



breakaway

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PLAY

REGULAR

CASH / SELF SERVE

DIESEL

24 HOUR
PAY AT THE P

ATM

New team scores in fuel game

Breakaway
takes on Canada's
established players

Text by Kelly Gray



London, UK-based Greenergy is making a play to change the face of the Canadian road fuels market. In Britain, Greenergy supplies 25% of the country's gasoline and diesel products making it the national sales leader. Now here in Canada they have launched a new brand called Breakaway. This represents the first major brand addition to the Canadian market in years.

Over the next 12 months, Greenergy plans to launch the Breakaway brand in test markets in communities across Ontario. Greenergy is currently looking for more dealers who are interested in building a new Breakaway outlet or rebranding an existing station.

"Breakaway offers dealers a flexible business model that comes with competitive pricing, reliable and quality supply and compelling customer service," says Greenergy Canada CEO Mike Healey, remarking that after the pilot phase, Greenergy will accelerate Breakaway expansion across Canada.

Dealer Southwest Fuels of Leamington, ON has already made the move to Breakaway. Operated by the Eid family, Southwest Fuels has been a regional fuels distributor for more than four decades as well as the operator of local full-service forecourt brand Johnny's Gas Bar. This November they will open their first Breakaway site as they rebrand Johnny's.



Mike Healey, CEO
Greenergy Canada

Greenergy entered the Canadian market in 2013.

The company found that growth in Canadian fuel demand has not been matched by investment in supply infrastructure. This has resulted in the supply disruption and outages in the domestic market.

"Our investments are bringing low-cost fuel and higher levels of supply reliability to customers in regions that have historically been poorly served," says Greenergy Canada CEO Mike Healey

Greenergy is an originator of fuel, from global sources, with terminals in Toronto, Hamilton

and Thunder Bay. They're known for industry innovation such as their expanding network of 'rail-to-road' terminals in Ontario that puts fuel conveniently close to their customers.

Rail-to-road supply is a new supply concept that allows fuel to be loaded directly from railcars onto trucks. This creates new supply facilities in locations that are more convenient for customers and reduces long distance trucking of fuel.

The first rail-to-road supply facility opened in 2015 at Concord, north of Toronto. It has proven so popular with customers that the company has since doubled the size of the facility. "We are now building further rail-to-road facilities elsewhere in Ontario, including Thunder Bay, where we have acquired the CAN-OP business, and Johnstown, due to open in 2019," says Healey.

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Southwest Fuels is big on collaboration to solve business challenges from fast-changing market conditions to managing supply and demand.

“To grow, we realized we needed a partner with its own fuel supply that was extremely reliable and nicely-priced. Just about that time, we connected with Greenergy Canada,” says Saide Eid, vice president of supply and marketing at

Southwest Fuels, who, alongside brothers Victor (administration) and Joey (operations), manages the family business. “We had been discussing rebranding Johnny’s Gas Bar for some time. We love the Breakaway concept. It just feels like a real industry game-changer.”

According to Greenergy Canada’s Mike Healey, they tested the Breakaway brand extensively with consumers, who responded very positively. “Consumers told us they would welcome a new industry player and more competition. Most importantly, our research suggests Breakaway addresses the barriers consumers say they consider before using an independent retailer,” he says, noting that “consumers love the modern look and feel of the new Breakaway hockey-themed gas stations; quality products that meet TOP TIER™ fuel standards and

the brand’s pledge to support local hockey and to help kids get into Canada’s game with a unique community investment program – ‘Breakaway to Play™’.”

Breakaway has also joined forces with Gateway Newstands, an acknowledged leader among North America’s convenience retailers.

“With Gateway in the Breakaway lineup, we can tap into expertise and resources we just don’t have in-house to add greater customer value and boost profit,” says Saide, looking up at a photo of his father on his office wall. “If he were here today, I know my dad would be as proud and thrilled as our family is to see Johnny’s become the launching pad for Breakaway.

Like a lot of great hockey players, my dad had a big heart, a strong back and legs that wouldn’t quit. Breakaway is like that too and I’m betting that it’s destined to be an iconic brand Canadians love.”

Stay tuned as Breakaway crosses the Blue Line to skate into markets across Canada. **OCTANE**



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