



NIGHTOWL-VIVA ENERGY PARTNERSHIP FUELS CONVENIENCE GROWTH

Convenience retail chain NightOwl is expanding the nest as part of a multiphase strategic growth initiative with plans for the chain to commence operating five Shell service stations in the next six months, as well as breaking into the West Australian market.

The inaugural NightOwl/Shell fuel site is Noosaville, located at 140-142 Eumundi Noosa Rd, Noosaville.

NightOwl will be hosting a Grand Opening at Shell Noosaville on Thursday, 2nd November, between 7am-10am, featuring an abundance of instore promotions and activations to commemorate the occasion.

NightOwl recently signed a landmark Agency Deed with Viva Energy Australia, the exclusive licensee to the Shell brand in Australia, to make the expansion plans possible.

Both groups are excited about the prospects of the deal and the opportunity to expand across the convenience store and fuel markets, with formative Franchisor Adam Adams saying signing the deal was a considerable step.

“The opportunity to work with Viva Energy is a significant step for us and we are confident that we will be offering customers a unique market proposition,” he said.

“Combining convenience and fuel sales is a proven and highly successful model so we are delighted to have signed this deal.

“We look forward to opening our first store with Viva Energy in Noosaville, followed by sites across metro Perth and NSW.”

“We’ve had a desire to enter the West Australian market for some time now and this deal means we can make this wish a reality.”

Viva Energy Business Manager Jennifer Gray was also keen to talk up the opportunities to both groups as a result of signing the deed, saying they were already looking beyond the initial five sites.

“Viva Energy is looking forward to working with NightOwl to develop and grow a fuel and convenience offer, initially starting with five sites, but with scope to develop many more,” she said.

New stores will join Existing NightOwl stores across the Eastern Seaboard in the upgraded ‘Store of the Future’ layout; an innovative product and service offering, providing consumers with an open-plan convenience experience.



Hallmarks of the leading-edge Store of the Future are:

- A stylish new Fun Wall for FrostBite and take-home ice-cream.
- Owl Café – Come in and try it – you’ll be pleasantly surprised.
- LED and Beacon digital technology to notify customers of exclusive offers and elucidate the shopping experience.
- An extensive health and beauty section.
- An on-the-go food service offering healthy alternatives
- A comprehensive grocery & fresh produce offering.
- Newspapers, magazines and a comprehensive mobile accessory unit for those on the go.

The NightOwl at Shell Noosaville will provide customers with all their fuel, convenience and top-up needs, operating 5am-midnight, seven days a week.