

A Commitment to Our Community:



Your Hometown Convenience Store

Pic Quik, a network of neighborhood convenience stores in Southern New Mexico, offers more than just quality fuel, food and beverages. They are an integral part of each community where they are located because they are locally-owned, -operated and customer-centered.

Founded in 1958 by Mr. Franklin McKinney, a pioneer in the convenience store industry and remembered by many in the community and industry, Pic Quik was purchased by current owner and president, Oscar Andrade, in 2001. Andrade, no stranger to the convenience business, started working as a 7-Eleven Stores' clerk at age 18. He worked his way up and left 7-Eleven in 1994 to join Franklin and Francis McKinney as the Pic Quik Stores' General Manager. Andrade had always seen the potential for Pic Quik in Las Cruces and wanted to be part of the growth he knew would come. Seven years later Andrade purchased the network of stores and is now at the point where he enjoys seeing his employees doing the same things he did: succeeding and working their way up the management ladder.

Although they are known for quality FINA fuel, in each Pic Quik store customers are bound to find items not normally expected at a standard convenience store. Many locations offer made-to-order dining options like Santa Fe Grill, Subway, and Caliche's Custard, while other stores offer specialty New Mexico products like native wines and gifts.

"We have over 50 years in serving our area's residents and travelers and want to be here for 50 more. Our team listens to customers, their ideas and suggestions. Much of what you see today at your neighborhood's Pic Quik is because of customer feedback." says Andrade.

So what else makes Pic Quik unique?

Is it their strong commitment to community and national charities? Yes!

"As your neighborhood store we have a civic and social responsibility. Pic Quik supports everything from the smallest of local fundraising campaigns to national efforts like the Muscular

Dystrophy Association and March of Dimes. We love to hear from students and parents and to be able to see first-hand how we can help our community."

Is it because their employees live in the communities where their stores are located and operated? Yes!

"I know each of my employees and they know their employer isn't detached and located somewhere out-of-town or out-of-state. We are here for them and they appreciate the local connection."

Is it because they truly want to win your business? Yes!

Other nationally-owned convenience stores are not as connected to the local community and dependent upon their patronage. "We live and die by our staff and customers. We want their support and input on how we can better our stores. That is how we will be the best convenience stores we can be, for now and for the future." ┘

Offering 19 stores that stretch west to Deming, north to Hatch, south to Anthony, and are found throughout the Mesilla Valley, Pic Quik is sure to have a location near you.

