmidt 920-284-7165.