

Hull family firm Rix Petroleum expands Lincolnshire presence with new acquisition

Humber business Rix Petroleum Ltd has strengthened its Lincolnshire base after snapping up a Grantham-based fuel provider.

The company, which has its head office in Hull, has acquired EFuels Ltd for an undisclosed sum – a deal which brings the number of fuel depots it owns and operates in the county to four, alongside others in Immingham, Gainsborough, and Spalding.

The Grantham depot will remain branded as EFuels for the time being, and will continue to be led by existing depot manager Matthew Keightley, who moves to Rix under the deal.

Rix specialises in the provision of agricultural fuels and lubricants, standard diesel, and home heating oil for rural communities, and managing director Duncan Lambert said the new addition will help it to provide a better service to farms, businesses and rural households across south Lincolnshire.

Mr Lambert said: “We’re delighted to complete this deal. Lincolnshire is a famously agricultural county and acquiring this depot will enable us to support local farmers, businesses, and rural communities across the south of the county more efficiently and effectively.

“As a sixth-generation family business, we pride ourselves on our values of fairness, great customer relations and service, and supporting communities, and it precisely these values we will bring to our newly acquired Grantham depot.”

The deal officially completed last week, with Rix Petroleum taking immediately responsibly for all outstanding deliveries and future sales. Depot manager Matthew Keightley said he was delighted with the deal.

He said: "Rix Petroleum is well known in the industry as a long-established family business that customers can rely on. I know that our customers in and around Grantham will be very well looked after by myself and the wider Rix team, so I feel this is a fantastic opportunity to take the business forward."