



UK: Essar continues network expansion with two new sites

With the unveiling of two more MPK Garages sites, Essar will see its national network grow to 71 sites.

Previously under the Texaco marque, the newest Essar branded outlets are Blue Gates Service Station located on Tunstall Road, Stoke-on-Trent and Brookhouse Service Station in Cheadle.

Both sites will celebrate their unveiling with official openings this weekend, featuring 'Lucky Pump' promotions. During this period, ten customers at each site will be chosen at random to win £10 off the cost of their fuel.

Wayne Harrand, Head of Retail from MPK commented: "We have been delighted with the customer reaction at Essar branded sites and this, together with our rollout of Morrisons Daily and Sainsbury's Daily across the portfolio, are driving footfall, growing basket size and changing the demographic of our consumer base."

Essar Territory Manager, Aaron Moore, said: "We are confident motorists will love the bright and modern appearance of the award winning Essar brand. We are a growing brand and although relatively new to the retail sector, our Stanlow Manufacturing Complex has been producing high quality fuels for over 60 years. We currently produce 16% of the UK's road transport fuels and supply many of the major oil companies in the UK, together with leading hypermarkets."

Essar entered the UK retail market with the opening of its first branded forecourt in November 2015 at Coalville in Leicestershire. The company plans to open its first company owned flagship site opposite the Stanlow Manufacturing Complex in Ellesmere Port in 2019.