

# TakeAwayCafé

BRAND STORYBOOK PRESENTATION

08.25.10



*Scientists haven't proven it yet, but it's a fact.*  
*The day has gotten shorter.* Family, work, school, and a bit of fun.  
It's amazing how much gets crammed into twenty-four hours. Oh, and then there's  
that little thing called eating.

Sure, it's fast to pop into a convenience store for a bite when you're on the go,  
but the selection out there doesn't always satisfy what you need to keep powering  
through your day.

*The answer: Circle K's Take Away Café.* Fresh, filling, and fast. Our wide  
selection of deli and hot sandwiches, rollergrill snacks, frozen meals, delicious  
coffees, and thirst-quenching cold drinks means you'll always find what you want,  
when you want, and you'll be back to conquering the world in no time.

a "Grab the bull by the horns, conquer the world"  
**FRESH CUP OF  
PREMIUM COFFEE.**

Whoever said Sunday is a day of rest didn't have a four-year-old.

Understand, I love the little guy more than anything else, including my favorite football team—though they're a close second—but the kid has no concept of sleeping in.

Sundays are all about him and me. We take the boat out for a little fishing or, if we're lucky, we paint our faces and tailgate at a game. No matter our plans, he wakes me the first sign day. He's a human alarm clock set for super early, one that has no snooze button. My body may be up, but my mind needs a jolt to catch up.

*That's why the Take Away Café is perfect.* We launch our big day without delay. There's always a fresh pot of coffee with my name on it and a hot breakfast sandwich for him, which I end up finishing off.



*you'll have to grow  
your own beans for a*

**FRESHER CUP  
OF COFFEE.**



**TakeAwayCafé**  
You're on your way > to making the most of your morning



solve the  
**LUNCH CRUNCH.**

## Lunch time used to be about eating a meal.

Lately, it's the only time I can get those emergency errands done. Take the dog to the vet because she ate my ankle bracelet or return the "perfect" dress my mom bought me for store credit.

That doesn't mean I don't have to eat. It just means I have to grab something fast and do a bit of dashboard dining on the way back to the office. I can't get trapped in a fast food line because the woman in front of me (god bless her) changes her order seven times then counts out her change to pay.

## And that's why the Take Away Café saves the day-or at least saves time.

I swing in, grab a fresh, ready-made sub or a crisp salad and icy fountain soda and bag of chips, and am out the door. Then I'm on to tackle the next world crisis.



when your lunch hour is really  
**LUNCH  
MINUTES.**



**TakeAwayCafé**  
You're on your way > to powering through the day



don't let  
**HUNGER**  
overpower you.

Being a mother of two kids requires the skills of a tightrope walker.

It's hard to keep them both happy when their definition of "fare" keeps changing. It's a wonder they aren't in the Guinness Book of World Records for the longest fight over nothing.

The Battle of the Backseat is their favorite. It always happens when we're running late to someplace. My youngest wants a cheeseburger and an iced tea. The oldest will settle for nothing less than a burrito and a frosty, icy drink. One, two, three and they're off and arguing.

That's when I break out my secret weapon. I stop at the Take Away Café.

We're in and out in minutes and everyone gets exactly what they want. The Treaty of Tummies brings peace.



finally, something the  
**WHOLE FAMILY  
CAN AGREE ON.**

**TakeAwayCafé**  
You're on your way > to keeping the whole family happy



**A FRESH TAKE**  
*on convenience.*

I'm a busy guy who keeps fit—or at least pretty fit.

Understand, I'm not some crazy tofu-loving marathoner, but I definitely don't want to eat or drink dusty relics that belong in some food museum either. Sure, convenience stores are all about a fast bite or drink before work or after a night out. They've got the quick and easy part down. But what I want is something that tastes good and I feel good about eating.

*The Take Away Café has stepped in and solved the problem.*

They've got a great selection of snacks and drinks that's always fresh, filling, and fast.



fresh. fast.  
**FOOD.**



**TakeAwayCafé**  
You're on your way > to being unstoppable



8 million ways to top your hot dog.

**NOW THAT'S CHOICE.**

# I swear my boyfriend is a robot.

He goes through his days on autopilot. If I owned a watch, I could set it by him. Different day, same routine. Same goes for what he eats.

Now me, I'm different. I like to mix it up, keep my days—and life—interesting and fresh. Sure, I'll buy a pair of designer heels, but I'll head to a thrift store to find a sweater. I'll check out a metal band even though I'm more a pop country kind of girl. I'd even try deer hunting, as long as my outfit was cute.

*That's why I love the Take Away Café.* Coffees, cold drinks, even full meals. They've got Selection with a capital S. Mix and match, grab and go. It's really great for a chick that doesn't want to settle with one boring option—my boyfriend excluded.



drinks and food to match  
**YOUR MOOD.**



**TakeAwayCafé**  
You're on your way > to whatever you hunger for



when even the thermometer  
**STARTS TO SWEAT.**

# It's not for nothing that Florida's known as the sunshine state.

We got the sun. And we got the heat that comes with it. My teenage daughter loves it, baking for hours by the pool with her friends. Me, I'm not so loving it. By 10 a.m., I'm a sweaty mess.

I've always considered myself a soda drinking kinda guy, but after my daughter and her friends sweet talked me into driving them all to the Take Away Café for bright blue Thirst Freezers, I thought I'd give one a try. Let me tell you, one sip of that bad boy and I was converted. The flavorful, cool taste chilled me fast and left me feeling like I could spit ice cubes.

*Now, when my daughter catches me with a Thirst Freezer,* she says I'm only drinking it because I want to be cool. I tell her she's exactly right.



crank up your  
**INTERNAL  
A/C.**



**TakeAwayCafé**  
You're on your way > to keeping cool



When your throat's drier than

**CARPENTER'S  
CHALK.**

# When the road crew boys bust my chops,

they say I got a girly job and sit on my butt all day. Yeah, I sit a lot, but I sit in the driver's seat trucking hot mix asphalt from site to site. It's no girly job. It's sweaty, thirsty work.

The wife is always telling me to drink lots of water, but water is for washing my F-150. Drinking it does me no good. A big, cold soda is what I need when I'm thirsty. That's why every morning I stop in the Take Away Café for one of their Thirst Busters. Pack it with ice and soda and it lasts me until lunch. Come break time, I head back to the Take Away Café for a couple Tornados or hotdogs and a fresh refill of my Thirst Buster.

The crew boys talk a lot of trash, but all they say about my Thirst Buster is "I got to get me one."



Fill. Refresh.  
**REPEAT.**



**TakeAwayCafé**  
You're on your way > to satisfying your thirst



put some good in your  
**GOOD MORNING.**

When noon  
ISN'T SOON ENOUGH.

**POWER YOUR WAY**  
*through midday.*

teeth chattering, body shivering,  
**SUPER ICY GOODNESS.**

Keep the cup.  
**YOU'LL BE BACK.**

*the fountain of*  
**ETERNAL  
REFRESHMENT.**

the night doesn't end until  
**YOUR HUNGER DOES.**



# TakeAwayCafé

You're on your way

