

Virtual event today

Get to know Crain's 20 in their 20s today at our virtual salute

Close

CRAIN'S DETROIT BUSINESS



SUBSCRIBE MOSES

Home > Energy

January 06, 2020 03:49 PM

Detroit-based fuel supplier strikes \$27 million contract with city

KURT NAGL

TWEET

SHARE

SHARE

EMAIL

REPRINTS

- Ace Petroleum awarded five-year deal with Detroit
- Deal could exceed \$27 million
- Ace aims to strike similar deals in other cities



Moses Shepherd

Ace Petroleum, a minority-owned fuel supplier [launched in 2017](#), has landed its largest contract, with the [City of Detroit](#), which the company hopes will lead to a gush of new business.

The Detroit-based company was awarded a five-year, \$27 million contract to supply fuel for the city's buses, police cars, fire trucks and other municipal vehicles. It began dropping fuel Jan. 1, said Moses Shepherd, founder and CEO of Ace.

Ace responded to the city's RFP last spring. Shepherd said the contract is worth a minimum of \$27 million but could be much higher depending on demand.

Landing a deal with Detroit had been one of the company's top priorities since its inception. It legitimizes the oil supplier and opens new business avenues, Shepherd said. He aims to strike similar deals with other municipalities and said he is in discussions with Atlanta, Chicago, Houston and Baltimore.

"I wanted to go straight to the top and land the big fish," Shepherd said. "Once you land the big fish, you continue to land big fish."

Ace supplies diesel and petroleum as one of just a handful of minority-owned fuel suppliers in the nation and has certification as a Minority Business Enterprise through the Michigan and National Minority Supplier Development councils.

ADVERTISING



MEDC CONNECTS MICHIGAN BUSINESSES



Ace Petroleum

Ace Petroleum was awarded a five-year, \$27 million contract to supply Detroit vehicles with fuel.

Among Ace's larger clients are Southfield-based Barton Malow Co., Detroit-based [Ideal Contracting](#) and Illinois-based Cassens Transport Co.

Shepherd said the new contract with Detroit involves supplying more than 2 million gallons of fuel per year. Ace buys its product from Taylor-based [Atlas Oil Co.](#), which distributes nationwide.

"We've been preparing ourselves for a couple of years to be able to facilitate this type of volume for a contract," he said. "It will put us in a better position for growth because it shows we know what we're doing."

Ace had \$6 million in revenue in 2019 and anticipates around \$15 million in 2020. Shepherd said he is working to nail down new contracts, including one with a construction company in Alabama. He said is looking to grow the company into a \$50 million-a-year enterprise in the next few years.

The company started with three full-time employees and has grown into a dozen at its Rosedale Park base. Shepherd said he expects to double headcount in the next two years.

Shepherd said Ace is the first minority-owned fuel company to supply a major U.S. city.

"This is a very big stepping stone for us," he said.

*Letter
— to the —
Editor*

Want to get something off your chest? Send us an email or hit us up on Facebook or Twitter.

RECOMMENDED FOR YOU



Business groups warn of energy market disaster if Whitmer shuts Line 5



DTE, Consumers back raising cap on purchasing rooftop solar



Company begins replacing damaged cables under Straits of Mackinac

Sponsored Content: Industry 4.0 sources

SIGN UP FOR NEWSLETTERS

- Michigan Morning - News delivered early Monday–Friday
- Afternoon Report - A daily summary of stories delivered Monday–Friday afternoon.
- Crain's Breaking News Alert - News delivered to your email as it happens.
- Yes, I would like to stay informed about new newsletters, editorial content, research reports, data products, white papers and surveys.
- Yes, please keep me informed on upcoming events, recognition programs and awards.

EMAIL ADDRESS

SUBMIT

I'm not a robot

reCAPTCHA
Privacy - Terms

Comments for this thread are now closed



0 Comments [Crain's Detroit Business](#) [Privacy Policy](#) [Login](#) 1

[Recommend](#) [Tweet](#) [Share](#)

Sort by Newest

This discussion has been closed.

[Subscribe](#) [Add Disqus to your site](#) [Add Disqus](#) [Do Not Sell My Data](#)

GET FREE NEWSLETTERS

Make sure you don't miss a thing by subscribing to our newsletters.

Email Address

SIGN UP

SUBSCRIBE TODAY

With a Crain's Detroit Subscription you get exclusive access, insights and experiences to help you succeed in business.

SUBSCRIBE TODAY

CONNECT WITH US



Our Mission

Helping you succeed in business since 1985.

CRAIN'S DETROIT BUSINESS

CONTACT US

1155 Gratiot Avenue
Detroit MI 48207-2997

877-824-9374

Email customer service

Crain jobs

RESOURCES

[Manage Newsletters](#)

[Ad Choices](#) 

[Staff](#)

[Sitemap](#)

[Reprints](#)

ADVERTISE

[Media Kit](#)

[Classified Advertising](#)

LEGAL

[Terms and Conditions](#)

[Privacy Policy](#)

[Privacy Request](#)

CRAIN

Copyright © 1996-2021. Crain Communications, Inc. All Rights Reserved.

