



**Top 30 Most Competitive Brands by Region** \* Must have at least 30 stores to qualify. Number shown indicates the average daily differential in cents per gallon of the brands station price versus the other stations in the zip code where it resides. All calculations are done on a daily basis for each zip code where a brand has a site and rolled up to the regional level for the entire year.

Rank	Region	Brand	Outlets	Price Differential
1	Rockies	Costco	34	-10.96
2	Rockies	Bradley Food	30	-9.79
3	Rockies	Sams Club	24	-9.13
4	Rockies	Western Convenience Stores	38	-6.11
5	Rockies	King Soopers	48	-4.80
6	Rockies	Maverik	215	-4.00
7	Rockies	Corner Store	157	-3.65
8	Rockies	Flying J	30	-3.57
9	Rockies	Smiths	49	-3.42
10	Rockies	Loaf N Jug	142	-3.02
11	Rockies	Town Pump	95	-2.47
12	Rockies	Loves	20	-2.44
13	Rockies	Kum & Go	68	-2.38
14	Rockies	Holiday Oil	43	-2.27
15	Rockies	Schraders Country Store	21	-2.12
16	Rockies	Common Cents	27	-2.11
17	Rockies	Holiday	30	-1.74
18	Rockies	Jennys Market	27	-1.43
19	Rockies	Alta Convenience	33	-1.22
20	Rockies	Exxon	110	-0.76
21	Rockies	My Goods Market	56	-0.32
22	Rockies	Zip Trip	37	-0.16
23	Rockies	Phillips 66	153	-0.08
24	Rockies	Circle K	69	-0.04
25	Rockies	Tesoro	54	0.11
26	Rockies	Stop N Save (CO)	15	0.49
27	Rockies	Unbranded	301	0.55
28	Rockies	Sinclair	416	0.81
29	Rockies	7-Eleven	323	0.82
30	Rockies	Stinker	62	1.08