



# Roaster's MARKET PARTNERS

with Paragon Solutions for New Store Design

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Photos courtesy of Greg Folkins Photography



## Roaster's Market in Ada, Oklahoma, is not your father's c-store.

According to Roaster's Market owner and president Mike Lawson, the process of designing the store began with a list of key attributes—"fresh," "modern" and "meaningful" among them.

"Youthful" seems a fitting descriptor as well. The store, which opened in June 2020, calls a rural college town home—"a rural town demanding what bigger towns have to offer," as Lawson puts it. Roaster's Market was his answer to the demand for quality coffee and made-to-order eats that a college-aged demographic will inevitably bring. Thus, the store cen-

tered around two core offerings—coffee and chicken, represented by the "Roaster's" moniker—was born.

Lawson had the preferences of a modern consumer in mind, for whom quality products, personable service and a welcoming atmosphere take precedence. Lawson collected inspiration from a number of sources—not only fellow c-stores such as Sheetz and Rutter's, but also from quality-driven QSRs such as Panera Bread, Corner Bakery and Chick-Fil-A.

### Building a brand

Conceptualizing a store with a great vibe is different than making the granular design choices that turn the vision into a reality, however. It was for this reason Lawson turned to Paragon Solutions, a de-

sign firm specializing in retail.

"Our job is to draw out personality," says Mike Lawshe, president at Paragon. "Everything in the store should point to the brand, and the brand should point to who they are."

For Roaster's Market, the result was a spacious layout featuring a warm color palette, soft textures and plenty of natural light. Paragon opted for a "transitional" style, incorporating both traditional and modern design elements. For example, painted wood and brick add a homey sensibility while modern details, such as sleek accent fixtures and clean typography, add a sense of freshness and novelty.

The result, according to Lawson, was a place where shoppers look forward to vis-

**"Paragon really paid attention to the details"**

iting, rather than simply stepping in for a quick purchase.

"Everything I hoped and dreamed that this store would be was executed 100% to my liking and desires," he says. "Hats off to Paragon and the team they've built."

The design was timely, too; the spacious, clean concept proved a godsend come the pandemic.

"Something you'll notice is that the floor has a lot of

dead space," says Whitney Burns, director of interior design at Paragon. "That's on purpose. That gives us room for high-demand merchandise and for people to shop without bumping into each other."

Even the virtually touch-free bathroom seems a product of a prescient design.

"The vision for the bathroom was pre-COVID" adds Lawson, "The only thing you're going to touch is toilet paper or a paper towel. The bathroom wasn't an afterthought."

Paragon facilitated in adjusting operations once the pandemic was underway, helping to develop an outdoor patio featuring a canopy, misting fans, music, umbrellas and seating for up to 50 guests.

"Paragon really paid attention to the details," says Lawson.

It's this level of care that sets the award-winning team at Paragon apart.

"There is no easy button," says Lawshe. "We put a lot of thought into our designs. Our process is to really get into our clients' heads and figure out what they want and need for maximum returns."

**To learn more about how Paragon is helping to bring retailers to the forefront of market trends—and helping to boost sales as a result—visit [www.paragon4design.com](http://www.paragon4design.com).**



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