2026

RETAILER
Programs-at-a-Glance

Our CITGO® programs are specifically designed to help solve your operational and retail challenges while keeping your bottom line top of mind. Please use this handy overview as a companion to our 2026 Street Smarts. It's a great tool for those times when you need a quick reminder of all we have to offer.

CITGO®

FACILITY/APPEARANCE

CANOPY

New Canopies, ACM Repair and Canopy Installation

Contact:
LaneSupply
Lawrence Prater
817-261-9116
lprater@lanesupplyinc.com

C-STORE INTERIOR GRAPHICS & EQUIPMENT

Contact:
Food Concepts
800-419-9324
customerservice@foodpros.com
Special pricing available through myCITGOstore.com

DISPENSERS

Special pricing available.

Contact:
Wayne Fueling Systems, LLC
Ross McCloskey
517-375-1643
ross.mccloskey@doverfs.com
www.doverfuelingsolutions.com

Gilbarco Veeder-Root
Dan Yienger
813-230-8762
dan.yienger@gilbarco.com
www.gilbarco.com

Bennett Pump Company
Paul Stone
860-500-8978
pstone@bennettpump.com
www.bennettpump.com

FINANCING

Special pricing available.

Contact:
Patriot Capital
404-238-7348
patriotcapital@patcapfinance.com
www.patriotcapitalfinance.com

Ascentium Capital
Tony Zieglar
281-883-5005
tonyzieglar@ascentiumcapital.com
www.ascentiumcapital.com

IMAGE INSTALLATION

Image guidelines are available to Marketers on CITGO MarketNet®. A list of recommended contractors is available on MarketNet >> Homepage Certified Installers Button.

Contact: Brand Managers

LIGHTING

Special pricing available.

Contact:
LSI Petroleum Lighting
Ken Siegert
810-348-6563
kenneth.siegert@lsicorp.com
www.lsi-industries.com

SloanLED
Jamie Hampshire
972-469-2997
jhampshire@sloanled.com
www.sloanled.com

TRIMARK OF EXCELLENCE/ MYSTERY SHOP/POINT OF PURCHASE (POP)

Quarterly inspections, surveys, and quarterly rewards for locations scoring 97% or higher; annual performance awards for top 500 locations. Registered locations on myCITGOstore.com can access their Mystery Shop scores.

Four waves of POP provided and installed, and four Mystery Shops conducted for $250 per quarter. Monthly debranded and quarterly closed shops will be billed at $50/shop.

Contact: CITGO gasoline supplier
Mystery Shop Program
IntelliShop
Brian Caldwell
419-595-4902
brian.caldwell@intelli-shop.com

UNIFORMS/NAMETAGS

Buy CITGO logo uniforms. A $200 uniform voucher to iCoStore is included in Opening Kit.

Contact:
iCoStore
Sandy Powell
888-839-7366
sandy@icostore.com
www.CITGOgear.com

LOYALTY

CLUB CITGO®

Club CITGO provides members with app-based discounts and rewards at participating CITGO retail locations. The integrated mobile payment system enhances customer satisfaction, fosters retention, and promotes recurring transactions.

Club CITGO members have the option to pay via a linked credit card or directly from their bank account through CITGO PlusPAY™ (ACH). This payment solution utilizes encryption technology to safeguard data and enables cashless, card-free transactions. Promoting ACH payments through CITGO PlusPAY reduces transaction fees relative to traditional credit card processing.

Enrollment: Contact CITGO gasoline supplier

Contact:
Technical Support
CITGO POS Help Desk
800-533-3421, opt. 2, opt. 2

Customer Service Center
888-246-2582
ClubCITGO@CITGO.com

FIS PREMIUM PAYBACK

Select loyalty solution that connects financial institution reward programs to CITGO-retail locations, enabling real-time redemptions when consumers purchase fuel.

Enrollment: Free for CITGO-branded locations with Gilbarco and Verifone® POS.

Contact: CITGO gasoline supplier

UPSIDE™

A loyalty program offered by CITGO to help you maximize incremental profits at the pump and in the c-store.

Contact:
Senior Strategic Accounts Director
John Rodriguez
904-613-1379
john.rodriguez@upside.com

Contact your CITGO gasoline supplier with any questions unless a specific contact is provided.

PROGRAMS

CUSTOMIZABLE MARKETING MATERIALS

Suite of materials that can be customized and printed on demand for branded locations to promote grand openings, daily specials, events and more.

Contact: Marketing Support Managers

ONBOARDING & EVENT KITS

Onboarding kits are sent to new-to-CITGO locations; they include items ranging from marketing materials and POP to exclusive offers and credit card materials. Event kits include a selection of banners, flyers, posters, giveaways and more; customizable solutions available.

Conversion Kit – Ships within 7 days once location reaches branded (B) status.

Opening Kit – Ships when location reaches complete (C) status.

Grand Opening and Customer Appreciation Kits – Ships upon request when location reaches completed (C) status.

Contact:
Marketing Support Manager or email
brndmktg@CITGO.com

SPECIAL EVENT GIVEAWAYS

Purchase CITGO merchandise for special events.

Contact:
Marketing Support Manager
brndmktg@CITGO.com
www.CITGOgear.com

SPIRIT PUMP

Fundraiser to support local schools and charitable organizations through a set cents-per-gallon commitment at a designated pump. Marketing materials (pump skirt and valance decals, pump toppers, banners, etc.) provided.

Enrollment: Minimum guaranteed donation of $1,000 required per retail location. Fundraiser must run at least 8 weeks, but no more than 16.

Visit www.myCITGOstore.com/communityinvolvement to sign up.

Contact: Marketing Support Manager or email brndmktg@CITGO.com

TRAINING

CITGO RETAILING INSTITUTE

Unique seminar combines interactive, hands-on learning tailored to specific participant needs, including solutions for building sales, inventory management, recruiting/training, customer service and more.

Contact: Region Marketing Managers

READY TRAINING ONLINE, PART OF THE 360TRAINING FAMILY OF BRANDS

An online hub, complete with full-service learning management and employee training services.

Contact:
Steve Main
800-322-4846, ext. 4096
ClubCITGO@CITGO.com

MYCITGOSTORE.COM

Provides important brand news, program offerings, learning tools and other primary business services. Retailers can register locations for access to Mystery Shop scores and exclusive training videos and marketing information for Club CITGO.

Contact: Region Marketing Managers

POS TECHNOLOGY

MINIMUM POS STANDARDS*

Upgrading your fuel dispensers to EMV is essential to avoid additional chargebacks and fraud costs. Locations must also meet PCI DSS and these minimum POS Requirements.*

- EMV-compliant inside POS equipment (e.g., hardware, software, PIN Pads, EPS, etc.)
- EMV (chip) card acceptance
- Most current version of POS
- Internet/broadband for EMV card processing
- POS configurations for CITGO Pay, Club CITGO, and FIS Premium Payback programs
- Installation and use of an all-in-one firewall ("MNSP") from a CITGO-authorized firewall provider
- Updated software and firmware in PIN Pads and at fuel dispensers
- Contactless NFC/RFID Acceptance (Tap and pay)
- POS Vendor Help Desk Subscription

Contact: POS Product Managers

CERTIFIED POS SYSTEMS*

The POS systems listed below are CITGO-certified and meet minimum POS standards.

- Verifone Commander with supported PIN Pads
  - Verifone recommends the C18 POS terminal and M400
- Gilbarco Passport PX60 and PX68 with EDH2, and Mx915 or M400 PIN Pads
- NCR Radiant POS with supported Windows 10 hardware
- Ingenico Desk 3500

PAYMENT CARD PROGRAMS

CITGO FLEET CARDS

Earn a $50 CITGO Gift Card for every referral submitted that results in a qualified application. Complete fuel management solution suitable for fleets with two or more company-owned vehicles, offering three cards—CITGO Fleet, Fleet Select and Fleet Universal; tiered volume rebates of up to 7¢ are available for new CITGO Fleet Select and Fleet Universal cardholders.

Enrollment: Submit account referrals to www.CITGOfleetcard.com/referral

Contact:
Sr. Account Representative
Scott Wentzell
207-807-3428
scott.wentzell@wexinc.com

CITGO Fleet Help Desk
866-926-5615

CITGO Fleet VIP Hotline
(application fast track, sale closings and questions)
855-804-1455

CITGO GIFT CARD

Works just like cash, but with fraud deterring features; encourage customers to reuse—up to 999 times—and reduce your number of transaction fees (10¢ first-time activation).

Contact: Call your CITGO gasoline supplier to order additional cards or call 800-533-3421, option 1, option 2

* Subject to change. For current listing, visit CITGO MarketNet >> Payment Card >> Point of Sale >> Point of Sale Terminals and click on the POS Approved Systems button on the right-hand side of the page.

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