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Casey's to Launch New General Store Prototype in Belton

Larger Kitchen, Double the In-Store Seating and More Fresh Food Offerings Unique to This Debut

BELTON, Mo. (August 13, 2019) – Belton Economic Development Director Carolyn Yatsook announced today the arrival of a new commercial development that will add jobs and tax revenue to the city – a new Casey's General Store prototype selected to debut in Belton.

This Casey's General Store prototype includes a larger, full-service kitchen positioned so customers will be better able to see the fresh food preparation. With the larger kitchen will come an expanded menu, double the average seating capacity and more staff. At more than 6,000 square feet, this prototype is larger than many of the newest Casey's in development and double the size of many existing locations.

"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. "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."

Located at the southwest corner of East 163rd Street and Cornerstone Drive, the project is expected to get under way in late spring 2020. It will replace the existing Casey's located east of the site, which will be closed.

"The decision to relocate closer to I-49 on the growing commercial corridor of 163rd Street is bold," said Yatsook. "Casey's new location across from the new Cracker Barrel in Cornerstone Pointe will undoubtedly increase its store sales. This project exemplifies the continued interest in Belton by regional and national retailers and the city of Belton appreciates Casey's reinvestment in our community."

Casey's, which celebrated its 50th year in business in 2018, has more than 2,000 locations in 16 states.

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