

E15 Rapidly Moving Into the Marketplace

Today, there are **2,444 retail locations in 30 states** selling E15 usually between 3-10 cents below regular gasoline.

The vast majority of these locations are selling E15 along with E85 at blender pumps and making both available at nearly every dispensing location.

MOVERS. Major retailers selling or committed to selling E15 include: Sheetz, Thorntons, Kum & Go, RaceTrac, Kwik Trip, Cenex, United Dairy Farmers, Casey's, Rutter's, Pump & Pantry, QuikTrip, Minnoco, Protec Fuel, Royal Farms, Cumberland Farms, Murphy USA, and Family Express.



LOCATION. These retailers are not exclusively in the rural Midwest. Many of these retailers are in major metropolitan areas: Atlanta, Chicago, Dallas, Houston, Louisville, Raleigh-Durham, and San Antonio.

VOLUME. The average convenience store sells 1 million gallons of gasoline per year on average, while the bulk of the retailers involved in the industry-sponsored Prime the Pump program sell 2.8 million gallons per year on average – nearly 3 times as much volume as the traditional retailer.

BLEND. The retailer partners are seeing an average ethanol blend rate that easily exceeds 10 percent, pushing beyond the so-called 10 percent blend wall.

