

# Success Story



Appealing Menu Boards  
Drive Food Sales



## THE CHALLENGE

Stripes LLC, the retail arm of Susser Holdings Corporation, directly operates over 700 retail convenience stores in Texas, Oklahoma and New Mexico and over 400 Laredo Taco Company and Country Cookin' restaurants. The Company operates under the Stripes® banner.

## THE SOLUTION

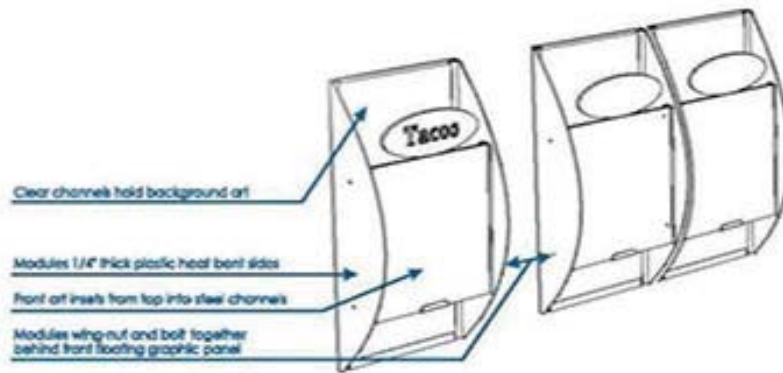
The menu boards that Stripes had were one size and one piece. The current boards were too small in the biggest stores and too big for their smaller stores. In addition, the entire board had to be changed each time there was a price or menu item change.

## THE RESULTS

GSP designed a custom menu system for Stripes. The menu boards created consistency across all stores and simplified in-store execution.

The menu boards, once installed, are easily changed by store level employees. Price and menu changes can be updated as frequently as the marketing campaign calls for. Layered panels add dimension and give the art design more freedom and more area to create an appealing menu.

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The food service menu boards are layered to add dimension. Graphics are designed to slide in from the bottom.

