20 March 2024

Press Release

Mr. Gas Retirement

The Mr. Gas retail fuel brand has a 52-year legacy in Eastern and Northern Ontario, and is best known for its exceptional service and commitment to the communities in which it operates. Beginning April 8, 2024, the Mr. Gas brand, and its associated convenience store brand, Oops, will begin to disappear from the Canadian retail fuel market.

The network of stations and the Mr. Gas brand were acquired by BG Fuels in 2018. This retirement of the Mr. Gas brand represents the evolution of BG Fuels' retail fuel business and presents an exciting opportunity to provide the communities we serve with an enhanced consumer value proposition.

Mr. Gas customers can expect the same friendly service and the addition of Canada's leading PC Optimum loyalty program when the sites are rebranded to Esso or Mobil. "Mr. Gas had a great run, and the BG Fuels team is proud to have played a part in the storied history of the brand, but an increasingly competitive landscape has led us to align our retail fuel business with Imperial's industry-leading Esso and Mobil brands" says Andrew Mackay, President of BG Fuels. "We thank all of our Mr. Gas customers for their patronage over the years and hope they will continue to allow us to meet their fuel and convenience needs after the sites are rebranded and refreshed."

END.

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