



# A Transformative Journey Towards Unity and Expansion



Creek Travel Plaza is set for an exciting transformation. With a deep appreciation for its rich tribal heritage and a commitment to serving the local community and interstate travelers, Creek Travel Plaza will begin a major remodeling and rebranding effort.

It will merge with Creek Convenience Stores in Atmore and Wetumpka, creating Creek Travel Stores - a more visible, cost-effective, and growth-ready brand. Director of Retail Operations Gerald Montalbano underlines that this rebranding is motivated by a commitment to community needs and broader appeal. The renovation will drive heightened consumer awareness while cultivating a space that embodies home and community.

Creek Travel Stores strives to serve all guests, including truckers, local tribal citizens, and beach-goers while becoming a must-stop for anyone traveling I-65. The remodel includes larger restrooms, wider aisles, brighter interiors, and interactive media experiences. Visitors can explore merchandise from local tribal artisans.



*This rendering shows the new color scheme and updated furnishings in the remodeled Poarch Diner.*

The food scene will undergo a major revamping, with Hanger 54 Pizza and Blue Taco gracing the grab-n-go hot bar. The existing Diner will be rechristened as the Front Poarch Diner, dishing out Southern comfort food.

Our renamed Sisters' Grill hot bar will serve delectable grab-and-go meals, including our much-loved fried chicken and fish. Prepare for effortless dinners as we begin offering rotisserie chicken, salads, and take-and-bake-at-home pizzas.

The Native Bean coffee and drink station boasts an array of liquid delicacies, from coffees and teas to milkshakes, smoothies, and slushies, and more. Here, you are sure to find something perfect to sip on anytime of the day or night.

For commercial drivers, Creek Travel Stores are improving our facilities with newly upgraded parking lots, better lighting to increase security, improved Wi-Fi, and luxurious showers. For road trippers, there will be improved access to our fuel stations, additional car parking, and improved facilities for buses and RVs. Other additions that are in the works include, a seven-space RV park, an outdoor dining area, a dog park, and EV charging stations.



*The shaded al fresco open-air dining area.*

The food scene will undergo a major revamp, with Hanger 54 Pizza and Blue Taco gracing the grab-n-go hot bar. The existing Diner will be rechristened as the Front Poarch Diner. The rebranding of Creek Travel Stores is not just a business decision but a reflection of our deep-rooted commitment to our tribal heritage and the community. With our upgrades, Creek Travel Stores will symbolize Southern charm and hospitality, inviting everyone to experience our unique blend of tradition and modernity.

Creek Convenience Stores in Atmore and Wetumpka will be performing a soft rebranding as well, and a fresh new website, [www.creektravelstores.com](http://www.creektravelstores.com), in being developed to showcase the three stores as a singularly branded entity. We thank everyone for their patience during this renovation process, and we hope you are as excited as we are about all the exciting new additions and upgrades.



*View of the dog park with the outdoor dining area shown in the background.*