

Retail Fuel Programs

Private Brand Retail Fuel Marketing and Supply

Many convenience store operators want to sell gasoline under their own brand name or use an established "private" label fuel brand. Mansfield, due to its vast network of supply points, can easily offer supply options for those wanting to use a private label brand. With its broad knowledge of the market Mansfield can assist in the development of the private label brand standards, images, design concepts and other support programs. Further, Mansfield Oil supplies the highest quality petroleum products available from independent and major refiners.

We also offer a proprietary private label brand known as Solo. This brand is supported by a competitive credit card program, point of purchase materials, buyer programs, uniform program and inside store marketing specialists. Solo is available for use by our convenience store clients.

Major Brand Retail Fuel Marketing and Supply

Mansfield maintains branding relationships with many major brands of fuel, including BP, Citgo, Chevron, Valero, Crown, Marathon, and Texaco. Depending on your needs, location, facility, and other factors, we can offer you a major brand marketing program that will optimize your business potential. All branded programs include image, advertising, point of purchase materials, uniforms, incentives, credit cards and inside store marketing specialists for you to use in building your business and customer loyalty.

Experience in your channel

From c-stores and grocery stores, to marinas and wholesale clubs, our retail experience crosses nearly all channels and types of retail sites. We leverage this experience to offer comprehensive retail programs tailored to your sites.

Improve Retail Margins and Pricing Strategies

Mansfield Oil participated in an educational workshop at the annual NACS show (National Association of Convenience Stores) held in Chicago on October 4 - 7, 2008. To review the latest cost savings ideas that were presented at NACS last year download the white paper "Optimizing Retail Fuel Margins and Sales Volumes".