



**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	Southwest	Costco	43	-11.61
2	Southwest	Sams Club	104	-10.70
3	Southwest	Smiths	20	-8.52
4	Southwest	Maverik	19	-8.43
5	Southwest	Arco	58	-8.29
6	Southwest	Kroger	113	-7.77
7	Southwest	Kwick Stop (OK)	25	-7.37
8	Southwest	Maveric Mini Mart	16	-7.10
9	Southwest	Kum & Go	48	-6.93
10	Southwest	Murphy Usa	290	-6.70
11	Southwest	Buc-ees	30	-6.36
12	Southwest	Murphy Express	34	-6.31
13	Southwest	Flying J	40	-5.83
14	Southwest	Raceway	55	-5.80
15	Southwest	E-Z Mart	165	-5.26
16	Southwest	Pilot	51	-4.99
17	Southwest	EZ Go Foods	15	-4.82
18	Southwest	Frys	70	-4.75
19	Southwest	H-E-B	213	-4.35
20	Southwest	Gulf	68	-4.09
21	Southwest	Jiffy Trip	26	-3.85
22	Southwest	Quik Trip	293	-3.78
23	Southwest	Speedy Stop	19	-3.72
24	Southwest	Circle K	735	-3.41
25	Southwest	Racetrac	103	-3.13
26	Southwest	Corner Store	741	-2.92
27	Southwest	Cenex	59	-2.48
28	Southwest	United Fuel & Energy	15	-2.47
29	Southwest	Allsup	311	-2.43
30	Southwest	Wes T Go	19	-2.38