

WHERE BUSINESS HAPPENS

THE  
CONVENIENCE



CARWACS

SHOW™

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CANADA  
ConvenienceStore  
NEWS

OCTANE

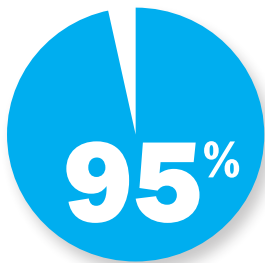
POST SHOW  
REPORT  
— 2026 —

NEXT SHOW: MARCH 9 & 10, 2027 • TORONTO CONGRESS CENTRE

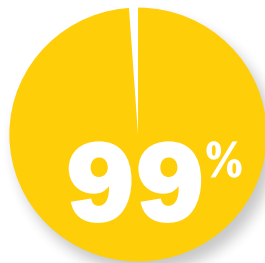
# 2026 ATTENDEE HIGHLIGHTS

Who attends The Convenience U CARWACS Show?

## 2026 WAS OUR BIGGEST SHOW YET!



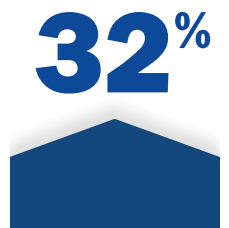
95% of attendees plan to do business with participating exhibitors



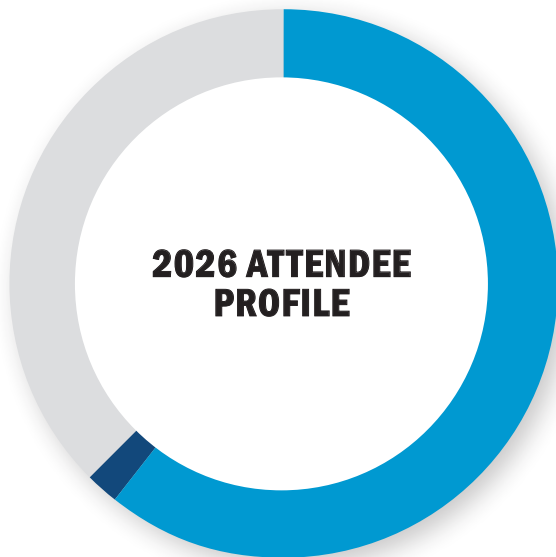
99% of attendees plan to return to the show next year



6000+ Registered Attendees



32% increase of attendees from last 3 shows!



- 60% Retailers/Operators
- 2% Distributors
- 38% Suppliers & Other



- 72% Independent Retailer/Banner/Operator
- 28% Chain Retailer/Operator & Head Office

# 2026 CONFERENCE EDUCATION HIGHLIGHTS BROUGHT TO YOU BY:

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 Axon, National Energy Equipment Inc., Environics Analytics, PepsiCo, Petro-Canada, &BACK COFFEE, Leger, Core-Mark Canada and more!

## CONVENIENCE EDUCATION PROGRAM (DAY 1)



### Keynote — Relentless adaptation: 3 lessons to thrive in our AI future in 2026 & beyond

In this keynote presentation, host of The AmberMac Show podcast on SiriusXM, **Amber Mac**, guided attendees through her three-part blueprint for not just surviving our fast future but thriving in it.



### Pouring profits: NIQ data on c-store beverage alcohol sales

In this exclusive, data-rich session, **Gabriel Moreau**, Vice-President, Sales, NielsenIQ revealed how beverage alcohol is performing in markets across Canada and how it stacks up against other top-selling categories.



### Protecting people: Safer stores, stronger businesses

**Jay Meloff**, Strategic Enterprise Account Executive, Axon. In this essential session, Meloff, who specializes in helping security and safety leaders do more with less to protect their people, places and assets, took a big-picture look at the evolving safety and security landscape in convenience retail—what's changing, why it's happening and what operators can do about it.



### Fireside: Championing convenience

A conversation with **Jeff Brownlee**, VP of Communications & Stakeholder Relations, Convenience Industry Council of Canada on the big issues and opportunities defining the channel in 2026.



### Security & Loss Prevention Retailer Panel

**Mike Hammoud**, Vice-President, Atlantic Canada, Convenience Industry Council of Canada, moderated this retailer-driven discussion with **David Button**, President, North Sun Energy; **Michael Carroll**, director - corporate retail, McDougall Energy; **Amedeo Catenaro**, Senior Director of Franchising, Real Estate & Marketing, INS Market; and **Jay Meloff**, Strategic Enterprise Account Executive, Axon.



### Closing Keynote — The shopper shift: Insights from the C-store IQ National Shopper Study 2026

EnsembleIQ Vice-President, Research **Beth Brickel** surveyed more than 2,000 convenience and fuel shoppers nationwide digging into how their daily routines, economic pressures and lifestyle trends are reshaping the in-store experience.



### Lunch with National Energy Equipment — The Future of Liquid Fuels in Canada - Navigating risks and unlocking opportunities in Canada's Liquid Fuel sector

**Bob Larocque**, President and CEO for the Canadian Fuels Association (CFA) and **Tina McCombie**, Market Director, Energy Fueling at National Energy Equipment explored the current forces shaping the future of Canada's liquid fuels sector.

## CONVENIENCE EDUCATION PROGRAM (DAY 2)



### Keynote — The On-The-Go Revolution: Navigating Snack and Beverage Occasions in a GLP-1 Era

**Kevin Lacey** and industry experts unpacked on-the-go revolution's opportunities.



### CPG & Retailer panel discussion — Snacking & Beverage Panel

**Kevin Lacey**, Senior Vice President, Sales Team Leader (CPG & Pharma), Environics Analytics, moderated an engaging and informative discussion with **Ransom Hawley**, Founder & CEO, Caddle; **Alexandre Roberge-Marin**, Customer Team Lead Circle K Canada - Beverages and Foods, PepsiCo; **Luisa Wright**, National Category Manager Foodservice & Dispensed Beverages, Petro-Canada, a Suncor business



### Social Impact Panel — Values that drive value: How social impact efforts are shaping core business strategy

**Leila Fenc**, executive director of the Petro-Canada CareMakers Foundation, moderated this engaging discussion with senior leaders from across the industry, who shared practical insights on embedding social impact into core business strategy, from community engagement and sustainability to employee pride, culture and retention. **Panelists:** **Roxanne Joyal**, Founder & CEO, &BACK COFFEE;



**Kathy Murphy**, VP of Public Affairs, Coke Canada Bottling; **Rick Rabba**, President, Rabba Fine Foods.



### Reality check: Economic confidence and convenience retail

In this all-new 2026 briefing, **Lisa Covens** unveiled timely, fresh-from-the-field data capturing how consumers are navigating economic uncertainty and how those behaviours are reshaping the convenience and fuel channel in real time.



### Serving value, driving growth: Winning the foodservice opportunity

In this forward-looking session, **Jeremy Poty**, Regional Foodservice Growth Manager, Core-Mark Canada Foodservice, shared data-driven insights on the latest foodservice trends and opportunities shaping the Canadian and North American market, from changing consumer expectations to emerging formats, pricing pressures and demand for speed, quality and consistency.



### Retail EV(olution): Preparing your c-gas site for the future of charging

**César Nivar**, a leading expert in helping organizations strengthen their networks, elevate performance, and prepare for the future of energy and mobility, kicked off the discussion on clear, experience-based insights and actionable guidance to plan intelligently, invest wisely and position your business for the next era of mobility with **James Jennings**, Master Electrician/Operator, Elite Energy; **Mike MacKay**, EV Charging Specialist with National Energy Equipment;



and **Scott Negley**, Senior Director, Product Management, Wayne Fueling Systems and Dover Fueling Solutions.



# 2026 EXHIBITOR HIGHLIGHTS

The Convenience U CARWACS Show brings together all areas of the convenience, forecourt, 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 2026 EXHIBITORS: [ConvenienceU.ca/2026/2026exhibitors](https://ConvenienceU.ca/2026/2026exhibitors)



“The Carwacs U show was an incredible experience, such a strong networking opportunity that generated a number of valuable business and brand leads. Great people, great conversations, and an overall really fun and productive two days.”

**Borjana Bejatovic, TC Nutrition**



“This year was great! It’s really growing; more retailers and more store owners are going. I noticed a lot of new people (for us to potentially do business with) at this year’s show”

**Steve Horvath, Sales Rep, 10k Distribution**



“We’ve attended the CARWACS show for the past two years, and it has been an excellent opportunity for our brand. The event provides great visibility, allows us to connect with both existing and potential new customers, and gives us the chance to showcase our latest innovations each year.”

**Chantal Forgeard, Happy Dad Canada**



“Convenience U 2026 was a standout! Lots of new and familiar faces and not to mention a great new venue!”

**Josh Lively, Petro Service Limited**



“I have every intention of returning next year and will request a larger space with better exposure and knock the ball out of the ballpark a second time ... I just need to catch my breath first as I had to quote two conveyors already today for people we met at the show”

**Jyrki Koro, Truck Wash Solutions**





### 2026 Event Sponsors

**ENVIRONICS**  
ANALYTICS

**NATIONAL ENERGY**  
EQUIPMENT INC.

### 2026 Supporting Participants



Good food, Good life

### 2026 Sponsors

BAG SPONSOR



LANYARD SPONSOR



BADGE SPONSOR



### 2026 Industry Dinner Sponsors



### 2026 FLICC Awards Sponsors

SILVER



SILVER



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### 2026 Industry Partners



# 2026 HIGHLIGHTS

The Convenience U CARWACS Show captivated attendees with a variety of returning and new features and activations: Beverage Alcohol Alley, Grab and Go Hub, Industry Dinner and Future Leaders in Convenience + Car Wash Awards Ceremony.

## BEVERAGE ALCOHOL ALLEY



## GRAB & GO HUB



## INDUSTRY DINNER



## FUTURE LEADERS IN CONVENIENCE & CAR WASH AWARDS CEREMONY

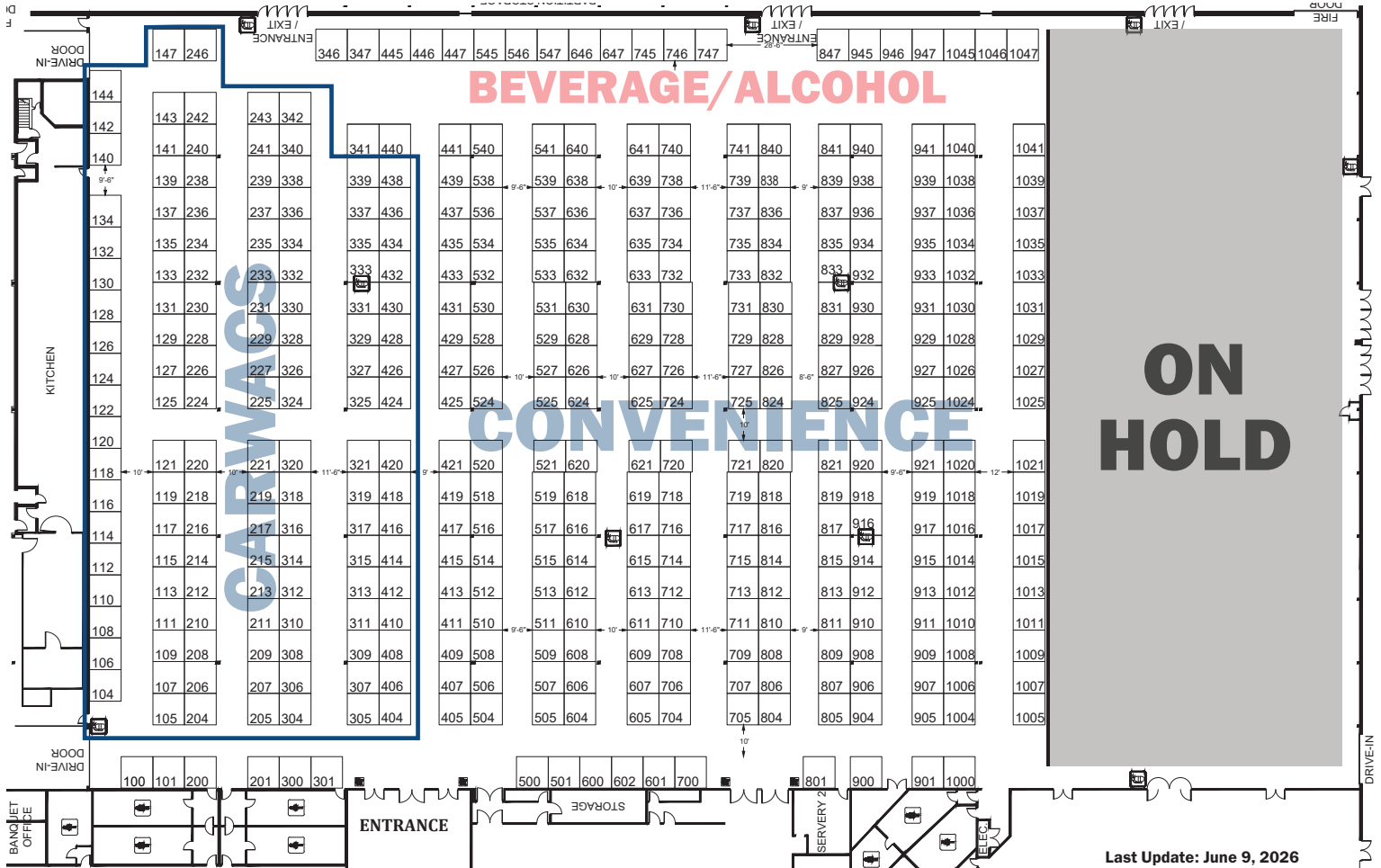




# THE MOMENTUM CONTINUES FOR 2027

After a sold-out show in 2025, we expanded and moved to the Toronto Congress Centre for 2026! We are pleased to announce we will be **RETURNING TO THE TORONTO CONGRESS CENTRE FOR 2027.**

## TORONTO CONGRESS CENTRE



## 2027 EXHIBITING & SPONSORSHIP INQUIRIES

### SPONSORSHIP INQUIRIES CONVENIENCE U CARWACS

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*Interested in speaking at The Convenience U CARWACS Show in 2027?*

Reach out to **Michelle Warren**, Editor & Associate Publisher, Convenience Store News Canada at [mwarren@ensembleiq.com](mailto:mwarren@ensembleiq.com)