

Another New Norcross Business Opening! RACETRAC

"Outside the Box" New Concept Store Captures the Attention of New Customers and City of Norcross Leaders

By Susan Warner

Norcross, GA- April 29, 2014- City of Norcross Mayor, Bucky Johnson, welcomed a new member to our business family, RaceTrac, during a ribbon cutting ceremony.



City of Norcross Mayor Johnson (center), city leaders, RaceTrac management and SW Gwinnett Chamber members, assist with ribbon cutting of new Jimmy Carter Blvd. store

RaceTrac's "vision of being the convenience store of choice" certainly made its mark with well stocked shelves (over 4,000 retail and grocery items), gleaming counters, and an energetic staff.

According to RaceTrac corporate representatives, the "new store prototype features indoor and outdoor seating, an expansive coffee bar, 24-hour Swirl World frozen yogurt and free WiFi, in addition to the large selection of premium beverage and food items."

A dedicated walk-in "cold room" holds a sizeable collection of beer and wine, while the other side of the store accommodates an expansive assortment of freshly brewed coffee and exceptional yogurt display- with all the toppings.

In between, is everything expected from a convenience store- a wall of soda & water, hotdogs, candy and groceries.

Gasoline? This new RaceTrac store has the capability to offer ethanol-free fuel, which is ideal for use in small engines, such as boats and landscaping equipment.



City of Norcross Mayor Johnson somehow found his way to the yogurt machines



State-of-the-art everything, including a fresh-brewed coffee bar



RaceTrac currently has six stores in Gwinnett County. This new City of Norcross store is expected to bring about 20 new jobs to the community, located:

6875 Jimmy Carter Blvd., Norcross