



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	Midwest	Costco	20	-11.99
2	Midwest	Sams Club	60	-9.45
3	Midwest	Cubbys	27	-6.47
4	Midwest	Bucky's Express	22	-6.24
5	Midwest	U Stop	18	-6.02
6	Midwest	Kroger	20	-5.87
7	Midwest	Fast Stop (Growmark)	49	-5.72
8	Midwest	Murphy Usa	127	-4.94
9	Midwest	Pilot	37	-4.77
10	Midwest	Kwik Shop	125	-4.23
11	Midwest	Dillon	44	-3.76
12	Midwest	Flying J	29	-3.44
13	Midwest	Loaf N Jug	20	-3.34
14	Midwest	Kwik Star	48	-3.29
15	Midwest	E-Z Mart	95	-3.02
16	Midwest	Loves	42	-2.43
17	Midwest	Petes	21	-2.16
18	Midwest	Flash Market	81	-1.92
19	Midwest	Rapid Roberts	21	-1.85
20	Midwest	Big Red	25	-1.79
21	Midwest	Petro Serve USA	18	-1.76
22	Midwest	Double Bees	25	-1.48
23	Midwest	Presto	43	-1.46
24	Midwest	Freedom Valu	39	-1.22
25	Midwest	Get N Go (SD)	17	-1.21
26	Midwest	Caseys	1318	-1.16
27	Midwest	Simonson Station Store	15	-1.13
28	Midwest	M & H Stores	19	-1.09
29	Midwest	BP	628	-0.98
30	Midwest	Midwest Petroleum	23	-0.97