

# Convenience Store News

WHAT'S NEXT IN CONVENIENCE AND PETROLEUM RETAILING

## Best Interior: Bolla Market

**May 24, 2010** - The design goal for this year's Best Interior Design winner, Bolla Market, was to "deliver unexpected luxury in a convenience store," according to its company president and CEO, Harry Singh.

This luxurious feel was achieved through a spacious floor plan decorated with mahogany and cherry wood accents, a dark granite floor, granite counter tops and full granite bathrooms. Offsetting the dark hues is forest green signage with gold leaf text for in-store sections, which stand out against the cream walls.

This 3,600-square-foot convenience store, which opened in December 2009, also features the latest design technology including LED lighting in its 14-door cooler section and three-door freezer area.

Two islands are home to the chain's proprietary coffee and foodservice offerings. There, the cherry and mahogany wood cabinets are topped with dark granite. Drawing customers' attention to the 12-foot coffee island is a Bolla Gourmet Coffee branded canopy.

Meanwhile, specialty hot foods are merchandised in a buffet case, and a 9-foot bakery case provides a place to showcase freshly baked goods. Bolla Market also offers a Boars Head-branded deli. Foodservice items are prepared on premise in the store's full kitchen.

Another objective of the Bolla Market store design was to change consumer perceptions of convenience stores by providing customers an unexpected food offering, according to Singh. To do this, the store offers typical convenience items, in addition to fresh bread, grocery and deli items, and fresh-prepared foods.

