

7-Eleven Quick Fuel Design Rationale

Emma Unangst, Wesley Reed, Joseph Kleese, Cameron Knurek

In today's fast-moving world, food delivery isn't just about convenience—it's about providing an uncompromised experience. Yet, too often, meals arrive lukewarm, and drinks lose their chill before they even reach the customer. That's where 7-Eleven Quick Fuel redefines the standard. This modular delivery system is designed to ensure hot stays hot, cold stays cold, and everything arrives just as intended.

The securely locked carrying case traps heat in while the contained food items snugly fit together on one side, minimizing movement and spills while maintaining temperature. On the other side of the package, the customers' Slurpee or Big Gulp rests securely separated from the hot elements keeping the beverage chill and frosty. The drink remains stable and upright as it rests in an integrated set of cup holders, accommodating a variety of drink sizes and shapes. These two modules seamlessly interlock, optimizing space and stability within the system while providing an ergonomic, easy-to-carry solution for delivery drivers. No more juggling multiple bags or risking temperature fluctuations.

Beyond functionality, Quick Fuel is designed with eco-efficiency and forward-thinking aesthetics in mind. Constructed from recyclable, lightweight, yet durable cardboard, it minimizes waste without compromising performance. The package is broken down into a flat and recycling-ready sheet upon opening, making for a quick and effortless discard. Individual food items are contained in boxes made of molded fiber substrate, ensuring the entire system is recyclable. In addition, its culture-conscious graphic system ensures bold, expressive branding and instant recognition, making Quick Fuel not just a functional tool but an extension of the 7-Eleven experience. An intuitive sticker receipt system and tamper-evident sealing provide added security, fostering trust and transparency for both customers and couriers.

Food delivery should feel as fresh and effortless as dining in. With 7-Eleven Quick Fuel, we're not just delivering meals—we're delivering innovation, efficiency, and a redefined standard for food packaging in the modern era. Hot food. Cold drinks. Perfectly delivered.