



Western Nations

A Growing Network of Independent, Locally Owned and Operated Indigenous Gas Bars.





Behind the Brand

For over a year, Co-op worked with Indigenous leaders across the Western provinces to develop the Western Nations brand and logo.

This creative approach is adapted to be more reflective of the landscape—the golden Prairies, snow-capped Rocky Mountains, blue sky and moving winds, and two red arrows pointing to the fuel supplied from the earth. From the marketing materials to the buildings and signage, the consistent use of traditional colours and modern design are in keeping with much of the traditional art and symbolism.



Central Marketing Programs

WestWay Rewards

Simple to use, our rewards program turns everyday fuel transactions into meaningful experiences and opportunities for increased sales. The program provides deeper insights into your local customer's buying behaviour and directly contributes to new customers and frequent customer returns.

Western Nations Gift Card

Attract return traffic with a flexible, centralized gift card program that encourages your customers to make purchases in your store. A great program that gives back to community!

Digital and Social Media

Our dedicated Central Marketing team supports digital customers with our increased online presence such as media ad buys, online social networking, and blogs. We offer digital promotions and brand awareness campaigns that will increase awareness and build brand recognition within your community and with your members.

Western Nations is a growing network of independent, First Nations owned gas bars. Developed in cooperation and consultation with Indigenous leaders, Western Nations is modern, unique, relevant to all customers and respectful of First Nations' culture and practices.

The Western Nations brand is full of opportunities for economic development and re-investment in community. Through the Western Nations brand, Federated Co-operatives Limited (FCL) and local Co-op's will work with you to develop a mutually beneficial relationship built on shared values and trust,

for the advancement of strong, vibrant communities and economic reconciliation in Canada.

Co-op understands your business, your competitors and the local landscape. Co-op will supply fuel and provide guidance for your operations, but your organization will remain independent, maintaining ownership and operations of your location. The Western Nations brand and supporting gas bar program are unique in their focus on re-investing in Indigenous communities where Western Nations gas bars are based.



We are a different kind of business. We're owned by our members and we're local, supporting and investing in our communities. Our profits don't leave the community; they go back into it and back to our members. Together, FCL and independent local co-operative associations help build, feed, fuel and grow Western Canada.



@WesternNations



Community Building

Being locally invested and community minded are important Co-op values. Through the Western Nations Community Building Program, we provide funding based on overall fuel sales that can be directed to a community project in three areas: community infrastructure, programming and community events.

Top Tier Certification

All grades of Co-op Gasoline are TOP TIER™ certified. This means the fuels have passed rigorous tests from an independent third-party, backed by a consortium of automakers recognizing minimum governmental standards aren't enough. TOP TIER™ gasoline optimizes fuel economy, protects all gasoline engines, improves vehicle performance and reduces harmful emissions.

Retail Fleet Program

With an FCL Commercial Account, Western Nations customers can apply for the FCL Fleet Card and fuel up at over 500 locations across Western Canada including CO-OP®, Tempo® and Western Nations® Gas Bars. This Fleet Program provides one more way to drive traffic to your location and increase fuel sales volume.

“INVESTING IN INDIGENOUS COMMUNITIES”



Brand Recognition

Western Nations locations will provide subsidized signage, branding materials, and a uniform package for a consistent brand experience.

Facility Design Program

Co-op will work with you to plan and build your location, including convenience store offerings, through pre-existing designs – with the flexibility to customize according to your community’s needs.

Top-quality Products

Fuelled by Co-op connects you to a brand with products that communities across Western Canada have trusted for generations.

Comprehensive Product Offering

Co-op consistently supplies a range of gas, diesel, propane, lubricant, confectionary, hardware and car-wash products directly or through approved suppliers.

Management Services

Opportunities for additional advisory services in the management of your operation to fuel long-term success.

Promotion and Advertising

Annual marketing program funds are available for your local site promotions and community events as well as centrally managed seasonal promotions and digital marketing support.

Competitive Costs

Co-op offers reduced debit and credit card fees, which help contribute to the overall profitability of your location.

Maintenance Program

Annual program is available for the maintenance costs of your equipment to ensure optimal operations, while also ensuring good environmental practices and stewardship, along with any required compliance.



FCL and local Co-ops believe in the strength of the Co-op brand. Fuelled by Co-op* is a sub-brand that links Co-op's high-quality fuel and operating standards that Western Canadians have trusted for generations.

To learn more about the Western Nations Gas Bar Program, contact the administration office for the local Co-op association nearest you or email westernnations@fcl.crs. CO-OP® and Western Nations® are registered trademarks of Federated Co-operatives Limited.

**Site criteria and approvals apply.*

WesternNations.crs

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