

Convenience Store News



New Addition to Our How To Crew

Convenience Store News is pleased to announce a new addition to our How To Crew, a panel of industry-leading foodservice experts that serve as the go-to sources for our How To Do World-Class Foodservice series.

Ed Burcher, a marketing and operations professional, has extensive experience in the convenience store industry implementing innovative concepts and programs to drive results. Most recently, he served as senior director of foodservice and Neighbours Marketing at Petro-Canada/Suncor Inc. in Mississauga, Ontario. In this role, he provided leadership to the foodservice team that developed the fresh

foods/foodservice vision and offer for the company's Neighbours, Neighbours Coffee and SuperStop store formats.

Burcher also previously served as category manager of foodservice and fresh foods for Wawa Inc., based in Wawa, Pa. He was responsible for identifying, testing and introducing fresh food programs in the retailer's stores, specifically its Sizzli hot breakfast sandwich.