



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 whereit 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	Southeast	Costco	52	-12.84
2	Southeast	Sams Club	144	-9.62
3	Southeast	BJ's	37	-8.95
4	Southeast	Corner Store	29	-6.66
5	Southeast	E-Z Mart	18	-6.35
6	Southeast	Kroger	345	-6.26
7	Southeast	Murphy Usa	501	-5.90
8	Southeast	Flying J	35	-5.27
9	Southeast	Brothers Food Mart	23	-5.00
10	Southeast	JR Food Mart	25	-4.97
11	Southeast	Murphy Express	141	-4.97
12	Southeast	Jet-Pep	97	-4.68
13	Southeast	Cumberland	45	-4.58
14	Southeast	Raceway	240	-4.40
15	Southeast	Quik Trip	186	-4.36
16	Southeast	Racetrac	277	-4.22
17	Southeast	Parkers	36	-4.03
18	Southeast	Wawa	58	-3.89
19	Southeast	Enmark	62	-3.62
20	Southeast	Quality Plus	44	-3.58
21	Southeast	Hess	238	-3.41
22	Southeast	Sheetz	67	-3.39
23	Southeast	Pilot	158	-3.37
24	Southeast	Double Quick	40	-3.32
25	Southeast	Clydes Market	29	-3.31
26	Southeast	Petro Stop	17	-3.23
27	Southeast	Loves	71	-3.18
28	Southeast	Flash Market	24	-3.12
29	Southeast	Speedway	223	-3.04
30	Southeast	Flash Foods	167	-3.01