



MIKE LAWSHE

President
Paragon Solutions



AUSTIN BURNS

Business Development
Paragon Solutions



TRENTON LANGSTON

Calloway Oil / EZ Stop &
Study Groups Member



JED BREWER

President
Study Groups

C-store Design with Generations in Mind

Below the Line Club
Bottom line building ideas



GENERATIONAL DESIGN

FEAT. MIKE LAWSHE & AUSTIN BURNS
WITH SPECIAL GUEST TRENTON LANGSTON

WELCOME



How do different generations shop and interact with brands?

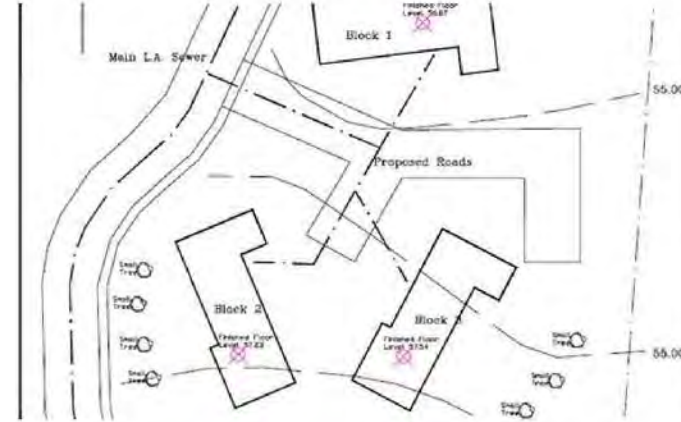
We will discuss the following:

- How have newer generations of owners and operators updated company standards while maintaining the company's core values?
- In what ways have companies had to adapt with newer trends and what is the impact?
- How can designs be created to serve multiple purposes and accommodate the diverse needs of various generations within a community?



WHO ARE WE?

Paragon Solutions is a design and retail firm from Fort Worth, TX. For 38 years, we have serviced and worked alongside owners / operators towards intuitive design.



Technical Design

From site plans to store layouts.

Retail Design

Interior design, exterior design, finishes and equipment spec.

Brand Strategy

From naming and logo design to every interaction customers have.

Consultations

Our experts have a deep knowledge base to help you in any situation.

ABOUT EZ STOP



1957

Hugh & Helen Calloway, along with her father, Bruford Everett Mills, found Calloway Oil Company.



1958

Soon after, the Calloway Oil bulk plant and the first three service stations open.

ABOUT EZ STOP

E-Z STOP

1984

A shift from traditional service stations to the convenience stores births E-Z Stop Food Marts in Maryville, TN.



1989

Calloway's son and son-in-law joined the business.

ABOUT EZ STOP



2007

E-Z Stop Food Mart #27 opens in Maryville, the company's first unbranded site.



2020

Marty Calloway retires after 31 years. Julia Hunt Langston, and her husband, Trenton, join the company representing the fourth generation of family leadership.



ADAPTING TO A NEW GENERATION

- What transitions did you face bringing a store from 1984 to 2024?

2024: NEW GENERATION



INTERIOR



INTERIOR



FOUNTAIN AREA



BEER CAVE



BEER CAVE



FOOD / KITCHEN



BREAKFAST
THE LOCAL
Homemade Chicken Tender, Biscuits, Bacon, Sausage, Maple Syrup, Creamy Sauce, and Hot Sauce. \$3.99
BACON BISCUIT
\$2.49
BACON & EGG BISCUIT
\$2.49
BACON EGG & CHEESE BISCUIT
\$2.49
BISCUITS & GRAVY
\$2.99

SAUSAGE EGG & CHEESE BISCUIT
\$2.49
SAUSAGE BISCUIT
\$2.49
SAUSAGE & EGG BISCUIT
\$2.49
PLAIN BISCUIT
\$2.49
BLT
\$2.49
CHICKEN BISCUIT
\$2.49

SIDES & ADD-ONS
GRavy CUP
\$2.99
EDWARDS HILL
\$2.99
SAUSAGE EGG & CHEESE BISCUIT
\$2.49
BENTON'S COUNTRY HAM BISCUIT
\$3.29
ALL EZSTOP ITEMS NOW AVAILABLE

Calloway's
Scratch-made Every Day
SPICED MOUNTAIN FARM CHICKEN TENDERS
HOMEMADE PIMENTO MAC & CHEESE

TENNESSEE
Calloway's
KITCHEN

EZSTOP
MADE FRESH DAILY!

PLEASE USE NEXT REGISTER

EZSTOP
Self Checkout
Nice People.

LITTLE DETAILS

The **ROLLER GRILL** 
YOUR CLASSIC FAVORITES!



LITTLE DETAILS



PIZZA MENU

- BREAKFAST **\$3.29**
- CHEESE **\$3.49**
- PEPPERONI **\$3.49**
- SUPREME **\$3.49**
- 4-MEAT **\$3.49**
- WHOLE **\$10.99**

HOT & READY

PIZZA & BREAKFAST

BREAKFAST MENU

- CHICKEN BISCUIT **\$3.99**
- SAUSAGE BISCUIT **\$2.99**
- SAUSAGE EGG CHEESE BISCUIT **\$3.99**
- BACON EGG CHEESE BISCUIT **\$3.99**
- HAM BISCUIT **\$3.29**

HOT FRESH & READY FOR YOU!

BUY A SLICE OF PIZZA AND GET ANY \$2.29 PEPSI PRODUCT FOR \$1.00

BUY A SLICE OF PIZZA AND GET ANY 20oz \$2.29 PEPSI PRODUCT FOR \$1.00

EZSTOP

EZSTOP

EZSTOP

EZSTOP

EZSTOP

EZSTOP

HOT FRESH & READY FOR YOU!

LITTLE DETAILS



LITTLE DETAILS



LITTLE DETAILS

Nice People. Good Stuff.

E C O L D

RESTROOMS

R E F R E



RESTROOM



DRIVE THRU

MARYVILLE, TENN

EZSTOP

Nice People. Good Stuff.

BREAKFAST

THE LOCAL

Hand-broiled sausage, Mountain Chicken Mince, Benton's Bacon, Sweetener Valley Cheddar Cheese and homemade Sausage's Sausage gravy on a biscuit.

\$3.99



BACON BISCUIT

Cheddar on biscuit

\$2.49



BACON & EGG BISCUIT

Biscuit with egg on a biscuit

\$2.49



BACON EGG & CHEESE BISCUIT

Biscuit with egg and cheese on a biscuit

\$2.99

BISCUITS & GRAVY

Homemade Sausage's Sausage gravy on biscuits

REGULAR \$2.99

LARGE \$3.49



SAUSAGE EGG & CHEESE BISCUIT

Sausage's Sausage with egg and cheese on a biscuit

\$3.99



SAUSAGE BISCUIT

Sausage's Sausage on a biscuit

\$2.49

SAUSAGE & EGG BISCUIT

Sausage's Sausage with egg on a biscuit

\$2.99

PLAIN BISCUIT

One biscuit with choice of Nature's Honey or only

\$1.49

BLT

Bacon, lettuce, tomato and mayo on biscuit

\$4.29

CHICKEN BISCUIT

Hand-broiled Sausage Mountain Chicken on a biscuit

\$3.99



SIDES & ADD-ONS

GRAVY CUP

Homemade Sausage's Sausage gravy

\$2.99

CINNAMON ROLL

\$2.99

SWAGGERY'S SAUSAGE

\$1.49

ADD BACON

\$0.50

ADD BENTON'S BACON

\$1.49

ADD CHICKEN FARM MILK

\$0.50

HASH BROWN ROUND

Crispy potato round

\$1.49

FRUIT CUP

\$2.49

ADD SPRINKER MOUNTAIN CHICKEN

\$1.99

ADD EGG

\$0.50

ADD CHEESE

\$0.50

ADD SWEET WATER VALLEY CHEDDAR CHEESE

\$0.50

ADD LETTUCE

\$0.50

ADD TOMATO

\$0.50

BENTON'S COUNTRY HAM BISCUIT

Hand-broiled Sausage Mountain Chicken on a biscuit

\$3.29



ALL EZSTOP ITEMS NOW AVAILABLE

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BRAND MOMENTS

MARYVILLE, TENN

EZSTOP

Nice People. Good Stuff.



BRAND MOMENTS



Calloway's
TENNESSEE KITCHEN

The image shows the exterior of a restaurant named Calloway's Tennessee Kitchen. The wall is a vibrant blue brick. The brand name is prominently displayed in white. The word 'Calloway's' is written in a large, elegant, cursive script. Below it, the words 'TENNESSEE KITCHEN' are written in a smaller, clean, sans-serif, all-caps font. The text is contained within a white graphic element that resembles a ribbon or a banner. Above the wall, three white, dome-shaped outdoor lights are mounted. To the right, a portion of a window or door frame is visible, showing a glimpse of the interior. At the bottom center, there are two small, square, blue and white striped decorative elements.

BRAND MOMENTS



SPEAKERS



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Trenton Langston

Calloway Oil Company
Marketing & Operations

THANK YOU



FOR COMING