



## Three fuel retailers switch to VP Racing brand

**Three US-based fuel retailers: Rice Oil Co., JAT Oil Partners, and RSI Petroleum have signed partnership agreements with VP Racing Fuels to avail of the company's retail branding program, reported Convenience Store News.**

Rice Oil, which operates 12 retail locations in Tennessee, Kentucky, and Virginia, has recently converted its first site to the VP brand in Jellico, Tennessee.

Odus Mundy, owner and president of Rice Oil, expects new revenue streams from VP-branded products, including its off-road race fuel blends, lower credit card processing fees, and the possibility to buy unbranded supply.

VP's attractive image, meanwhile, will boost JAT Oil's efforts to regain ground versus major fuel retailers, according to Brian Venable, brand manager for JAT Oil, a Chattanooga-based retailer which supplies 125 locations in Tennessee, Georgia, and Alabama.

Mojave, California-based retailer RSI, which has 60 locations in southern California, has been successful in the unbranded retail market, according to its vice president, secretary, and general manager Larry Mitchell, but the company wants to take it further.

"The ability to purchase unbranded supply at a lower cost is key to competing with the independents, but the VP brand also has greater appeal to the performance enthusiasts in our customer base," said Mitchell.