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Jetz Milwaukee to debut city's first ethanol-blended pumps

Project fueled by USDA, state grant funds

MILWAUKEE — Jetz Convenience Centers in Milwaukee is hosting a Nov. 18 grand opening of its new ethanol blender gasoline pumps with special fuel pricing and gift card giveaways, representatives announced Thursday.

New E15 and E85 ethanol blender pumps were made possible in part by a Biofuels Retail Advancement in Wisconsin Transportation (BRAWT) grant. E15 is gasoline blended with up to 15 percent ethanol and E85 is gasoline blended with up to 85 percent ethanol. These new ethanol-blended gasolines offer clean energy options and new fuel price points for consumers.

Jetz is the first in Milwaukee and among the first in the nation to utilize new blender pump technology to offer a new and greater choice of gasoline blends.

“I think the story of ethanol is a great story,” Jetz President Bob O’Connor said. “It’s a Wisconsin story and an American story. Using Wisconsin resources and the forces of nature, we can produce an advanced fuel that is typically less expensive than conventional gasolines while providing more power to qualifying vehicles. At the same time, tailpipe emissions are reduced, leading to better air quality and improved health.”

E15 has been approved by the U.S. Environmental Protection Agency for all model year 2001 and newer passenger gasoline vehicles. E85 is for use only in flex fuel vehicles. Drivers can check the inside of the fuel door or fuel cap to see if their vehicles are eligible or the American Lung Association of the Upper Midwest’s Web site at <http://cleanairchoice.org/>.

“Air pollution from vehicle exhaust is a serious health concern,” said Danielle Clark, spokesperson for the American Lung Association of the Upper Midwest. “Ethanol fuels are cleaner-burning than traditional gasoline, and they can also help reduce lifecycle greenhouse gas emissions.”

The new blender pumps were made possible by the U.S. Department of Agriculture’s award of \$3.7 million to the Public Service Commission of Wisconsin, Office of Energy Innovation through the Biofuels Infrastructure Program to expand and support the installation of ethanol blending equipment at retail gas stations throughout the state in the form of grant funds. The BRAWT program aims to increase consumption and availability of ethanol throughout Wisconsin, provide retail ethanol fueling outlets near major fleets and travel corridors and increase and promote public awareness of the benefits of ethanol.

The goal is to increase clean energy options throughout the state.

"Governor Walker brought together the resources of Office of Energy Innovation at the Public Service Commission (PSC) to improve energy options and availability for Wisconsin," Said PSC Chair Ellen Nowak. "Allowing consumers more choices at the pump and giving the United States more energy options just make sense."

Wisconsin Clean Cities partnered with the Wisconsin Office of Energy Innovation to assist in management of the program, including education and outreach.

"Wisconsin Clean Cities supports the use of ethanol in our mission to lessen our dependence on foreign oil and improve air quality," Wisconsin Clean Cities Executive Director Lorrie Lisek said. "We're thrilled to assist Jetz in their efforts to bring cleaner air and blender pump technology offering E15 and E85 to Milwaukee."

The grand opening of the Jetz Milwaukee blender pumps will take place from 3 p.m. to 6 p.m. Friday, Nov. 18 at Jetz Milwaukee, 607 S. 70th St. The station is offering E15 for \$1.15 a gallon and E85 for 85 cents a gallon during the grand opening hours only.

Anyone attending the event will be eligible to win one of three \$100 Jetz gift cards to be given away each hour between 3 p.m. and 6 p.m. City and state officials will be on hand to meet with constituents during the event as well.

The BRAWT grant funding remains available for interested fuel retailers. For more information, visit the Wisconsin Clean Cities BRAWT Web page at <http://bit.ly/2fDritX> or contact Lorrie Lisek at Wisconsin Clean Cities at lorrie.lisek@wicleancities.org or (414) 221-4958.

About Jetz Convenience Centers

Jetz Convenience Centers is a fourth-generation company that has been serving customers in and around Milwaukee since 1957. Beginning as O'Connor Petroleum Co., Inc. the company changed its name to Jetz Convenience Centers in 2003. Jetz remains family owned and operates two locations in the Milwaukee, one in Hales Corners and one in Muskego. For more information about Jetz visit www.JetzRewards.com.

About Wisconsin Clean Cities

The U.S. Department of Energy Clean Cities coalitions are nonprofit organizations designed to reduce petroleum consumption in the transportation sector by advancing the use of alternative fuels and vehicles, idle reduction technologies, hybrid electric vehicles, fuel blends and fuel economy. Wisconsin Clean Cities is a 501(c)(3) organization founded in 1994 serving the entire state of Wisconsin with the goal of improving air quality, strengthening the economy and reducing dependence on foreign oil. For more information about new ethanol blended gasolines visit www.FuelingWisconsinForward.com.

Cutline: