

= Kwik @-@ E @-@ Mart =

The Kwik @-@ E @-@ Mart (spelled " Quick @-@ E @-@ Mart " in " Bart the General ") is a fictional convenience store in the animated television series The Simpsons . It is a parody of American convenience stores , such as 7 @-@ Eleven and Wawa Inc . , and depicts many of the stereotypes about them . It is notorious for its high prices and the poor quality of its merchandise . The operator of the Springfield store is an Indian @-@ American named Apu Nahasapeemapetilon . It was first seen in the episode " The Telltale Head " and has since become a common setting in The Simpsons .

In July 2007 , eleven 7 @-@ Eleven locations in the United States and one in Canada were transformed into Kwik @-@ E @-@ Marts as part of a special promotion for The Simpsons Movie . Also in 2007 , gift shops modeled after the " Kwik @-@ E @-@ Marts " were opened in Universal Studios Florida and Universal Studios Hollywood , where they are a companion to " The Simpsons Ride " .

= = Role in The Simpsons = =

The Kwik @-@ E @-@ Mart is a convenience store that sells the usual fare at extraordinarily high prices , including the always popular Squishee . The Kwik @-@ E @-@ Mart chain was started somewhere in the Himalayas .

Springfield 's Kwik @-@ E @-@ Mart is owned and operated by an Indian American named Apu Nahasapeemapetilon , who mans the store with his brother Sanjay and is a caricature of the stereotypical " foreign born " convenience store clerk . Apu is an extremely devoted convenience store clerk / owner , rarely closing his store and occasionally working 96 @-@ hour shifts . Apu proudly gouges customers and sells tainted merchandise , such as rotten meat or expired milk . Springfield 's Kwik @-@ E @-@ Mart is quite often the target of robbers , leading to Apu having been shot on several occasions . It is a favorite target of local criminal Snake Jailbird , who has held up the Kwik @-@ E @-@ Mart several times .

= = Real @-@ world versions = =

= = = 7 @-@ Eleven promotion = = =

In July 2007 , convenience store chain 7 @-@ Eleven converted 11 of its stores in the United States and one in Canada (Coquitlam) into Kwik @-@ E @-@ Marts to promote The Simpsons Movie . The concept was first visualized in 2006 by Fox 's advertising agency , and the approximately 10 million dollar (US) cost of the promotion was borne by 7 @-@ Eleven . Another part of the promotion was a contest where customers who purchased a slurpee or sandwich also received a coded game piece that could be entered into a website . The grand prize of the contest was to be animated into an episode of The Simpsons . Prior to July , the promotion had long been known but the locations were kept a secret until the morning of July 1 , when the 12 stores were made over with industrial foam , vinyl and Kwik @-@ E @-@ Mart signs .

These 12 locations , as well as the majority of other North American 7 @-@ Elevens , sold products found in The Simpsons , such as " Buzz Cola " , " Krusty @-@ O 's " , " Squishees " , pink frosted " Sprinklicious doughnuts " and other Simpsons @-@ themed merchandise . The Squishees were Slurpees that are sold in special collector cups and the Krusty @-@ O 's were made by Malt @-@ O @-@ Meal . Several other 7 @-@ Eleven items , such as sandwiches , were sold in Simpsons @-@ themed packaging . It was decided that Duff Beer would not be sold due to the movie being rated PG @-@ 13 , and the promoters wanted to have " good , responsible fun , " though it was noted that it was a tough decision . However , a Duff Energy Drink was released in place of the Duff Beer .

The promotion resulted in a 30 % increase in profits for the changed 7 @-@ Eleven stores . Many of the stores sold out of their special Simpsons products within a few days of the start of the

promotion . The conversions lasted through early August , when the stores were converted back to 7 @-@ Elevens .

There was a mild controversy when the promotion offended members of the Indian @-@ American community who felt that Apu is a caricature that plays on too many negative stereotypes . Despite this , 7 @-@ Eleven reported that many of its Indian employees have reacted positively to the idea , although it was noted that it was " not a 100 percent endorsement . "

= = = Universal Studios = = =

On October 17 , 2007 , a gift shop that was modeled after a Kwik @-@ E @-@ Mart was opened at Universal Studios Florida . One also opened at Universal Studios Hollywood at a later time . They replaced the old Back to the Future gift shop and supplement The Simpsons Ride , which opened in Spring 2008 . The stores sell Simpsons @-@ related merchandise like Flaming Moe 's Energy Drinks and Squishees .