

Verc Enterprises Welcomes Two New Locations in Central Mass.

Verc Enterprises, a convenience store and Mobil/Gulf/Irving/Shell gasoline operator with locations in Massachusetts and New Hampshire, began 2020 with continued expansion with the opening of two new locations in Athol and Bellingham in central Massachusetts.



The Verc Athol Mobil

but Verc's first Shell station. Verc Bellingham Shell, located at 18 N. Main Street. It will serve as a convenience store and gasoline station. The space previously housed a Citgo station, which was torn down. Paul Williams is the store team leader.

"This brings our total count of stores to 33, and we're not finished yet," said CEO Leo Vercollone. "We are excited about so many things with this expansion. This is our first Shell location for one thing, and of course we are delighted at the reception we've received from our new communities."

Verc, Ceres partner to offer CBD products

Duxbury, Massachusetts-based Verc is teaming up with Burlington, Vermont-based Ceres Natural Remedies to bring CBD products to its more than 30 locations throughout Massachusetts and New Hampshire.

Leo Vercollone said that his firm's due diligence and research into the emerging industry led him to the conclusion that Ceres is the right firm to partner with.

"Our commitment is to bring the best quality product to our stores," Vercollone said. "And the way to achieve that is to partner with a company that has demonstrated operational excellence over several years, that invests in training and in education for both staff and the general public, and one with an investment in and commitment to our region. Ceres is that company."

While Verc Enterprises has sold CBD products over the last few years, Vercollone said they are looking for an affiliation with an entity that will "strongly support our effort in this new market."

Ceres Natural Remedies is the sister company to Champlain Valley Dispensary, Vermont's first licensed, medical marijuana dispensary, which opened its doors in 2013.

"Ceres naturally grew out of our dispensary operation when Vermonters began looking for CBD products and education," said Bridget Conry, director of brand experience for both Champlain Valley Dispensary and Ceres.

"Since the beginning, our sole focus has been to create and curate the best selection of CBD products paired with in-depth educational resources regarding cannabis, hemp and plant-based medicine as a whole, so that consumers can make safe and informed decisions about their health and well-being."

Harris said that his organization will also help Vercollone and Verc Enterprises with a new initiative, opening up a Ceres Natural Remedies "store within a store" at several Verc locations. These CBD stores will feature Ceres products in addition to other well-regarded national brands curated by the Ceres team. Dedicated sales people trained by Ceres will function in these stores.

The Athol location is the second-largest store in the chain, a full-service, 5,000-sq-ft store, located at 1271 Templeton Road. It will be known as Verc Athol Mobil.

The new location will feature a Dunkin' Donuts drive-thru; will sell beer and wine; and offer a diesel truck aisle at the pump. Megan Newcomb is the Athol location team leader.

Verc also opened a new location in Bellingham, its second in that community.



The Verc Bellingham Shell

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