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QuickChek: Still fresh after 50 years



The QuickChek Farmhouse balloon features a 61 foot tall silo, 30 foot tall farmer, and friendly animals including a cow, a pig, a cat and chickens.

By Russ Mensch, Mensch & Company

Fresh and local.

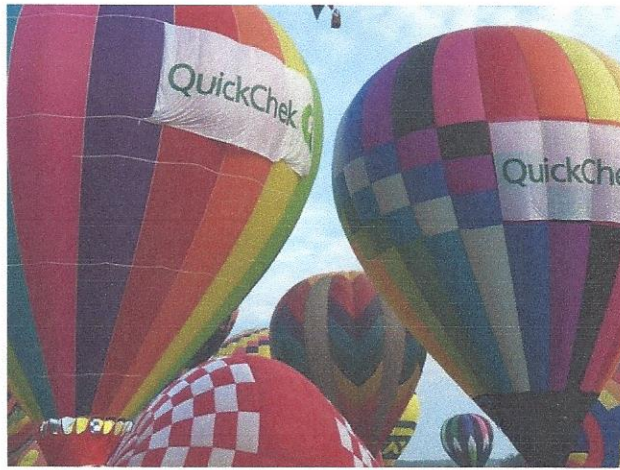
These are just two of the many reasons that QuickChek, title sponsor of the New Jersey Festival of Ballooning, has grown into a New Jersey success story.

The QuickChek story goes back to 1888, when Durling Farms was founded to serve the Central Jersey region. Over the following 79 years, the Durling Farms brand grew to become synonymous with quality milk and dairy products, delivered fresh to the customer's door.

In 1967, Carlton C. Durling founded QuickChek to ensure that loyal Durling Farms customers had a neighborhood shopping destination not only for their milk but for a full range of deli and other food products.

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The Whitehouse Station-based company celebrated its 50th anniversary in March, having grown from its first store in Dunellen to 149 fresh convenience market locations throughout New Jersey, New York's Hudson Valley and Long Island with more on the way.



QuickChek, the Whitehouse Station-based title sponsor, celebrated its 50th anniversary in March. (Photo: ~Courtesy of Rebecca Mensch/Mensch & Company, Inc.)

The company is guided by the principles of “Total Customer Dedication,” committed to delivering what the customer wants. Since its beginning in 1967, QuickChek continues to define the term “fresh convenience” and remains the market leader in food service, fresh coffee, fast fuel and friendly people.

These factors, along with its commitment to giving back to its local communities, helped QuickChek earn the distinction of being named the 2016 National Convenience Store Chain of the Year.

QuickChek became the title sponsor of the New Jersey Festival of Ballooning in 1993. After spending just eight minutes with festival producers Howard Freeman and John Korff, then-company President Bob Page knew that the growing event met with the company’s goals: family, community and the opportunity to benefit those in need.

Now in its 25th year, it is the longest-running title sponsorship of any festival in the United States.

For festival-goers, it also means having the opportunity to enjoy the same custom-made subs, sandwiches, wraps and salads made with the freshest ingredients they get in their local neighborhood store at Solberg Airport during the balloon festival, another example of QuickChek striving to meet the needs of their customers who seek restaurant-quality meal options at value prices.