



Philippines: Phoenix Petroleum strengthens retail network with new look

Philippine fuel retailer Phoenix Petroleum has opened its 100th revamped station, showcasing the company's new clean and modern design.

Phoenix West Service Road in Muntinlupa City opened to the public last week. In order to keep up with the times, the leading independent oil company Phoenix Petroleum has started upgrading its stations nationwide to a new look.

"The new design features a clean, modern, and sleek style, to reflect the company's aspiration of becoming the next generation fuel company catering to the needs of the next generation drivers," reads a press release.

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Phoenix Petroleum has over 500 stations nationwide with its flagship product, Premium 98, being a Euro-4 high-performance gasoline fuel.

Phoenix Petroleum has also expanded to the convenience retailing business with its acquisition of Philippine Family Mart, and is set to enter the bitumen business through a joint venture with TIPCO Asphalt of Thailand and PhilAsphalt.