

IGA Red Oval Program

Mansfield Oil Company is proud to be selected as a Red Oval Partner, and support all IGA Retailers in your Gasoline/Fuel Center evaluation, development, and product supply.

We offer a complete Turn Key Solution to evaluate your site for the "success criteria" of installing a Fuel Center working through development and construction requirements, and provide ongoing market support to Cross Market Gasoline discounts with Grocery purchases.

Providing consumers with Gasoline Discounts as an incentive to shop at your store will build loyalty, create a sales lift for supermarket, and drive more traffic into your location.

To get started please select the "site survey request" option from the drop down menu in our "Contact Us" form to the right and we will provide a site survey for you to complete for your location. Once completed we will respond with :

- Preliminary site feasibility, estimated investment cost, projected expenses, and income
- Time line for completion
- Investment Options (purchase, lease, partnership) As an IGA Retailer you are assured that we will provide you with honest advice, and the benefits of our buying power in equipment, construction and gasoline supply.