

R.E. Powell Launches Buying Group for Wholesale Fuel Sites

Convenience Store Alliance to administer program

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GRANDVIEW, Wash. -- Pacific Northwest fuel distributor R.E. Powell has announced a new buying group administered by Convenience Store Alliance (CSA), bringing the buying power of CSA's 1,130 stores to its network of customers throughout Washington, Oregon and Idaho. The buying program features locked-in, off-invoice deals with 20 national vendors, including Core-Mark, Coca-Cola and Dr Pepper, as well as vendors for ATM, worker's compensation, insurance, uniforms, cleaning services and more. Customers also get purchasing data and applicable rebates from vendors on a quarterly basis.

"We're thrilled to offer this buying group to further prove our promise to bring customers 'more solutions, less friction,' above and beyond the value we're already providing as a fuel source," said R.E. Powell general manager of convenience retail Justin Christensen. *"It's so easy for customers to save money on the goods and services they're already paying for, just by switching to CSA vendors. No hoops to jump through, no strings attached."*

Customers may choose any or all vendor programs that add value to their operations.

"Some marketers try to leverage the vendor deals with their own company stores to negotiate similar deals for their wholesale customers," said CSA vice president of operations Scott Cole. *"R.E. Powell recognized that without an opportunity for vendors to grow market share beyond their distributorship region, vendors don't have incentive to provide a national-chain discount. CSA already had the infrastructure, data-capturing, reporting and vendor contracts in place to administer R.E. Powell's branded buying program seamlessly,"* said Cole.

R.E. Powell is paying the CSA enrollment fee of \$300 per site for all dealers who elect to join the program.

CSA helps independent convenience-store operators nationwide to compete with large chain stores. CSA gives storeowners access to reduced costs on high-quality products, valuable resources to boost business efficiency, and solutions for business growth. For the western half of the United States, CSA is the Phillips 66 Branded Retailer Buying Program and is available to more than 7,000 branded sites that currently sell Phillips 66, Conoco or 76 branded gasoline. Dealers and fuel distributors outside the exclusive territories are also eligible to participate, regardless of brand affiliation.

Grandview, Wash.-based R.E. Powell is the largest fuel distributor in the Pacific Northwest, supplying fuel, lubricant and propane to all of Washington, northern and eastern Oregon and the Idaho panhandle. As the only fuel distributor in the Pacific Northwest that contracts with all available major fuel brands, R.E. Powell also has supply at all terminals in the region.