



# A Proven Business Partner

**ALON has programs that improve your bottom line and build value to your business beyond giving you an image and selling you fuel**

ALON's Consumer Experience program has proven to increase fuel and merchandise sales at ALON branded facilities by improving store cleanliness, brand consistency, and operational standards.

- Over \$500,000 in awards are presented to more than 900 recipients each year.
- ALON has dedicated in excess of \$600,000 annually for Consumer Experience awards to ALON branded stores.
- Stores must pass Trademark and Score a minimum of 90% on their Consumer Experience evaluation to qualify for an award.
- All ALON branded stores are evaluated quarterly and earn the distinctive title of "Consumer Experience Certified" by scoring above 90% of their survey.
- Consumer Experience awards are presented to award recipients after each quarterly evaluation.

ALON offers competitive incentives for becoming your business partner with robust image funds, healthy per gallon rebates, and tiered volume requirements