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“Blend Your Own Ethanol” website now live, a petroleum marketer’s information source for ethanol blending and blender pumps

Sioux Falls, SD (October 6, 2009) – Petroleum marketers looking for information about ethanol can now visit a new site, www.byoethanol.com, for details about ethanol’s blending economics, equipment specifications, and considerations for blending their own ethanol – blends from E10 to E85.

Byoethanol.com is an effort of the “Blend Your Own Ethanol” program, or “BYOethanol” – pronounced “bio” but with a whole new meaning. BYOethanol is an unprecedented new campaign between leading corn-producing states, the American Coalition for Ethanol (ACE), and the Renewable Fuels Association (RFA).



The new site also features the most comprehensive collection of blender pumps and higher ethanol blends information anywhere on the Web.

Byoethanol.com includes details about how blender pumps work, technical information on equipment, preparations, and ethanol storage, and list of considerations before adding blender pumps.

“Byoethanol.com is specifically tailored for petroleum marketers to get the information they need about how to handle ethanol at their station and how ethanol blends and blender pumps can benefit their bottom line,” said Ron Lamberty, Vice President / Market Development for ACE.

The website includes information on the federal tax credit for alternative refueling infrastructure, and on the many grants, loans, and tax credits available in various states. The BYOethanol team can help walk a station owner through this process and help answer questions about what may be available in his or her area.

Details of the BYOethanol campaign will be unveiled by leaders from both ACE and RFA as they exhibit at the National Association of Convenience Stores (NACS) show in Las Vegas on October 21-23, the nation’s largest gathering of petroleum marketers.

Blender pumps are not new to the fuel industry, but are now finding new use with ethanol and E85. A blender pump features two underground tanks, typically one with unleaded and one with E85, and the dispenser blends the appropriate percentages of the two fuels to create any blend of ethanol from zero to 85 percent. Gas station owners benefit from product flexibility and by being ready for future renewable fuel blend levels, and consumers benefit by having new choices at the pump like E20 or E30 for their flexible fuel vehicles.

The nearly 200 blender pump locations in the U.S. today can be seen on this map:
www.tinyurl.com/ACEblenderpumpmap.