

SUPERIOR FUEL COMPANY

PROPANE • FUEL OIL • DIESEL • GAS

SPRING 2014

Delivering Honesty, Integrity, & Savings



IN TOUCH WITH YOU

Thank goodness it's over!

Dear Valued Customer,

As the winter comes to a close, I must admit I've never been so excited for warmer weather. It's not too often you hear that coming from someone in the heating business, but it's true!

The supply issues we experienced and the skyrocketing cost of propane were very hard on us and you, our loyal customers. That's why we're already working on measures to ensure we are even better prepared for similar situations in the future. This summer, in addition to fixing trucks, building inventory in our bulk plants, and cleaning up the mess of this winter, we are going to be adding additional propane storage. We are also securing supply with new vendors throughout Minnesota and Wisconsin.

While the high prices of this winter are still fresh in our minds, I thought I should once again stress the importance of our price protection programs. It may surprise you to hear this, but these programs are not as profitable for our company as accounts without them. So why do we try to get our customers on price protection programs?

The answer is simple: *our price protection programs save you money and offer you peace of mind.* At Superior Fuel Company, we truly live by our values of offering **low, fair, and honest pricing.**

As inconvenient as it was to ration supply, I can proudly say we were able to deliver fuel to every customer and honor all pricing agreements this winter. Many of our competitors can't say that.

This winter we actually gained several state agency accounts because the low bidder was unable to deliver them propane. The customers were on an automatic delivery plan, and when they ran out, they were told it would be several weeks before they would get propane. (Just something to keep in mind if you ever get an offer that seems too good to be true.)

In closing, I want to thank you for your patience and understanding this winter. Having such wonderful customers made the supply issues much more bearable and we look forward to continuing to serve your energy needs in years to come.

Ryan Gunderson



Shawn Roberts, Melissa Glanville, Laurie Guckenberg and Scott Ruhman
Accounting Department



Mark Pope
Truck Dispatch



John LeBoeuf
Commercial Propane Sales



Holly Belch, Customer Service/Sales and
Laurie Guckenberg, Accounting Service Dispatch



Alicia Pope
Customer Service/Sales



BRAD
Iron Range, MN



Chris Smith
Grand Marais, MN



Randy Ruffi
Barnes, WI



Low, Fair, & Honest Pricing

Still thinking about those high fuel costs we all had to deal with this past winter? We certainly are! That's why we want to remind you about our pricing programs, which are specifically designed to help you avoid high winter fuel bills.

Superior 2014 Price Protection Programs

Preferred Pricing Program

This is our most *highly recommended plan* because it benefits you whether market rates are high or low. When you sign up, you receive a ceiling price to protect you from price spikes.

- **If prices go up** you will not pay a penny more than your ceiling
- **If prices go down** you benefit with our low, fair, and honest market rate
- **You always pay whatever is lower**, your ceiling price or the market rate
- Includes the benefits of Automatic Delivery and the Easy Pay Plan

All of our programs can help you benefit with extra convenience, peace of mind, and significant savings, too!

Stable Propane Pricing

The Stable Propane Pricing Plan gives you one fixed rate for the fuel you secure with your contract. While market rates may rise or fall, your rate remains the same.

- **Receive a guaranteed fixed price** that will not change for the term of your contract
- **If prices go up** you stay protected with your special fixed price
- Includes the benefits of Automatic Delivery and the Easy Pay Plan

Pre-Buy Plan

This plan allows you to pay for the gallons of fuel you require for the heating season up front. You receive a fixed rate for the number of gallons you choose to purchase.

- **Pay for your fuel in advance** with one simple payment
- Includes all the benefits of Automatic Delivery, so you always have the fuel you need

Our 2014 price protection plans are now available – call today to enroll!

Automatic Delivery

 The efficient way to receive your fuel

With Automatic Delivery, we schedule your propane or heating oil deliveries so you never have to check the level of fuel in your tank or call to place your next delivery. *Even if you're not enrolled in a pricing program, you can still sign up for Automatic Delivery for extra convenience.*

Easy Pay Plan

 Rest easier with low, predictable payments

With the Easy Pay Plan, your annual fuel costs are divided into equal monthly payments. That means you don't have to worry about unexpected bills during the heating season when you need fuel the most. *Even if you're not enrolled in a pricing program, you can still sign up for the Easy Pay Plan!*



Honesty, Value, Safety & Service

This heating season really defined our core values here at Superior Fuel Company. Here's how they helped us meet your needs and provide you with greater savings and peace of mind.

Honesty

This last heating season began with a brutally cold start, creating supply issues that we have never experienced before. **We were honest about the situation**, told our customers exactly how we were impacted, and created a plan to ensure uninterrupted fuel service to our loyal customers.

Value

Saving you money is one of the most important values we can provide to you, and this past year our price protection plans certainly proved their value. Market prices rose to over \$5.00 per gallon, and **customers who enrolled in our price protection plans saved a lot of money!** Even during the supply shortages and skyrocketing propane costs we continued to offer our valuable price protection plans.

Safety & Service

Providing you with the highest level of safety and service is a top priority at Superior Fuel Company. We can help you ensure that your system — from the tank to the appliance — is in safe working order with a complete gas check. We also offer **24/7 emergency response service** to give you the peace of mind that you will always be able to contact our team when you need service.

Every day at Superior Fuel Company we work to provide you with the highest level of professionalism and reliability, plus programs to suit your needs. Behind every Superior Fuel Company customer, there's a dedicated team of individuals working to ensure your home stays warm all year long!



Help us improve our service by providing us with feedback!

Did your driver go out of his way to ensure your comfort? Do you have a suggestion for making online payments even easier? Whatever you have to say, we want to hear it!

Providing us with feedback is as easy as 1, 2, 3:

- 1. Simply visit us online** at www.superiorfuelcompany.com and click on **CONTACT US**.
- 2. Fill in the form** along with your feedback or suggestions.
- 3. Click SUBMIT.**

Thanks for your help!



Here's what customers are saying about Superior Fuel Company:

“ My Superior Fuel Company salesman approached me last summer with different options for my commercial propane account. At that time the cost of propane was very reasonable. I asked the salesman what option he thought would be the best for me, I trusted him and thank God I did because **I saved almost \$9,000 with the Preferred Pricing Program**. Had I not locked in with the propane cost skyrocketing like it did this fall and winter I don't know if my business would have survived without the Superior Fuel Company Difference! ”

*Jon Foster
Co-Owner of Boondocks Saloon & Grill
Duluth, MN*

“ When our supplier sent us a bill and told us that we would not have our gas delivered at our agreed upon price, we were furious. Then helpless. They had no options for us to start saving when we needed it the most. **Thankfully we found Superior Fuel Company who offered us price protection and immediate savings.** ”

*Suzette & Gary Tedrick
Owners of Silver Rapids Lodge
Ely, MN*



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Serving All Your Propane Needs

- Propane & Heating Oil Delivery
- Automatic Delivery
- Remote Tank Monitoring
- Pricing Programs & Easy Pay Plan
- Convenient Payment Options
- CETP Certified Technicians
- Propane Cylinder Refills
- Residential & Commercial Tank Leasing
- Diesel Fuels & Gasolines

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 Duluth **218-722-2050** Grand Marais **218-387-1600**

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Propane Safety in Your Home

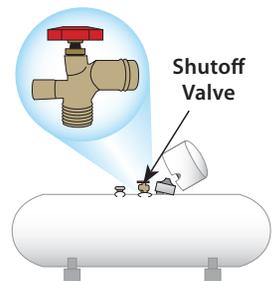
Share these propane safety tips with everyone in your household at least once every year!

WHAT TO DO IF YOU SMELL GAS:

1. Don't touch any light switches or use your land line phones
2. Extinguish ALL flames and cigarettes right away
3. Shut off the propane supply at the tank if it's safe to do so
4. Take your family to a safe location far away from the leak
5. Call Superior Fuel Company or your fire department
6. Stay away from your home until the leak has been fixed

Know the location of the shutoff valve on your tank.

Propane stores very safely. However, there are rare occasions when damage or deterioration creates a leak. If a leak occurs a spark could ignite it. If you suspect you may have a leak, shutting off your main propane supply at the tank will make the situation safer until help arrives. Rather than wait for an emergency, take a moment now to learn the location of your shutoff valve and how it works.



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