



# Blending E15 at the Pump: What Retailers Need to Know

## BUREAU OF WEIGHTS & MEASURES

PO Box 8911

Madison, WI 53708

608-224-4942

[datcpweightsandmeasures](mailto:datcpweightsandmeasures@wisconsin.gov)

@wisconsin.gov

[datcp.wi.gov](http://datcp.wi.gov)

## RESOURCES

More information on applicable Wisconsin laws can be found at these links:

**E15 – Retailer Fact Sheet**  
<https://datcp.wi.gov/Documents/E15RetailerFactSheet.pdf>

**DATCP Fact Sheets:**  
<https://datcp.wi.gov/Pages/Publications/WeightsAndMeasuresBureauFactSheets.aspx>

**Storage Tank Forms:**  
[https://datcp.wi.gov/Pages/Programs\\_Services/PetroleumHazStorageTanksForms.aspx](https://datcp.wi.gov/Pages/Programs_Services/PetroleumHazStorageTanksForms.aspx)

**Wis. Admin. Code ATCP 93**  
[http://docs.legis.wisconsin.gov/code/admin\\_code/atcp/090/93](http://docs.legis.wisconsin.gov/code/admin_code/atcp/090/93)

**Wis. Admin. Code ATCP 94**  
[http://docs.legis.wisconsin.gov/code/admin\\_code/atcp/090/94/](http://docs.legis.wisconsin.gov/code/admin_code/atcp/090/94/)

**Wis. Stat. 168**  
<https://docs.legis.wisconsin.gov/statutes/statutes/168>

## What do retailers need to know about selling E15?

Retailers should start by reading the following fact sheets:

- [E15 Retailer Facts](#)
- [Storage Tank Plan Approval & Installation Requirements for Alternative Fuels](#)
- [Alternative Fuel Labeling: E15](#)

## What do I need to know about blending to get E15?

- Two common approaches to selling E15 are from a storage tank dedicated to E15, or by blending E10 with E85 at the dispenser to get E15. Blending in the storage tank is not permitted. Product must be blended prior to delivery or by dispensing equipment.
- Blending at the pump can be done using E85 or other high blend ethanol product
- E98 – E100 cannot be stored in an underground storage tank. E98 – E100 can only be stored in approved aboveground storage tanks. The installation of aboveground storage tanks requires plan approval from DATCP.
- E85, or flex fuel, is a term that refers to high-level ethanol-gasoline blends containing 51%-83% ethanol, depending on geography and season. Because of the range in possible ethanol content of E85, retailers must ensure the blend ratio on all dispensers are set to properly blend for E15. There are two ways to achieve this:
  - Program the dispensers for the maximum ethanol content of the E85/Flex Fuel
  - Have a service company adjust the blend ratios every time the ethanol content in the E85/Flex Fuel changes

## Are there any approvals I need to sell E15?

- If you do not currently have an E85 tank, and plan to convert one of your existing tanks to an E85 tank, DATCP plan approval is required.
  - You must work with a registered tank specialty firm and submit the [Alternative Fuels Conversion / Installation Application form TR-WM-132](#) to DATCP
  - A list of registered tank specialty firms can be found online here: [https://mydatcp.wi.gov/documents/dtcp/List\\_of\\_Tank\\_Specialty\\_Firm Registrations.pdf](https://mydatcp.wi.gov/documents/dtcp/List_of_Tank_Specialty_Firm_Registrations.pdf)
- A DATCP inspector must conduct a fuel quality and label inspection prior to starting sales of E15
- If a consumer experiences vehicle damage as a result of fuel being dispensed at a higher ethanol content than what is posted on the dispenser, the retailer is responsible