



# CUSTOMER FEATURE

## ROCKTANE GAS & SMOKE

### Tell us about your store

Rocktane Gas + Smoke is located on property with the Hard Rock Hotel and Casino Sacramento at Fire Mountain, a tribal casino owned by the Estom Yumeka Maidu Tribe of the Enterprise Rancheria. Rocktane features a 4,100 square foot convenience store, 16 pumps, a drive thru smoke shop and is open 24/7. Wild Card Loyalty members can enjoy at-the-pump additional savings based upon our guests' current card level and play in the casino. Rocktane Gas + Smoke is located in Wheatland, California which is part of Yuba-Sutter County. It's about 35 minutes north of downtown Sacramento and the Sacramento Airport.



### How does Hard Rock support their local community?

"Love All, Serve All" - Hard Rock Hotel and Casino Sacramento at Fire Mountain has contributed over \$1,000,000 in charitable donations to our community since we opened our doors in November of 2019. We have participated annually in Pinktober to support breast cancer research and awareness, donated to the Red Cross and Salvation Army to help assist with the fires that impacted our local community, answered a critical call with our local healthcare heroes by donating \$100,000 in personal protective equipment, and sponsored numerous events in the surrounding counties benefiting our local military base, first responders, chambers of commerce and youth organizations. Hard Rock team members also have a huge spirit and enjoy giving... "take Time to be Kind." We have generously donated non-perishable food items to the local food bank and collected toys for local foster family agencies. Over 70% of our staff lives locally in the community and we continue to support our regional vendors and business partners.



## How has Harbor helped you to be successful & through the new build process?

Harbor has been instrumental from day one with Rocktane Gas + Smoke. Harbor assisted with every step of the store layout starting with the initial proposed design all the way through to the final outcome. They have always been ready and willing to answer any and all operations questions. Their expertise guided us through the gas station/convenience store opening process and helped eliminate issues early on. In addition, Harbor helped with the selection of prepared food, the layout and design of the coffee bar, and in determining the overall product mix in the store. Harbor has also helped with graphics and design in the convenience store allowing us to have a unique look and feel and of course offer the Hard Rock vibe our guests have come to expect.



# LOVE ALL, SERVE ALL.

