BTC POWER

CASE STUDY

Convenience Store Chain Pilots EV Charger Infrastructure Across Three States

Executive Summary

Jacksons Food Stores operates more than 300 locations across the Midwest and West Coast, with a focus on convenience stores, fuel stations, and grocery stores. Jacksons has launched a pilot program to offer electric vehicle charging infrastructure to serve its customers, beginning with the installation of BTC POWER DC fast chargers at nine locations in Idaho, California, and Washington. The Jacksons' initiative demonstrates how established C-store operators can leverage their existing locations by adding EV charger infrastructure to widen their market penetration and create new revenue streams. The partnership with BTCP provides scalable charging solutions that are field-proven in convenience store environments, featuring equipment that delivers industry-leading 98% uptime performance —a key benefit for C-store customers with heavy traffic and the need to create customer loyalty.

From Fuel Pumps to Fast Charging: Jackson's Food Stores Powers Up the Customer Experience

Jacksons Food Stores has built an extensive convenience store empire in the Midwest and western United States. Known for its clean, well-lit stores and friendly service, this family-owned retail giant recently recognized a growing appetite among customers—one that couldn't be satisfied with coffee, snacks, or traditional fuel. As electric vehicles began slipping into parking spaces of their sprawling network spanning

Idaho, California, and Washington, EV drivers were pulling in, realizing there was nowhere to charge, and looking for another location to depend on.

Unlike a traditional fill-up for an internal combustion engine (ICE), which takes approximately seven minutes, EV customers represented a revenue source with greater potential due to the extended charging dwell time. These visitors would have 15-30 minutes to browse the aisles, purchase items, and become loyal advocates for the chain. Jacksons' owners knew it was time to plug into their retail empire for the future of convenience. One survey showed EV owners spend up to 13% more than their ICE counterparts.

Strategic Market Positioning: C-Stores as EV Infrastructure Hubs

Jacksons Food Stores represents a significant opportunity in the evolving EV charging landscape. With more than 300 locations strategically positioned across major travel corridors, the company possesses the right foundation necessary for widespread EV charging deployment.

The pilot program targets locations with optimal traffic patterns and sufficient EV adoption in surrounding areas, utilizing data analytics to identify sites with the highest probability of utilization success.

Concept render from OnPoint EV Solutions and Jacksons Food Stores

Pilot Program Structure and Scope

Jacksons Food Stores has structured its EV charging initiative as a measured pilot program designed to evaluate performance and optimize deployment strategies before a broader rollout:

Initial deployment

- 9 pilot locations across Idaho, California, and Washington
- DC fast charging systems, ideal for convenience store traffic patterns
- Strategic site selection based on traffic analysis and regional EV adoption data
- Phased approach allowing for performance evaluation and strategy refinement

The multi-state deployment spans key Western markets with varying levels of EV adoption, providing diverse data points for evaluating charging demand patterns and optimizing future site selection criteria.

Partnership Development and Relationship Building

The Jacksons Food Stores partnership represents a three-year development process between BTC POWER and various project stakeholders. This extended relationship-building period highlights the comprehensive nature of large-scale C-store charging deployments, as both companies conduct mutual evaluations during the pilot phase to assess operational compatibility and performance metrics.

Choice of Provider

After evaluating multiple manufacturers through a comprehensive three-year relationship development process, Jacksons Food Stores selected BTCP as its EV charger manufacturer. Key factors in this decision included:

- **C-Store market leadership**
  BTCP holds approximately 25-30% market share in public DC charging installations, with particular expertise in convenience store environments and scalable solutions ideal for retail applications.

- **Proven reliability**
  Industry-leading 98% uptime performance across BTCP's national installation base provides operational reliability critical for revenue-generating commercial applications.

- **Partnership approach**
  BTCP's hands-on collaboration style and extensive experience help navigate the complexities of multi-location deployments while providing partnership throughout the process.

- **American manufacturing**
  Domestic production capabilities ensure supply chain stability and long-term support, crucial for a major retail chain's infrastructure investment.

- **Scalable framework**
  The ability to provide modular, expandable charging systems that can grow with demand at each location, essential for a chain considering broader deployment across 1,200 locations.

Commercial EV Charger Product Choice

Level 3 DC Fast Chargers for C-store Applications

Jacksons Food Stores' installations feature BTC POWER's Gen 4 All-in-One (AiO) DC Fast Chargers, specifically configured for convenience store operational requirements. These Level 3 chargers are optimized for the quick-turnaround nature of C-store customer behavior, providing the speed necessary to match typical convenience store visit patterns. The AiO DC chargers offer:

- Dual port charging in 10 to 15 minutes, perfectly matching convenience store dwell times
- Liquid-cooled cables for 500A continuous charging, ensuring consistent performance during high-volume periods
- Optional touchscreens for promotional messaging and payment instructions, with a choice of 15 or 32 inches, ideal for promoting in-store offers
- Credit card or RFID payment options providing flexibility for diverse customer preferences

Revenue Model and Business Impact

The C-store charging model creates multiple revenue opportunities beyond traditional convenience store operations. Direct charging revenue comes from per-kWh charging fees, while increased store traffic results from extended dwell times and higher conversion rates for in-store purchases during charging sessions. The installations also provide competitive differentiation and position Jacksons as future-ready for continued EV adoption growth.

Technology and User Experience Features

Jacksons' installations incorporate advanced features designed to optimize both operational efficiency and user experience, including utilization monitoring, remote diagnostics, revenue reporting, multiple payment options, and session management optimizing charging port availability.

Implementation Process and Future Expansion

The Jacksons' pilot program follows BTCP's established deployment methodology, involving site assessment and planning, coordinated installation across multiple states, and ongoing support maintaining high uptime standards. BTCP is the only EV original equipment manufacturer that has mastered the production of scalable EV technology that can be tailored to the location it serves.

Conclusion:
Scaling EV Infrastructure Through Strategic Partnerships

The Jacksons Food Stores' pilot program demonstrates how established convenience store operators can successfully integrate EV charging into their business models, creating new revenue streams and enhancing customer service. The partnership with BTC Power provides the technical expertise and reliable hardware necessary for successful commercial charging operations.

This initiative serves as a model for other C-store chains considering EV charging deployment, demonstrating how strategic partnerships with a seasoned OEM like BTCP can facilitate smooth transitions into the growing EV infrastructure market. The combination of Jacksons' extensive location network and BTCP's proven charging solutions creates a foundation for the significant expansion of convenient, reliable EV charging across major travel corridors.

For more information about convenience store EV charging partnerships with BTC Power, contact us today.

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