

INDUSTRY **NEWS UPDATES** | MEMBER **BENEFITS** | UPCOMING **EVENTS** | AND **MORE**

MAY 2025

# connection

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**PRESIDENT'S MESSAGE**

**GOVERNMENT POLICY  
AND INDUSTRY UPDATES**

**ADVOCACY CORNER**

**SECTOR NEWS UPDATES**





## FULL MEMBERS



## ASSOCIATE MEMBERS



# CONNECTION CONTENTS

---

- 4** | **PRESIDENT'S MESSAGE**
- 5** | **STAYING CONNECTED**
- 6** | **GOVERNMENT POLICY UPDATES**
- 10** | **ADVOCACY CORNER**
- 13** | **NEWS UPDATES**
- 18** | **THANKS TO OUR MEMBERS**

## MISSION

CEMA's mission is to support and elevate Canada's small and medium-sized energy marketers, who are responsible for nearly 100,000 direct and indirect jobs across the country and are deeply committed to ensuring that innovative energy products, including low-carbon transportation solutions, are readily available to Canadian consumers.

CEMA ensures the voices of its membership are heard at all three levels of government in a fair, consistent and advocacy-first manner – members who include progressive leaders responsible for the distribution of diverse products like gasoline, diesel, heating oil, propane and aviation fuel, as well as low-carbon transportation energy solutions including renewable fuels and electric vehicle charging stations across a vast geography, to diverse industries, and to millions of Canadian consumers.



# MESSAGE FROM THE PRESIDENT

JENNIFER STEWART | **PRESIDENT & CEO**

Dear Members,

What an incredible few months it's been for the Canadian Energy Marketers Association.

Our recent conference was a tremendous success, bringing together Members from across the country to share insights, strengthen relationships, and engage on the issues that matter most to our industry. A heartfelt thank you to our generous sponsors for making it all possible. Your continued support allows us to deliver high-impact programming and keep our Members connected and informed.

Looking ahead, we're excited to build on this momentum with some key events on the horizon. Our Western Members' Meeting promises to be a valuable opportunity for regional collaboration and discussion – and of course, we're also looking forward to teeing off at our always-popular CEMA Golf Tournament.

With a new federal government in place, we see a renewed opportunity to engage on the priorities that affect our sector. CEMA is committed to being a strong, unified voice for energy marketers, ensuring your perspectives are heard and reflected in policy and decision-making.

Thank you for being part of this community. Let's keep the momentum going.

Warm regards,

**Jennifer Stewart**

*President and CEO*

**Canadian Energy Marketers Association**



# STAYING CONNECTED

## CEMA CONNECTION 2025 EVENTS, PODCASTS, WEBINARS

### CEMA GOLF CHALLENGE REGISTRATION IS NOW OPEN!

Join us on September 22, 2025, at Glen Abbey Golf Club for a day of golf and networking. Book your foursome today and take advantage of early bird pricing.

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### WESTERN MEMBERS' EVENT

CEMA is delighted to welcome Western Canadian Members and their guests to the 2025 CEMA Board of Directors Reception and Dinner on Tuesday, June 24 at Caesars Steakhouse in Calgary, Alberta. For further information and to confirm your attendance, please email [events@cemassociation.ca](mailto:events@cemassociation.ca).

### CEMA ON SOCIAL MEDIA

Follow CEMA on [LinkedIn](#) and [X](#) for the latest in energy policy, thought leadership, and content and event updates from membership and stakeholders.

## Guilbeault throws cold water on new pipeline, says we have enough already

Minister of Canadian Identity Steven Guilbeault **said on May 14** that Canada needs to maximize its use of existing pipelines before building more. Speaking to reporters, the former environment minister claimed less than half of the Trans Mountain pipeline's capacity is being used. "So I think before we start talking about building an entire new pipeline, maybe we should maximize the use of existing infrastructure. And, the Canadian energy regulator, as well as the International Energy Agency, are telling us that probably by 2028, 2029, demand for oil will peak globally, and it will also peak in Canada."

## Canada's multibillion-dollar bets on the EV industry aren't all working out

Billions of dollars have been pledged by Canadian governments over the past few years to lure investment in electric vehicle production. The announcements came with fanfare and bold talk about making Canada a major player in the global EV market. Honda's announcement on May 13 that its huge investment is being put on hold isn't the only example of a project that has failed to live up to its billing. GM and Northvolt have both called a halt to major EV projects in Canada. **This article** provides some facts about where Canada's EV investments stand.

## WESTERN REGION

### Western premiers agree to develop new economic corridors, call for federal support

Canada's western premiers say they've agreed to identify, plan, and develop **new economic corridors** to connect provincial resources to international markets. A joint statement issued May 22 says doing so would boost Canada's market access in Asia and Europe while the country fights a trade war with the United States and China. The statement from the leaders of British Columbia, the Prairie provinces, and the northern territories says the plan "includes developing and transporting oil and gas [and] liquefied natural gas... to Canadian and world markets, as well as in emerging opportunities such as hydrogen [and] biofuels."

# GOVERNMENT POLICY AND INDUSTRY HIGHLIGHTS

This update serves as a recap and reference point for our Members regarding the latest policy impacts on the energy market as well as industry trends. We will continue to monitor and communicate any policy changes directly to Members as they happen.

## NATIONAL POLICY & RESEARCH UPDATES

### 'Energy is Canada's power:' New federal energy minister Tim Hodgson looks to rebuild relationship with Alberta

The new federal energy minister **delivered a speech** in support of the country's energy sector on May 23 while highlighting his past involvement in the sector and the urgent need to build a variety of new energy projects. "Energy is Canada's power," Tim Hodgson told a business crowd at a sold-out event in downtown Calgary. "It gives us an opportunity to build the strongest economy in the G7, guide the world in the right direction, and be strong when we show up at a negotiation table. "I want to be very clear. In the new economy we are building, Canada will no longer be defined by delay. We will be defined by delivery."

## Oil sands CEOs say carbon capture project a focus as new minister urges action

Oil sands chief executives say they want to work with the new federal government to advance a massive carbon capture project in Northern Alberta, but they are in a holding pattern **until funding is figured out**. Canada's new Natural Resources Minister, Tim Hodgson, said May 23 in Calgary that the Pathways Alliance project needs to get a move on to demonstrate to global markets that Canada's oil and gas sector is a responsible one. In an email, Pathways chief executive officer Kendall Dilling said the "Pathways Alliance remains committed to continue to work with governments to obtain sufficient levels of fiscal support that are necessary to allow the project to move forward."

## Pivotal pipeline decision looms to determine fate of Canada's next big LNG terminal

The fate of Canada's next big liquefied natural gas terminal rests on **a pivotal political decision** about a pipeline in British Columbia. The project already has a third of its LNG output under contract with more deals in the works. Proponents behind Ksi Lisims LNG say they are increasingly confident about the commercial viability of the 12-million-tonne-per-year floating LNG terminal on Pearse Island, north of Prince Rupert, but have to wait for a decision by B.C. Minister of Environment Tamara Davidson on the environmental certificate for the pipeline that would supply feed gas to the terminal.

## PRAIRIE REGION

### Saskatchewan launches new program to boost oil production and investment

A **new program** launched by the Saskatchewan government aims to create new incremental oil production and revenue from inactive and low-producing wells. Known as the Low Productivity and Reactivation Oil Well Program, the province says it will promote industry investment through a royalty structure for wells that are eligible for the program. "There are inactive wells and old wells around this province. ...It just depends on the economics for those companies as to whether or not they want to reactivate," said Minister of Energy and Resources Colleen Young.

## Manitoba to regulate EV charge stations

The province is preparing to **regulate electric vehicle charging services** as costs vary widely across Manitoba — including one motorist who recently received a \$680 bill for less than two hours of plugging in. Finance Minister Adrien Sala confirmed in an interview the province is moving to regulate electric charging stations. "It is certainly concerning to hear about this instance," Sala said, noting the government wants to continue to see Manitobans shift towards EVs. "That's why we are moving forward with regulation to help ensure when it comes to the resale of power, that Manitobans are protected and we are keeping their costs low when they go to buy electricity to charge their vehicle from a private re-seller."

## ONTARIO AND QUEBEC

### Ontario permanently cutting the gas tax and taking tolls off Highway 407 East

The Ontario government is planning to **permanently cut the gasoline and fuel tax rates**, which would save households, on average, about \$115 per year going forward. This permanent measure would support continued relief at the pumps, building on the \$1.7 billion that households have saved since the government first announced temporary cuts to the gasoline and fuel tax rates in 2022. The government is also proposing to remove tolls from the provincially owned Highway 407 East, which is expected to save daily commuters an estimated \$7,200 annually and help fight gridlock.

### More than half of Quebecers want to end carbon tax on gas: Léger survey

A majority of Quebecers are **in favour of abolishing the carbon tax on fuel**, according to a Léger-Le Journal-TVA survey released May 20. Fifty-six per cent of the respondents said they want the Legault government to end the tax on gasoline, while only 28 per cent said they want to maintain the taxes. The sentiment was shared by a majority of Quebecers across the political spectrum, except supporters of Québec solidaire — with only 40 per cent of them saying that they wanted to abolish the carbon tax.

## New report doubts potential revival of Quebec LNG project

Reviving a liquefied natural gas export project in Quebec's Saguenay region would be **costly and likely unprofitable**, a shareholder advocacy group says, as economic threats from the U.S. rekindle interest across the country in new pipelines. Demand for LNG in Europe dropped by 18 per cent between 2022 and 2024, and Canadian exports would have a hard time competing in Asian markets, says advocacy group Investors for Paris Compliance. "Investing in infrastructure that will be very expensive and likely won't be profitable will weaken our economy rather than strengthen it," Renaud Gignac, an economist and senior adviser for the group, said in an interview.

### ATLANTIC REGION

## Green hydrogen alliance: Newfoundland and Amsterdam sign strategic export deal

Green hydrogen might not be crossing the Atlantic just yet, but the groundwork is definitely being laid. In a big step toward industrial decarbonization and expanding global hydrogen infrastructure, the **Government of Newfoundland and Labrador has signed a memorandum of understanding** with the Port of Amsterdam. The agreement, signed at the World Hydrogen Summit in Rotterdam this month, could mark a turning point — not just for Newfoundland but for Europe's entire clean hydrogen supply chain.

## Province invests \$3M in new green hydrogen projects across Nova Scotia

The province is **announcing more funding** for several new green hydrogen projects, part of the second round of funding from the province's Clean Fuels Fund. "Nova Scotia is seizing the tremendous opportunities we have to develop and use low-carbon and renewable fuels to power our industries and businesses," said Energy Minister Trevor Boudreau. "Through the Clean Fuels Fund, we are providing a financial boost to innovators who want to put these fuels to work and help grow our green economy." The government said seven projects involving clean fuel innovation will receive a total of \$3 million.





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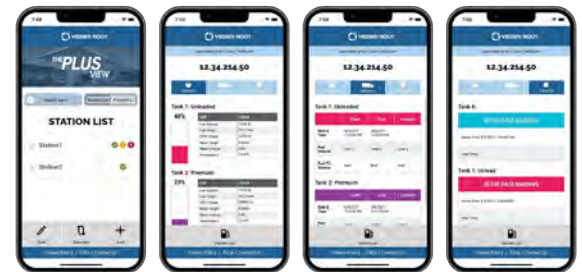
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## WHY UPGRADE TO THE TLS450 PLUS?



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# ADVOCACY CORNER

Featured in the newsletter on a monthly basis, Advocacy Corner provides insight into federal and provincial political activity of importance to our Members. Read on to find out what decisions are being made, what's on the horizon, and what it all means for our sector.

## **New Liberal Government has Work to Do in the West**

After a number of recounts in ridings where the results were close, it is now official: the federal Liberal party has won the late April election with a minority government. Conservative leader Pierre Poilievre is slated to run in a by-election in Battle River-Crowfoot, Alberta, and NDP leader Jagmeet Singh has stepped down.

In his victory speech, Prime Minister Mark Carney promised to make Canada an "energy superpower" and vowed to work with territories and Indigenous groups on energy developments. Carney also stated that energy autonomy from the U.S. is a priority of his administration.

Carney's new cabinet was sworn in on May 13, featuring the Honourable Julie Dabrusin as Minister of Environment and Climate Change. Premier Danielle Smith was quick to criticize Dabrusin, calling her appointment a "step in the wrong direction" due to her staunch stance against oilsands expansion and for the phasing out of oil and gas. There is some hope that new Energy Minister Tim Hodgson will be able to bridge the gap between the west and Ottawa.



Before the election, Smith and Carney had multiple tense meetings regarding the emissions caps proposed by the Liberal government. Despite her public opposition to Carney's policies, Smith had what she called a "positive" first meeting with the prime minister after the election, with space to voice her nine requests for the energy sector.

Warming relations notwithstanding, the Premier has offered a 2026 separatist referendum if a province-wide petition receives enough signatures, firm in her stance that the province's oil and gas sector is not properly supported by the federal government.

Smith is not the only one claiming the party in power is leaving something to be desired in the energy sector. Many leading energy companies have signed a "Build Canada Now" open letter to Carney asking for reduced regulation and growth in investment for the sector in reaction to his existing energy platform.

## **Ontario and Quebec Take Stands on Energy**

Premier Doug Ford's Ontario provincial government has unveiled its newest budget, with many policies set to impact the energy sector. The budget includes moves to make the province's gasoline and fuel tax cuts permanent, saving households, on average, about \$115 per year.

It also includes an investment of \$500 million to create a new Critical Minerals Processing Fund that will help unleash the potential of the province's mineral sector by attracting investments in the province, to ensure that minerals mined in Ontario will be processed in Ontario, by Ontario workers. That move comes in tandem with a proposed law aiming to limit foreign participation in the Ontario mining and energy sector called "Protect Ontario by Unleashing Our Economy, 2025."

In Quebec, Federal Bloc Québécois leader Yves-François Blanchet says there is "no future for oil and gas" in Quebec. This came after the Bloc lost a third of its seats in the federal election, a historically poor result for the party. Energy East has been a proposal popular with other federal parties, but the lack of economic benefit for Quebec is Blanchet's alleged reasoning for holding back support. Despite his pipeline opposition, the future of LNG projects in Quebec remains on the table as an essential tactic to creating energy autonomy from the U.S.

## **Tariffs and Trump**

While dealing with tense relations at home, Carney has been searching for a compromise south of the border. Following the Canadian election, U.S. President Trump invited Carney to visit the White House on Tuesday, May 6. This meeting, generally stated by both parties to be productive and cordial, set the tone for the economic future between the two countries in the face of the Trump administration's tariff actions. Sovereignty, defence, and trade were the main topics of discussion during the meeting. This meeting contrasted sharply with the often-combative relations between Trump and former Prime Minister Justin Trudeau, who the U.S. president often taunted as "Governor."

In more recent days, there have been abrupt – and contradictory – tariff-related developments. First, on May 28 the U.S. Court of International Trade temporarily eliminated a large share of Trump's tariffs, saying he had abused his authority in imposing them. But on May 29, a U.S. federal appeals court allowed U.S. President Donald Trump to continue collecting tariffs under an emergency powers law for now, while his administration fights the order. The Court of Appeals for the Federal Circuit granted the emergency motion from the Trump administration that argued the pause is "critical for the country's national security."

Carney and his government are sure to be watching developments closely and adjusting their bargaining strategy accordingly.



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# NEWS UPDATES

The following section is a summary of the top media headlines and coverage of key policy and issues impacting the transportation fuel marketing space. Please note that all orange text in the following section is hyperlinked. If viewing electronically, you can click to read full articles directly from the publication source.

## GLOBAL

### [OPEC+ TAKES AIM AT U.S. SHALE AGAIN](#)

Reports suggest OPEC+ may boost oil output in July, aiming to undercut U.S. shale producers by pushing prices below \$60. Shale drillers, already challenged by inflation, wastewater issues, and stricter regulations, require oil prices above \$60 to profit from new wells.

### [GLOBAL OIL DEMAND GROWTH TO SLOW FOR REST OF 2025, IEA SAYS](#)

Global oil demand growth will slow during the remainder of 2025, the International Energy Agency said. After increasing 990,000 barrels a day year-on-year between January and March, the rate of consumption growth will decelerate to a “subdued” 650,000 barrels a day over the rest of the year.

### [EUROPE GIVES CARMAKERS MORE TIME TO MEET EMISSIONS TARGETS](#)

European automakers won an extra two years to comply with EU CO<sub>2</sub> emissions targets for cars and vans after the European Parliament approved a softening of the rules. Car companies will now be allowed to meet their targets based on average emissions over the 2025-2027 period. But the 2035 sales ban on new gas cars stays in place.

## **JAPAN'S HONDA TO SCALE BACK ON ELECTRIC VEHICLES, FOCUS ON HYBRIDS**

Honda Motor said on May 20 that it was scaling back its investment in electric vehicles given slowing demand and would be focusing on hybrids, now far more in favour. The automaker also dropped a target for EV sales to account for 30 per cent of its sales by the 2030 financial year.

### **U.S.**

## **U.S. OIL INVENTORIES KEEP GROWING AS PRICES SAG**

The American Petroleum Institute (API) estimated that crude oil inventories in the United States rose again, this time by 2.499 million barrels in the week ending May 16. The API had reported a 4.287 million barrel inventory increase in the prior week. So far this year, crude oil inventories are up more than 25 million barrels.

## **TRANSPORTATION DEPARTMENT EXPECTED TO DECLARE BIDEN FUEL ECONOMY RULES EXCEEDED AUTHORITY**

The Transportation Department is expected to declare that fuel economy rules issued under the Biden administration overstepped legal bounds by factoring electric vehicles into the calculations. This will likely lead to lower overall fuel economy requirements.

## **SENATE VOTES TO BLOCK CLEAN AIR STANDARDS IN CALIFORNIA**

The U.S. Senate voted on May 22 to block California's first-in-the-nation rule banning the sale of new gas-powered cars by 2035, acting to kill the nation's most aggressive effort to transition toward electric vehicles as President Donald Trump's administration has doubled down on fossil fuels.

## **U.S. PIPELINE FIRMS WRESTLE BUY/BUILD CONUNDRUM AS TRUMP PUSHES ENERGY EXPANSION**

President Donald Trump's pro-energy policies were meant to speed the construction of the United States' next generation of energy infrastructure, but many oil and gas pipeline operators would still rather buy

than build their way to expansion due to a host of factors impeding large projects.

## **U.S. INVITES ASIAN OFFICIALS TO ALASKA, EYES \$44-BILLION LNG PROJECT**

The U.S. has invited officials from Japan, South Korea, and Taiwan to Alaska to discuss projects including a vast gas pipeline, as Asian governments consider U.S. investments in the hopes of tariff relief. The event will include a visit to Alaska's remote North Slope, home to stranded gas fields the U.S. is seeking to unlock through the proposed \$44-billion pipeline.

## **OREGON, VERMONT HALT ZERO-EMISSION TRUCK MANDATES**

Two states have halted implementation of laws modeled after California's Advanced Clean Trucks rule in the wake of stakeholder pushback and shifting regulatory and legislative winds. Leaders in both Oregon and Vermont have reversed plans to limit sales of diesel-powered trucks in favour of electric trucks in their states.

### **CANADA**

## **OIL PRICES ARE DOWN. IT MEANS SOMETHING DIFFERENT IN CANADA VS. THE U.S**

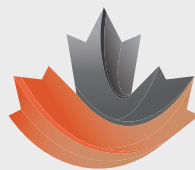
A steep drop in oil prices in the first months of the year has undermined any plans for oil companies to "drill, baby drill." But while companies south of the border are eyeing production cuts, the Canadian sector is holding steady.

### **WESTERN REGION**

## **THE NEXT BIG SHALE BOOM COULD BE IN CANADA**

As growth in the Permian Basin slows, the Montney Formation, which spans Alberta and British Columbia, is emerging as North America's top shale play. Montney's key advantages include low breakeven costs, strong natural gas potential, and a slower exploitation pace.





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## LNG CANADA PREPARES PLANT FOR FIRST PRODUCTION IN JUNE

LNG Canada has completed the cooldown of its liquefied natural gas plant in Kitimat, British Columbia, and is preparing for the plant to produce its first LNG in June. Once operational, the plant will give Canadian energy firms another outlet for their production, facilitating sales to other countries.

## REV EXPLORATION TO BECOME FIRST MOVER TARGETING NATURAL HYDROGEN IN ALBERTA

REV Exploration Corp., formerly Gitennes Exploration, has announced the company is broadening its push into natural hydrogen in Western Canada by becoming a first mover in targeting hydrogen-rich discovery opportunities in Alberta. The company previously secured a massive land package with permits for natural hydrogen exploration in Saskatchewan.

### ONTARIO AND QUEBEC

## HONDA DELAYS ONTARIO EV PROJECT PLANS, CITING WEAK DEMAND

Honda Canada says it is delaying a \$15-billion electric-vehicle project in Ontario for two years amid weak demand for EVs, dealing more bad news to the province's automotive sector. The project includes retooling the company's Alliston assembly plant, a new battery plant nearby, and two parts facilities elsewhere in the province.

### ATLANTIC CANADA

## NORTH ATLANTIC IN TALKS TO ACQUIRE SECOND-LARGEST OIL REFINERY IN FRANCE

Newfoundland and Labrador-based North Atlantic Refining Limited made international business headlines on May 28 with news that it's in talks with oil giant ExxonMobil to purchase the second-largest oil refinery in France. The company's CEO calls the acquisition a "pivotal moment" for the energy company.

## PROFESSOR GETS \$3M TO RESEARCH CARBON CAPTURE AND STORAGE IN N.L.

Memorial University professor Lesley James says innovation within the field of carbon capture is critical. She is researching methods of compressing carbon dioxide after it's been captured and then injecting it into sedimentary rocks offshore with the help of a \$3-million grant from the provincial government.

## TWO-PRONGED CACHE: MINING COMPANY EXCITED ABOUT HYDROGEN POTENTIAL IN NL NICKEL DEPOSITS

While First Atlantic Nickel Corp is mainly interested in the nickel resources found near St. Anthony on the Northern Peninsula and south of Grand Falls-Windsor in central Newfoundland, it has also entered into a research partnership to explore geologic hydrogen as an energy source in the two areas. It's possible the geologic hydrogen at these sites could be harnessed at a lower cost than other sources.



# 7-Eleven Canada to add leading fuel brands Petro-Canada, Esso, and Mobil this spring and summer

7-Eleven Canada is branding its fuel operations in Alberta and Ontario with some of Canada's most recognizable fuel brands. The change is designed to appeal to customers by pairing one of the top convenience brands with well-known fuel providers. Through the remainder of 2025, another 63 of 7-Eleven Canada's 550 popular food and beverage locations will offer the added convenience of fuel operating under the Petro-Canada (owned by Suncor), Esso, or Mobil banners.

Customers will be able to earn rewards on fuel purchases from Petro-Canada, Esso, or Mobil's loyalty programs, in addition to earning 7Rewards points plus the fuel partners' points on eligible in-store purchases.

"7-Eleven is one of Canada's most recognized brands," said Marc Goodman, VP and General Manager, 7-Eleven Canada. "And customers look to 7-Eleven to serve some of the most recognizable products, like Slurpee or Big Bite. By partnering with well-known fuel brands, 7-Eleven Canada is giving our customers a one-stop-shop experience for all of their favourite foods, beverages, and snacks, while fueling up with their preferred fuel brands."

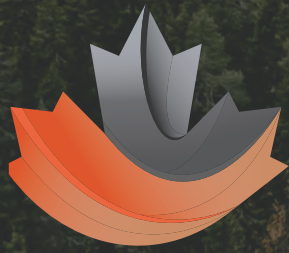
7-Eleven Canada locations with fuel stations will remain open during and after the transition of fuel branding to Petro-Canada, Esso, or Mobil stations, and all 7-Eleven Canada stores' iconic brands and menu offerings will remain unchanged. The new fuel offerings started in mid-April with expected completion by the end of the year. The introduction of new fuel partners will be celebrated with promotional events designed to engage the local community.





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