FOR IMMEDIATE RELEASE

Rutter’s Rises Above with Premium Diesel

Rutter’s enhances fuel offering with Premium Diesel.

YORK, PA. 04/04/2022: Rutter’s is ecstatic to announce their new offering of premium diesel. This high-quality product allows your diesel engine to run cleaner and perform at higher level for peak performance. Rutter’s Premium Diesel provides better fuel economy, restores power, increases lubricity, and minimizes filter blocking for less carbon buildup. The enhanced product is available at Rutter’s location selling Auto Diesel and High-Speed Truck Diesel throughout Pennsylvania, Maryland, and West Virginia.

This top-of-the-line product joins Rutter’s already elevated offerings of Supreme 93 and Top Tier Certified gasoline products, including Regular, Plus, Supreme, Unleaded 15, and Ethanol-Free.

“We are always looking to separate ourselves from the competition through our products and service, so we studied how we could add additional benefits for our gasoline customers,” said Chris Hartman, Director of Fuels, Forecourt and Advertising at Rutter’s. “Based on our research, customers are seeking several different results from gasoline, such as reclaimed power, performance and fuel economy, resulting in cleaner emissions. With premium diesel, we’re able to offer customers the benefits they desire and give them a reason to say…Rutter’s, Why Go Anywhere Else?”

As a leader in food service innovation and customer service, Rutter’s always strives to find new ways to improve the customer experience at every area of the store. With their enhanced fuel offering, Rutter’s believes they will continue to have customer say their stores are a notch above the competition, inside and out.

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About Rutter’s

Rutter’s is a privately-held chain of convenience stores headquartered in Central Pennsylvania. Widely recognized as an industry leader in food service, innovative technology, and customer service, receiving awards as the one of America’s Best Mid-Size Employers for 2021 by Forbes, 4th Best Gas Station Brand in 2021 by USA Today, Food Service Innovator of the Year 2021 by CSNews, ranked #2 in York County’s Top Private Companies and #3 in Pennsylvania’s Top Private Companies by Central Penn Business Journal in 2021, 1st place in CSP’s National Independent Mystery Shop for 2017 and 2018, NACS International Convenience Retailer of the Year in 2014, 1st Nationally in Brand Loyalty and Customer Fit, and CSNews Food Service Retailer of the Year. Rutter’s operates 79 locations in Pennsylvania, Maryland and West Virginia. Part of a family managed group of companies, Rutter’s includes convenience stores, a dairy and beverage company, and a real estate company. With roots dating back to...
1747, Rutter’s 275-year history makes it the oldest vertically-integrated food company in the United States.

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