

Petrol PLAZA

USA: Baltus exits c-store business

Baltus Oil Co. sold its eight convenience stores 'Bread and Butter Shop' in Wisconsin to Riiser Fuels Holdings LLC.



Riiser Fuels Holdings, LLC announced they have made another acquisition in Wisconsin with the purchase of eight convenience stores of Baltus Oil Company, according to a press release.

Marshfield-based Baltus Oil Company has sold their popular 'Bread and Butter Shop' locations around Central Wisconsin to Riiser Fuels of Wausau, recently acquired by GPM Investments of Virginia.

President of Baltus Oil, John Baltus, announced the sale of the eight convenience stores as "Riiser is in an expansion mode, so it just made sense to align with them and make the sale happen."

The sale doesn't include the company's wholesale fuel distribution service, but it's still a major downsizing for Baltus. "Today's convenience store owner has many more challenges than when he started and one must be constantly working to grow and improve their business," said Baltus as one of the reasons to exit the retail business, which would allow the company more time to focus on the fuel side of the petroleum business going forward.

Baltus Oil Company can be traced back to 1927, when it began as a single gas station. Over the years the company transformed itself from that one single store to a company with eight convenience stores and a wholesale fuel distribution business and heating oil.

Riiser Fuels Holding, LLC is based out of Wausau, WI and over the last 18 months has grown to a total of 67 stores in Wisconsin while continuing to grow.