

DECEMBER 9, 2022

Northern Star and Shell hold LUISA Retailer Engagement Day

Retailer-Partners in Northwest Luzon — including La Union, Ilocos Sur, and Norte, and Abra (LUISA) – came in full force to bond with Northern Star and Shell in the LUISA Retailer Engagement Day held on November 28, 2022, at the Patio by Balai Norte in San Juan, La Union.

The meeting was the first gathering of all Retailer-Partners under the Shell Brand of the Northern Star Convenience Retail Network. It aimed to educate the convenience retailers about the Shell mobility concept as well as promote a harmonious relationship with Shell and Northern Star teams.



The discussions, made more fun by dinner and games, focused on Shell's growth plans and strategies to boost revenue in light of current and future convenience retail trends.