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Casey's Prototype Opens in Belton

New Location Debuts Rebrand and New Customer Experience Offerings

BELTON, Mo. (December 16, 2020) – Belton Economic Development Director, Carolyn Yatsook, shared the city's excitement about the Thursday, December 17, 2020 grand opening of Casey's new prototype store – the first of its kind in the Kansas City metropolitan area – at the southwest corner of East 163rd Street and Cornerstone Drive.

At more than 6,000 square feet, this prototype is larger than many of the newest Casey's and is double the size of many existing locations. It includes a large, full-service kitchen positioned so customers will be better able to see the fresh food preparation. With an expanded menu, double the average seating capacity and new services including a loyalty program and curbside pickup, this location will require more staff than other Casey's, which means more jobs for Belton residents.

"As much as possible, Casey's looks at what the community needs, the amount of space we are able to secure for a site as well as sales and operational considerations to inform store format," said Megan Elfers, vice president, marketing and advertising for Casey's, in the 2019 announcement. "We believe the Belton community will greatly benefit from this larger store format, especially its broader offering of freshly prepared food to take either on-the-go or enjoy in the store like the made-to-order subs, salads with a full line of fresh toppings, breakfast sandwiches and, of course, our popular pizza program."

The Belton location showcases the first change in the brand in 50 years, announced in October of this year. Previously, Casey's General Store, the company has dropped "General Store" and taken out the red and yellow barn logo for a solid red silhouette of the barn including its classic rooster weathervane. The refreshed look follows its "Here For Good" brand repositioning launched two years ago and tied to the evolution of how customers experience the brand.

"Casey's new location joins Cass County's first Cracker Barrel in Belton's Cornerstone Pointe development, which has excellent visibility from I-49," added Yatsook. "The additional traffic generated by the new Casey's will be attractive to other businesses looking to start or expand in Belton that may choose the other available pad sites in Cornerstone Pointe. We appreciate Casey's reinvestment in our community and look forward to the new offerings this brand new prototype will bring to our community."

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