



# Frank Roberts of F.L. Roberts named 40 under 40 by Griffin Report of Food Marketing

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Frank Roberts

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**SPRINGFIELD** - Frank Roberts, a fourth generation member of the F.L. Roberts & Company was named one of the "40 Under 40" in the convenience store industry nationally by the Griffin Report of Food Marketing, a Shelby Publication.

Roberts, 32, learned the fundamentals of the business by starting at its foundation. After eight years of working his way through their network of automotive services, Roberts' current title is managing director & vice president of wholesale and commercial sales & logistics. He credits being part of the launch of the company's customer rewards program, taking part in reinvigorating their commercial fuel business and most recently being involved in launching a joint partnership between Big Y and F.L. Roberts, resulting in the first Big Y Express fuel and convenience location in Lee, MA, as his proudest career achievements.

F.L. Roberts & Co. is a 4th generation family-owned business founded in 1920 by Frank L. Roberts as an automotive parts and tire business in the south end of Springfield. Today, F.L. Roberts is the largest independent petroleum marketer in Western Massachusetts. Their network of automotive service companies includes 28 convenience stores, 19 car washes, nine Jiffy Lubes, two truck refueling centers and the Whately Diner.

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