



Riiser Fuels acquires 11 Mad Max stores in Wisconsin

Newly-formed Riiser Fuels has added 11 convenience stores to its portfolio with the acquisition of Mad Max Convenience Stores chain.

The deal is Riiser Fuels' second this year following its acquisition of 34 Riiser Energy convenience stores in June, reports [Convenience Store News](#).

"Mad Max Convenience Stores planned to expand its c-store chain; however, when approached by Riiser Fuels, the company agreed a deal would be a good fit" said Janiece Maxwell, president of Mad Max Convenience Stores.

The Wausau, Wisconsin-based Riiser Fuels may be new in the convenience store industry, but its leadership team is composed of retail veterans Don Draughon and J.D. Dykstra, who have been in the business for nearly 30 years. Draughon and Dykstra served, respectively, as CEO and President of Durham-based Fuel USA.