



National Coalition of Associations
of 7-Eleven Franchisees

7-Eleven Franchise Owners To Pass Up Parent Company's Giant Convention and Trade Show

Franchisee Leadership United In Protest of 7-Eleven Experience

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Boston, MA – Every year, 7-Eleven, Inc. (SEI) holds a giant convention and trade show, which it says is a “chance to recognize and celebrate our franchisees.” The 7-Eleven Experience reportedly delivers millions to the company’s bottom line by putting hundreds of vendors in front of its franchisee community. But, franchisee leaders say they will not be attending the next event. They’re skipping it to send a clear message that SEI was wrong to cut off communications with its franchisees.

The presidents of all 43 Franchise Owners Associations (FOAs), which represent the interests of nearly 7,000 franchised locations in the U.S., voted unanimously to skip the 7-Eleven Experience during a recent board meeting of the National Coalition of Associations of 7-Eleven Franchisees (NCASEF), an independent organization which speaks for the individual franchisee associations.

“Our FOA representatives spoke loud and clear and the Coalition listened. They voted to urge members stay away from the 7-Eleven Experience and now the Coalition wants to deliver that message to all,” said Rehan Hashmi, vice chairman of the National Coalition. “The relationship between SEI and its franchisees is no longer evenhanded and that is hurting our members and their livelihood.”

According to Hashmi, SEI closed its regular channels of communication after franchisees in California filed a federal lawsuit against SEI last month.

“If SEI truly wants to recognize and celebrate its franchisees as the marketers of the 7-Eleven Experience claim, it shouldn’t cut off communications. Franchise owners have invested their

lives in this brand and we want to prosper, but we can't if our relationship with SEI remains so controlling and one-sided," he said.

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About NCASEF: [The National Coalition of Associations of 7-Eleven Franchises](#) is the national trade association for 7-Eleven franchisees. Originally founded in 1973, NCASEF is comprised of 43 Franchise Association members who represent more than 4,700 7-Eleven owners in the U.S.

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