



Philippines' Phoenix Petroleum to expand Family Mart nationwide

Philippine independent oil firm Phoenix Petroleum plans to roll out its recently acquired convenience store chain Philippine FamilyMart (PFM) nationwide.

The expansion would begin after the company has completed renovation and strengthened sales of 67 FamilyMart outlets in the island of Luzon, according to a [Sun Star report](#).

Phoenix Petroleum Vice President of External Affairs Alan Raymond T. Zorilla said that they would like to bring in FamilyMart to the Mindanao region, particularly in Davao City.

Phoenix Petroleum, which currently operates 523 petrol stations across the Philippines, bought the entire stake of SIAL CVS Retailers, Inc. (a joint venture between ALI Capital Corp. of Ayala Land, Inc. and the SSI Group, Inc.), FamilyMart Co., Ltd., and Itochu Corporation, for the Philippine operations of Japanese convenience store Family Mart.

PFM is the third largest convenience store brand in the Philippines.