



Fuel savings most preferred rewards in US

Fuel savings are consistently the most preferred loyalty program rewards of consumers in the United States, according to the Road to Rewards 2017 survey.

The survey, conducted by [PDI Software-owned loyalty marketing firm Excentus](#), revealed that fuel savings have overtaken cash-back and is the most preferred loyalty currency of US consumers for the third year in a row.

That is why SE Grocers, a rewards program of US supermarket company Southeastern Grocers, is including Excentus-powered Fuel Rewards Program.

SE Grocers rewards will give customers the opportunity to earn points on purchases made at BI-LO, Fresco y Más, Harveys and Winn-Dixie stores, and redeem those points for savings on groceries and on fuel at participating Shell and other select fuel stations, [according to a company release](#).

"We listened carefully to our customers and responded by providing them with additional value through cents-per-gallon fuel savings, which is core to the Fuel Rewards® program," said Anthony Hucker, President and CEO of Southeastern Grocers.