

WHERE BUSINESS HAPPENS

THE
CONVENIENCE
U

CARWACS

SHOW™

BROUGHT TO YOU BY

CANADA
ConvenienceStore
NEWS

OCTANE

POST SHOW REPORT — 2025 —

NEXT SHOW: MARCH 10 & 11, 2026 | TORONTO CONGRESS CENTRE



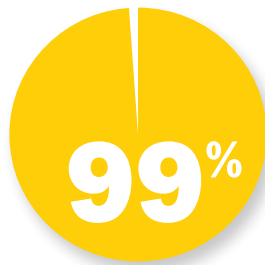
2025 ATTENDEE HIGHLIGHTS

Who attends The Convenience U CARWACS Show?

2025 WAS OUR BIGGEST SHOW YET!



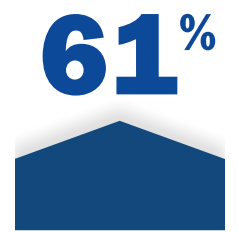
96% of attendees plan to do business with participating exhibitors



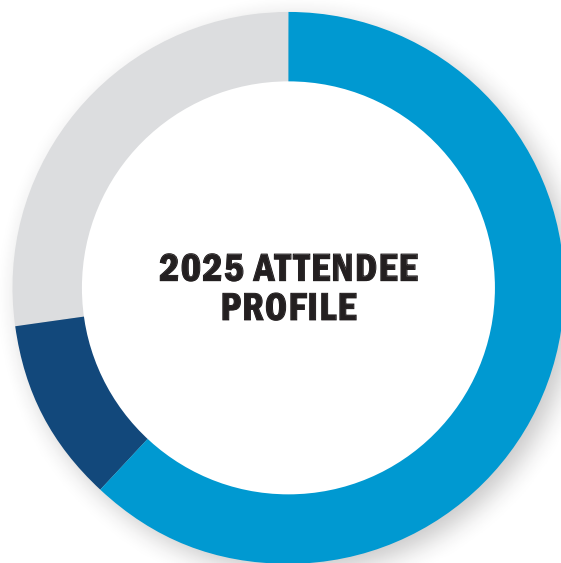
99% of attendees plan to return to the show next year



Registered Attendees



61% increase of attendees from last 3 shows!



60% Retailers/Operators



11% Distributors



29% Suppliers & Other



72% Independent Retailer/Banner/Operator



28% Chain Retailer/Operator & Head Office



2025 EDUCATION HIGHLIGHTS

Two great days of education covering topics on C-store operations, opportunities/trends in beverage/alcohol, technology/AI and a separate education track with education specific to Car Wash Operators. Presenters included industry thought leaders from organizations such as Imperial Tobacco, Petro-Canada, Hasty Market, CircleK, The Mark Anthony Group, Leger, Coke Canada, Nestlé and more!

CONVENIENCE EDUCATION PROGRAM (DAY 1)



Keynote — Redefining Convenience for the New Age of Retail

Retail Futurist and Fortune 100 business advisor **Doug Stephens** shared the secrets to building competitive dominance and radical customer loyalty.



Future Forward: C-store IQ National Shopper Study 2025

EnsembleIQ Vice-President, Research **Beth Brickel** surveyed more than 2,000 c-gas shoppers from across Canada and analyzed the data to find out how their daily habits are influencing the c-store shopping experience.



Beverage Alcohol Panel — Thirsty for Growth: Mastering beverage alcohol sales at convenience

Convenience Store News Canada editor and associate publisher **Michelle Warren** sat down with beverage alcohol retail category experts to discuss and reflect on learnings, best practices and how this new category is shaping the channel. **Panelists:** **Thea Bourne** is Retail Program Manager at BG Fuels; **Marietta Cini**, Vice President of Operations and Sales, Hasty Market; **Emily Sparrow**, Project Lead and Category Manager Alcohol - Ontario, Petro-Canada, a Suncor business; and **Manish Thakker**, co-owner, Vani's Convenience in Brampton, Ont.



Lunch with National Energy Equipment — Media Innovation and Energy Technology at the Forecourt

Tiina McCombie, **Micheal McKay** and **Ismael Alaoui** explored the new dynamics of media innovation at the pump and its potential to drive revenue growth at the convenience store while strengthening customer loyalty.



CONVENIENCE EDUCATION PROGRAM (DAY 2)



Keynote — Leading with Passion: Lessons in Leadership, Teamwork, and Perseverance

Jack Armstrong shared powerful insights on leadership, teamwork, and perseverance—drawing from his decades of experience as a coach, broadcaster, and mentor.



AI & Technology Panel — Leadership in the Age of Artificial Intelligence

Artificial intelligence is transforming the way businesses operate, innovate and compete. **Dr. Janice Rudkowski**, Assistant Professor, Ted Rogers School of Retail Management, led this enlightening discussion exploring how AI is reshaping and redefining business. **Panelists:** **Myles Gooding**, Partner, Global Consumer Markets Advisory Leader, PwC Canada; **Leslie Gordon**, Director of Proprietary Brands, Circle K; and **Tali Remennik**, Certified Professional Forecaster, Data Scientist, CEO, Granularity.



Consumer Outlook: Economic Confidence and the Newcomer Opportunity

In an evolving retail landscape, understanding Canadian consumer sentiment is critical for success. In this exclusive session, **Lisa Covens** dug into Leger data to provide a big-picture analysis of Canadians' economic confidence—how consumers are feeling about their financial future, spending behaviours, and key trends shaping convenience retail.



Social Impact Panel — Leading by Example: Impacting the Bottom Line and Beyond

Leila Fenc, executive director of the Petro-Canada CareMakers Foundation, moderated this engaging discussion with senior leaders from across the industry, who shared actionable insights and best practices for aligning social impact initiatives with business performance. **Panelists:** **Kathy Murphy**, VP of Public Affairs, Coke Canada Bottling; **Catherine O'Brien**, Senior Vice President, Corporate Affairs, Regulatory, Government Relations and Sustainability, Nestlé Canada; **Rick Rabba**, President, Rabba Fine Foods.



2025 EXHIBITOR HIGHLIGHTS

The Convenience U CARWACS Show brings together all areas of the convenience, gas, and car wash industry. Thousands of retailers and operators gather every year to find the latest in products and services to bring to the Canadian market.

Click the website link to view the 2025 EXHIBITORS: ConvenienceU.ca/2025/2025exhibitors



"This was the most beneficial show we've attended in years, time and space to talk to our target audience directly, and in a meaningful way. A great ROI for us!"

—Brad Baker, Penguin Pickup

"The meals were great, the rooms comfortable and I was impressed with how quickly and professionally the coordinator of the event adapted to the power outage."

—Lise Bourassa, Owner, Saffies General Store

"We had a fantastic time at the Convenience U CARWACS Show! It was great to see so much innovation in the industry, receive positive feedback from attendees, and experience the strong interest in our products. Looking forward to building on these connections!" —Mike Chalmers, Metabolic | VNDR

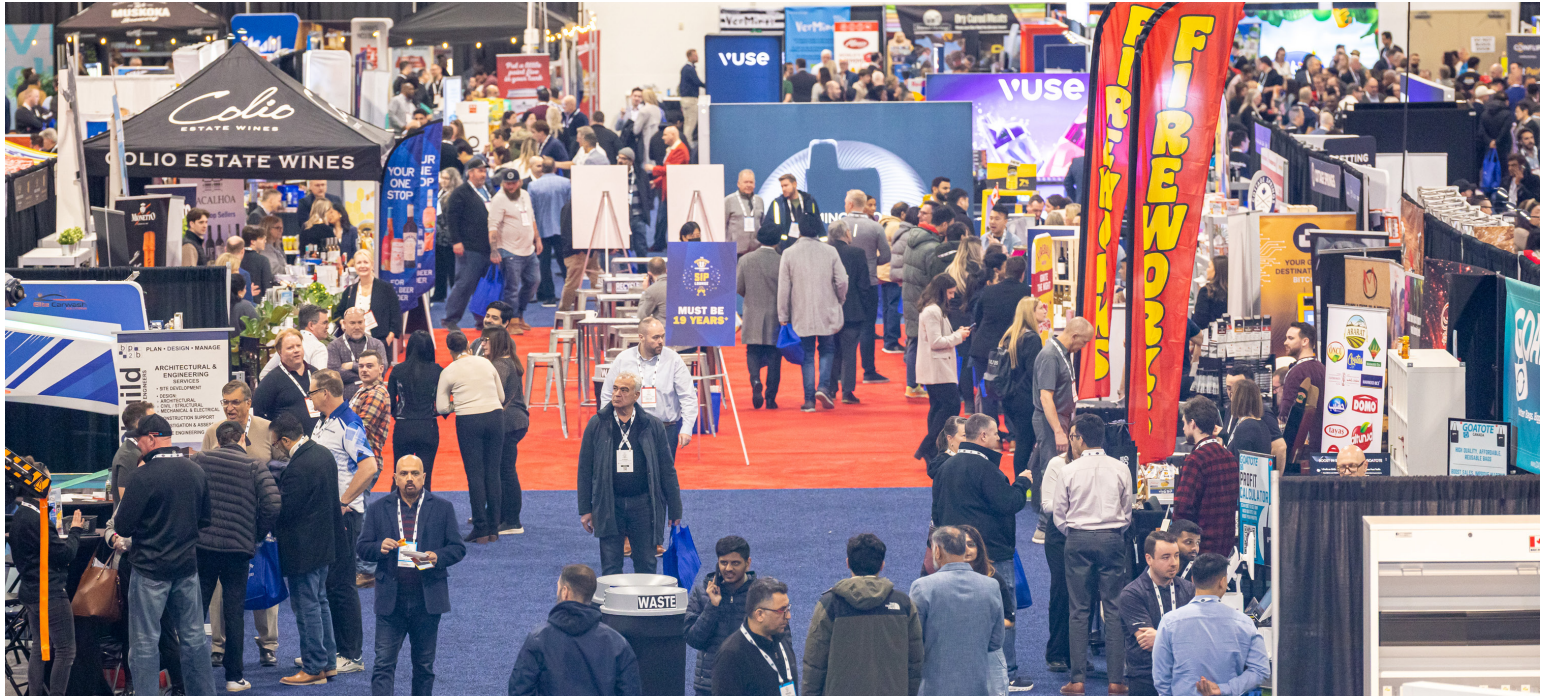
"I wanted to take a moment to personally thank you for the exceptional organization and execution of The Convenience U CARWACS Show in Toronto this year. From start to finish, it was an outstanding event, and we couldn't have been more pleased with how everything came together."

The show was incredibly successful for us—we made numerous valuable connections and had the pleasure of interacting with so many positive and enthusiastic individuals. It was evident how much thought and effort went into every detail of the event, and we truly appreciate the level of professionalism and care that was put into ensuring a seamless experience for all.

The positive energy and smooth flow of the event made it a real pleasure to participate in. We're grateful for the opportunity to have been part of such a well-run show and are already looking forward to the next one."

—Anthony Romantini, Director, Retail Sales, Profile Wine Group





2025 Industry Leaders

IMPERIAL
TOBACCO CANADA

2025 Event Sponsors



2025 Supporting Participants



2025 FLICC Awards Sponsors

2025 Industry Dinner Sponsors

2025 Association Supporters





2025 HIGHLIGHTS

The Convenience U CARWACS Show captivated attendees with a variety of returning features and activations: Beer Garden, Industry Dinner, Awards Ceremony, and All New Sip Lounge.

BEER GARDEN



SIP LOUNGE



INDUSTRY DINNER



FUTURE LEADERS IN CONVENIENCE & CAR WASH AWARDS CEREMONY





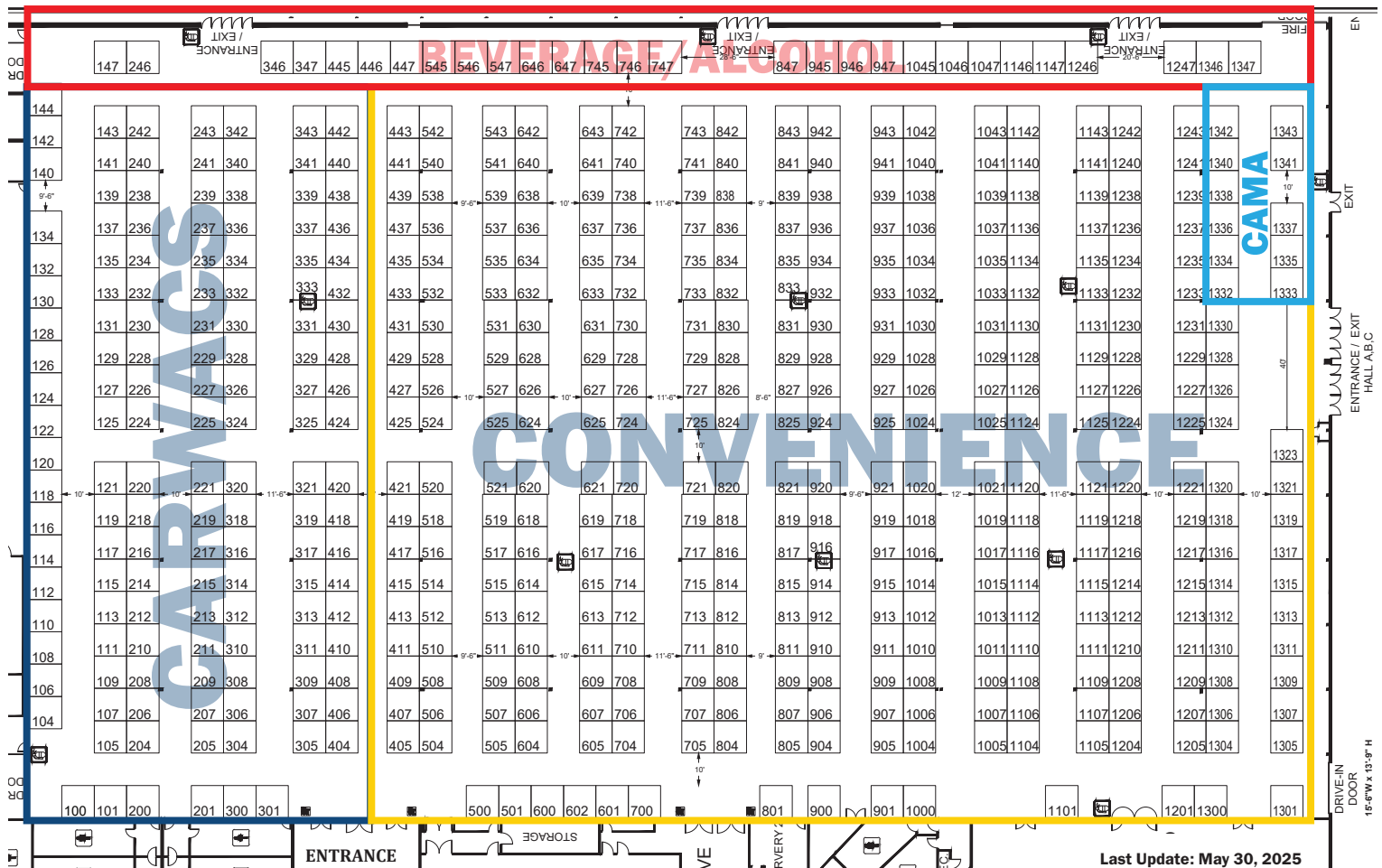
NEW FOR 2026

NEW AND BIGGER VENUE FOR 2026! A sold out 2025 show and high demand means a bigger venue. We are expanding and moving to the Toronto Congress Centre for 2026!

HIGHLIGHTS INCLUDE:

Beverage & Alcohol Alley, Innovation Showcase, Industry Dinner, Future Leaders in Convenience & Car Wash Awards Ceremony and more!

TORONTO CONGRESS CENTRE



2026 EXHIBITING & SPONSORSHIP INQUIRIES

SPONSORSHIP INQUIRIES CONVENIENCE U CARWACS

SANDRA PARENTE

sparente@ensembleiq.com
Cell: 416-271-4706

EXHIBITING INQUIRIES (CAR WASH)

HOLLY POWER

hpower@ensembleiq.com
Cell: 416-910-1085

EXHIBITING INQUIRIES (CONVENIENCE)

JULIA SOKOLOVA

jsokolova@ensembleiq.com
Cell: 647-407-8236

EXHIBITING INQUIRIES (CONVENIENCE)

ROBERTA THOMSON

rthomson@ensembleiq.com
Cell: 416-843-5534



*Interested in speaking
at The Convenience U
CARWACS Show in 2026?*

Reach out to **Michelle Warren**,
Editor & Associate Publisher,
Convenience Store News Canada at
mwarren@ensembleiq.com