

**FOR IMMEDIATE RELEASE**

**TRI STAR ENERGY ANNOUNCES NEW CHIEF OPERATING OFFICER**

*Middle Tenn. retail convenience brand promotes VP of wholesale operations to COO*

NASHVILLE, Tenn. (Feb. 20, 2024) — [Tri Star Energy](#) recently named Steve Perry as its new chief operating officer. Tri Star Energy is the Nashville-based parent company of [White Bison Coffee](#) and convenience store brands [Twice Daily](#), [Sudden Service](#), [Southern Traders](#), [Little General](#) and Maverick Quick Shop.

Perry joined the Tri Star Energy team in 2022, bringing over 20 years of operations leadership experience within the convenience store industry. He most recently served as the company's vice president of wholesale operations. He managed the company-owned and dealer-operated locations, the contracted and uncontracted independent convenience stores, the customer service department, the commercial fueling team and new business growth and acquisitions.

"Steve is an incredible asset to the Tri Star Energy family," said Steve Hostetter, CEO of Tri Star Energy. "He has a vision for this ever-growing company, and his expertise and leadership experience have allowed him to become a trusted partner in providing valuable support and strategic counsel for our brands."

As COO, Perry, in addition to his previous responsibilities, will oversee all the retail company-owned and operated locations, the facilities' construction and maintenance department and the supply and logistics team. He will also provide guidance and expertise to enhance company initiatives—such as Twice Daily's recently launched [Made to Order program](#)—to continue the company's innovation and to increase customer engagement across the brand.

"I am excited and honored to provide strategic leadership to a broader group in my new role," Perry said. "I have greatly enjoyed the last 16 months working for a company that stays true to its mission and values. I look forward to our continued success and growth at Tri Star Energy."

Living the company's mission to build lasting relationships by serving its community, Perry currently serves on the advisory board for [Monroe Carell Jr. Children's Hospital at Vanderbilt](#) and the [Tennessee Department of Environment & Conservation](#) (TDEC) board. Before joining the Tri Star Energy team, Perry served in multiple operational roles with companies including Majors Management, Empire Petroleum Partners and RaceTrac.

Locally owned and operated and founded in 2000, Tri Star Energy supplies fuel to retail dealers in Tennessee, Kentucky, Georgia, North Carolina, Florida and Alabama.

For more information on Tri Star Energy, visit [tristartn.com](http://tristartn.com).

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## About Tri Star Energy:

Nashville, Tenn.-based [Tri Star Energy](#) is one of the South's premier convenience retailers. Founded in 2000, the company owns [Twice Daily](#), [Sudden Service](#), [Southern Traders](#), [Little General](#) and Maverick Quick Shop convenience stores and supplies fuel to wholesale trade channels in 17 states. The company also owns premium coffee brand [White Bison Coffee](#), including locations throughout Middle Tennessee and North Alabama. Tri Star Energy has been recognized as one of Nashville's Top Workplaces by *The Tennessean* in 2018, 2019, 2020 and 2021 and was named one of the Top Largest Private Companies in Nashville by the *Nashville Business Journal* in 2021 and just recently in 2023.

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