



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	New England	BJ's	27	-12.01
2	New England	AL Prime	46	-8.77
3	New England	Super Petroleum	26	-8.18
4	New England	Food Bag	40	-6.85
5	New England	Stop & Shop (Ahold)	102	-5.17
6	New England	Hess	168	-4.82
7	New England	FasMart	34	-3.41
8	New England	Cumberland	372	-3.29
9	New England	Circle K	168	-2.27
10	New England	Mercury Fuel (CT)	20	-2.06
11	New England	7-Eleven	85	-1.87
12	New England	Exxon	27	-1.20
13	New England	Sams Food Store	33	-0.87
14	New England	East Side Food Mart	18	-0.74
15	New England	Mr Mikes	22	-0.24
16	New England	Jiffy Mart	25	-0.23
17	New England	Phillips 66	17	-0.15
18	New England	Convenience Plus	29	-0.03
19	New England	Big Apple	79	-0.01
20	New England	Irving	187	0.17
21	New England	Valero	58	0.17
22	New England	Pride	24	0.42
23	New England	Citgo	493	0.51
24	New England	Gulf	327	0.56
25	New England	Short Stop(NY/VT/NH)	18	0.74
26	New England	Champlain Farms	29	0.91
27	New England	Patco Handy Stop	17	1.25
28	New England	BP	102	1.47
29	New England	Xtramart	82	1.87
30	New England	Sunoco	442	1.90