

We hope you are enjoying our **Fueling the Bottom Line** newsletter where we share tactics on how to successfully **grow** your business working **together as a team**.

This is **your** newsletter, so provide feedback on what you find useful. Please share topics or ideas by emailing us at [marketing@suburbanpropane.com](mailto:marketing@suburbanpropane.com).

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## Opportunity Zone – Tailgating

Summer's over but grilling season is still in full swing with tailgating. Outdoor pre-game celebrations are no longer limited to the parking lots of professional football sports stadiums. The enthusiasm has spread to include college and local community teams as well as other sports such as baseball, soccer, basketball and even hockey. In addition, many people “tailgate” at home in their backyard, on their deck, or in their driveway.

That means targeting these customers not only provides year-round cylinder fills for your business, but it also helps to cross sell grills.

Here are a few tips for targeting sports enthusiasts:

- Display team colors and banners in your store
- Host an outdoor tailgating event at your location
- Hold a BBQ recipe contest for your customers

Don't sit on the sidelines – get in the game and continue growing your sales!



### Did you know using propane can make your customer's tailgating experience better?

Propane grills require less set up time, in fact they only take about 10 minutes to heat up.

Clean up is quicker since you don't need to wait for the ashes to cool so that you can find a place to safely dispose of them.

Propane grills use a naturally clean fuel compared to charcoal which produces more carbon monoxide.

National chains often offer exchange BBQ tanks that have only 15 pounds of propane or 3.5 gallons while your location fills customer's propane tank with 20 pounds of propane. When it comes to tailgating, that makes a big difference!

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## Reseller Spotlight - Strosniders Hardware

In addition to servicing the propane needs of their customers, they offer a wide array of hardware, garden, paint, plumbing and seasonal merchandise. While they have been selling grills and servicing residential needs since the 1980s, having a propane dispenser has brought new commercial



Strosniders Hardware is a family-owned and operated business. They have been serving the Washington D.C. Metro area for over 65 years in the flagship location in Bethesda, MD. And most recently have opened a new location in Kensington, PA.

business from food trucks and restaurants especially during the pandemic. Having propane available on-site has also increased the sales of fire pits and outdoor heaters contributing to the overall increase in business for the store.

“Suburban Propane understands the customer's business and the customer's needs well. With Suburban Propane being locally operated it provides a peace of mind knowing they are so close” stated Bill Hart III, Owner and General Manager of the Kensington location.

The Kensington store sold **9,165 gallons** when they first opened their doors in 2018. Last year they **sold 19,200 gallons** and they are on track to surpass their sales this year. They have been selling propane for many years out of their Bethesda, MD location and **sold 87,800 gallons** over the last 12 months!