

# Switching to a Branded Gasoline Supplier

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## A Q&A with McDougall Energy

**M**cDougall Energy Inc. is a privately-owned, third-generation Canadian family business serving households, businesses, motorists, and wholesale energy customers since 1949. The company is a trusted distributor and marketer of propane, fuel products, and lubricants. McDougall Energy offers its products and services across the country with local offices and teams throughout Ontario and Western Canada. The company owns a network of Esso and Shell branded retail stations and its own proprietary Pump retail brand. McDougall Energy Inc. is proud to be a Platinum Club member of Canada's Best Managed Companies, having consecutively retained its Best Managed designation since 2011.

### **McDougall Energy has a wide range of branded gas programs. What is the advantage of this and what are the differences?**

What sets McDougall Energy apart from others in the industry is our ability to offer multiple branded fuel options to our retailer partners. Our offerings include major brands such as Esso, Mobil, Shell, and our proprietary brand, Pump. This approach allows us to work closely with retailers to help them choose the most effective brand for their specific location and demographic. This is a distinct advantage over other fuel suppliers, which are limited to offering a single major brand or a regional/minor brand alternative. When working with independent dealers, we collaborate to determine the brand that will maximize their site's business results, taking into account the competitive market environment they operate within. Additionally, we help our dealers select a brand that produces quality fuel and offers supporting programs that benefit customers. These programs may include enticing and popular loyalty programs, valuable fleet card offers, mobile apps that provide a secure and convenient way to pay at the pump, and exclusive in-app rewards for customers.

### **Does this make McDougall a "one-stop shop" for gas retailers? How do retailers decide?**

In many aspects, yes. At McDougall Energy, we leverage our extensive relationships in the fuels industry to provide our customers with unparalleled benefits. Our territory managers are experts in the field, dedicated to supporting retailers' business growth. We offer connections to top recognized convenience stores (Circle K), merchandise, and quick serve restaurant (QSR) opportunities, as well as internal facilities support and health and safety standards. Our team provides credible guidance on



retail site construction and site image enhancement projects. Above all, we have access to the best fuel distribution network in Ontario and world-class industry knowledge and best practices through our long-standing relationships with major brands (Shell, Imperial Oil). Our comprehensive offer is unmatched, making it difficult for retailers to find a more competitive program than what McDougall Energy provides.

### **What customized solutions/value does McDougall Energy provide to unbranded retailers?**

We have an extensive delivery network throughout Ontario that serves unbranded retailers with a quick and cost-efficient way to get the products they need. With our expanding fleet of delivery trucks and various distribution facilities, we can ensure reliable fuel delivery to our dealers. Our unbranded retailers not only receive top-quality fuel but also benefit from the dedicated support of our trusted and experienced territory managers. Additionally, we offer 24/7 access to myAccount, allowing customers to conveniently manage their accounts online from anywhere at any time. Question 4: What circumstances would cause a retailer to consider switching brands? There are a variety of reasons a customer may consider switching brands. Other brands may provide less comprehensive programs in terms of loyalty, convenience store options, or fuel types. If a retailer is taking over a site or looking to refresh its image, they may consider other brands. Issues with inconsistent or unreliable delivery can also be a major factor in seeking out other partnerships, especially if compounded with a lack of dedicated support from their supplier. Whether a customer is planning to break ground on a new location, redevelop an existing site or simply looking to switch fuel suppliers, McDougall Energy is invested in our customers' success and provides expert guidance and support when it comes to brand options within the retail fuels industry. 🍁