

Southern Alberta's lifestyle magazine

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etcetera

Profiles of

EXCELLENCE

2018
FALL EDITION

A look at some outstanding businesses
in Southern Alberta

Self Serve

SnackKing
Convenience Stores

2610

GasKing

Fleet Cards

& others accepted here
Inquire in store

gasling.com

\$ 55.00
4.1857

GasKing

Gas King Oil Co. Ltd.

committed to local service and support since 1985



Gas prices may be subject to fluctuate. That's the nature of the business. But the commitment to local service and support does not waver.

That's been the key message from Gas King in southern Alberta since its inception in 1985.

With four locations in Lethbridge, one in Picture Butte, one in Medicine Hat, plus a second spot in the Gas City set to open later this year on Kingsway Avenue, business is thriving. "We're doing renovation on Kingsway Gas King now," said Gas King President Brent Morris, of the new location.

"We're excited. This site is being totally gutted and will include all of our brands SnacKing Convenience Stores and Crown Car Wash. We're installing new fuel tanks, fuel dispensers, canopy, new self serve car wash equipment and a new state-of-the-art automatic car wash". The store interior will also be totally redesigned stated Scott Sibbet, VP retail operations and with Gas King since 1989. "We're installing new counters, shelving, coolers and will be offering fresh sandwiches and fountain drinks for the first time at this new location."

If this new template works, it may expand to the other locations.

We'll hopefully add more locations as the years go on. "Most Gas King locations are known in the industry as a triple threat: gas, car wash and convenience store

Two of the Lethbridge spots, on 2 Avenue North and 16 Avenue South and the new location in Medicine Hat offer full serve or self serve gas and diesel.

Picture Butte and first Medicine Hat site are only full serve and the other 2 locations in Lethbridge on 5 Avenue North and 12 Avenue South are only self serve.

But in Lethbridge, the service goes far beyond.

From having the Gas King Stage for featured entertainers at Whoop-Up Days

(Exhibition Park does a great job of booking the bands), to involvement with Project Paintbrush, Operation Red Nose, gift cards donated to events of all types, fundraisers for school groups and Charity Care Wash initiatives with charities hosting car washes, and supporting bigger teams such as the Lethbridge Hurricanes and the Lethbridge Bulls, the Gas King brand is known to support Lethbridge.

They have offered charge accounts for many years and using the Gas King charge card affords the cardholder many benefits including discounts & purchase restrictions so that companies can limit what their employees can purchase. Gas King takes great pride in their King Card Rewards program. "Our loyalty program is very easy to understand and has been very well used since we first launched it in 2007" states Sibbet. Gas King charge cards can be linked to the King Card so the only card you need to present is the charge card and you still get points.

In early September our new web site was introduced (gasking.com) as well as our app which now includes integration with King Card Rewards and a virtual King Card" Morris said.

"Support other local businesses and they support us," Sibbet said.

"We're a local business supporting in the local community - that's kind of what we're known for," Morris said. "It's been very important. The people you talk to over the years always relate back to that: you guys are in the community, we'll always buy gas from you. It's worked quite well. It resonated with people."

Gas King started in 1985 with Morris and his father Don, who originally had a bulk fuel station in Shaughnessy from 1960 onwards.

They now employ about 100 people between all the locations.

And Morris said his 16-year-old son Zachary, who is entering Grade 11 at CCH this year, has already expressed interest in taking the over business down the road

and keeping the generational aspect intact.

"Since he was very young, he expressed interest in taking over the business, so we'll see," Morris said.

It's just another way Gas King will look to stay involved in the southern Alberta community for many years to come.

"Support other local businesses and they support us. We're a local business supporting in the local community - that's kind of what we're known for, It's been very important."



GasKing®

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