

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.

Opportunity Zone – Cooked on Propane Blog



Looking for ways to increase sales and revenue this summer? As you're refilling your customer's tank, try asking them about their favorite recipe or cooking techniques. You may find that they are in need of a new grill or accessory that you can provide them on the spot!

Talking about recipes and sharing our *Cooked on Propane* blog is a perfect way to get the conversation started and keep your customers engaged after they have left your store.

Our recipe categories include:

- Appetizers, Soups and Bread
- Main Courses, Side Dishes and Desserts
- Holiday

**Visit Cooked On Propane
Blog**

Interested in sharing your own recipe? [Contact us](#) to learn how. You may also want to like and re-share our other posts on your social channels.

Did you know more than 9 million households own RVs?

In addition, the industry is on pace to add more than 600,000 RVs this year. Propane serves as the fuel to power RV amenities such as:

- Central air and heating units
- Cooktops, ranges and stoves
- Water heaters, refrigerators and more.

Since 90% percent of RV owners take three or more mini vacations a year, it's an excellent sales opportunity for you. If you are not currently targeting RVers, you should consider it!



*Stats from Housegrail.com <https://housegrail.com/rv-statistics-and-market-trends/>

Fueling the Bottom Line Poll

For the past year, we've developed new marketing tools to reinforce our commitment to helping you grow your business. We'll continue to provide you with access to materials and videos on our webpage, streamline our process for digital ads and email campaigns

and improve the location finder database, which makes it easier for customers to find your stores. We appreciate your business and want to get your feedback on this newsletter.

Please select which content you would like to see more of:

Ideas for Promoting Propane to Your Customers

Recommendations for New Customer Target Markets

Suggestions for General Marketing, Digital and Advertising Campaigns