



SourceTM
Retail Sales Solutions

Forecourt Solutions for the Future of Fueling

Source North America's Retail Sales Solutions team is dedicated to helping station operators future-proof their forecourts. We invite you to visit our [Retail Sales Solutions page](#) to browse a selection of products from Wayne Fueling Systems, Verifone, Red E, Square D and other leading equipment brands.

Special Promotion!

And be sure to visit our [Retail Sales Solutions Promotions page](#) to check for promotional offers.



Create a Free Tank Chart Today

Ace Tank & Fueling Equipment is celebrating over 80 years of providing "Innovative Solutions ... Extraordinary Results."

Ace Tank's proprietary [FuelSafe Systems](#) are designed to be turnkey fuel storage and handling systems. Other achievements at Ace Tank include launching a [free online Tank Chart Generator](#). Check it out!



Find Station Essentials at Source's S3 Website

Source North America's retail website, Source Simple Solutions (S³), features more than 3,000 fueling products. Visit [shop.sourcena.com](#).



Most major C-store companies have announced plans to expand in number and territory. But what's most noteworthy about this is where many of them have announced they intend to expand: beyond what is currently considered their "turf."

Numerous chains have announced intentions to open new stores or raze and rebuild stores outside of their current traditional footprint. Consider recent announcements and press releases from companies such as Casey's, Kum & Go, Royal Farms, Sheetz, Wawa and more.

Many of these C-stores have long operated with great success as regional strongholds, often becoming synonymous with the culture and character of a particular part of the country. In fact, expressions used to communicate the term "convenience store" frequently take on a regional flavor:

- C-store
- Bodega
- Corner store
- Country store
- Food mart
- Mom-and-pop shop
- Party store

What's driving the widespread expansion? In some cases, it is part of a gradual push into new markets. But several of the chains are pursuing an aggressive expansion to introduce their revered brands to new customers. As a part of that initiative, many of the local C-store "institutions" are spreading into new states and communities.

Non-fueling stores, high-quality food preparation, new store models and self-distribution are among the strategies aspiring C-store powerhouses are deploying to achieve their growth goals. But will they actually pay off? When other businesses have tried to capture market share already dominated by a beloved brand – think grocery stores, soda pop, chips, snacks, etc. – people have sometimes rejected the "invaders" to support their "local favorites." It will be interesting to see how these tactics stand up to the will of loyal customers.



VP Racing Debuts New Ethanol Alternative

According to CSP Daily News, VP Racing Fuels has introduced a [new renewable, non-alcohol alternative to ethanol](#) and butanol-based fuels. The high-octane recreational fuel, called EcoGen, was developed for the sports market but it can be used in cars.

Wondering what else is on tap for ethanol? Check out our previous article, ["Ethanol Expansion: What You Need to Know."](#)



EV! EV! EV!

Announcements regarding EV initiatives are coming fast and furious. Here's a quick recap of some of the major developments in case you missed any of them:

- [Mercedes-Benz Plans 400+ Fast-Charging Hubs in North America](#)
- [Shell Agrees to Acquire EV Charging and Media Company Volta Inc.](#)
- [Sandwich Chain Subway Wants to Create EV Charging Oases Across the U.S.](#)
- [Hertz to Bring Thousands of EVs and Chargers to U.S. Cities](#)
- [Couche-Tard Powering Up EV Charging Platform With Driivz](#)
- [TravelCenters of America Aims to Install 1,000 DC Fast Chargers](#)
- [USPS to Buy 14,000 EV Charging Stations, 9,000 EVs](#)
- [7-Eleven Launches 7Charge Proprietary EV Charging Network](#)

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This Year's Trade Show Season Is Off to a Busy and Memorable Start

Without question, the start of 2023 has brought one of the most rewarding kickoffs to a trade show season we've experienced in recent years.

We opened the 2023 season with a lively WPMA convention (booth 208) in Las Vegas, followed by a particularly well-attended Southeast Petro show (booth 317) in Myrtle Beach. The momentum continued at NECSEMA (booth 316) in Massachusetts and M-PACT (booth 501) in Indianapolis.

If you missed us at any of those shows, you can plan to connect with us at the PEI Convention at the NACS Show Oct. 4-6 in Atlanta. We look forward to seeing you there!



Want to Expand Your Knowledge About Fueling System Equipment? Head to Texas!

Events at the Source University Training Center are off to a strong start in 2023!

The facility in Arlington, Texas, continues to welcome a steady stream of groups who've hosted their training events at the training center. And with good reason.

The facility, which opened in 2019, is not only a place where visitors can learn about fueling system equipment. It provides a venue where people within the fueling industry can come together and connect with one another.

The facility showcases below-ground and above-ground fueling system equipment, and additional equipment displays are in the works. Keep an eye out for information about exhibit updates in future SourceLine newsletters!

To inquire about setting up an event at the training center or to take a 360° tour of the training facility's classroom amenities, please visit the [Source University Training Center page](#).

Where to Connect and Grow

There are several events coming up that will provide attendees the opportunity to expand their fueling industry knowledge and network with peers:

NACS

[NACS State of the Industry Summit](#)
 April 18-20, Dallas, TX

FUELS'23

EXPLORING TRANSPORTATION ENERGY SOLUTIONS
[NACS Fuels Institute FUELS'23 Conference](#)
 (Source is a sponsor!)
 May 22-24, St. Louis, MO



[2023 PEI Women Conference](#)
 (Source is a sponsor!)
 April 26-28, La Jolla, CA



[UST Training Tank Savvy Talk Webinars](#)
 Most Fridays, 10 a.m. Pacific Time

Tool Matches Retailers With EV Companies



NACS has introduced an EV charging equipment matchmaking program that connects NACS retailer members with EV charging companies of all types to help marketers locate, design and build EV charging infrastructure.

Intended to assist all retailer business models, the program can be used for existing retail locations, undeveloped property or to partner with a charging company to find a location for hosting retail and EV charging.

Learn more about the program in this [NACS article](#).

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In addition, applications for the first round of funding from the Charging and Fueling Infrastructure Discretionary Grant Program will be accepted until May 30. Visit Source's [EV Education Center](#) to learn more about this and other funding opportunities.