

# DIRECTORY OF Convenience Stores

## Sample - Company Profile



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Key features worth noting in the Company Profile sample are:

- Key Personnel Including Executive Management & Buyers
- Area(s) of Operation
- Store Operating Names
- Supplier/Distribution/Warehouse Data
- Store Growth Plans
- Fast Food Brand(s)
- Gasoline Brand(s)
- Merchandise Lines
- Financial Summary
- Latest Company News

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# DIRECTORY OF Convenience Stores

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## Sheetz, Inc.

Updated: Aug 15, 2017

### COMPANY INFORMATION

5700 Sixth Avenue  
 Altoona, PA 16602 USA  
 Phone: (814) 946-3611  
 Fax: (814) 946-4375  
 website: [www.sheetz.com](http://www.sheetz.com)

### LATEST COMPANY NEWS

- [Sheetz Has Goal to Sell Alcohol in Every Store »](#)
- [Sheetz Begins Free GED Program for Employees »](#)
- [Kelley's Market Dominates GasBuddy's Q2 2017 C-store Report Card »](#)
- [C-stores Tackle Turnover Through Employee Engagement »](#)
- [What's Fueling the Growth of E15? »](#)

### OPERATING DATA

**Total number of stores:** 553  
**Total stores 2016:** 550  
**Total stores 2015:** 507

#### Store types:

Convenience stores 553

**Corporately-owned:** 553

#### Store operating names:

Sheetz 550  
 4,000 - 10,000 sq. ft.  
 Sheetz Cafe 3  
 5,000 - 15,000 sq. ft.

**Overall preferred GLA:** 4,000 - 15,000 sq. ft.

**Programs/services offered:** 24-hour operations, atm machines, car wash, credit cards accepted, dvd kiosks, electronic couponing, electronic marketing, frequent shopper/loyalty card, gasoline rewards, gift cards, in-store restaurant, lottery tickets/machines, samples/demos, self-checkout lanes, other (dmv kiosks)

**New units planned:** 2017: 28 - 30

**Remodels planned:** 2017: 30

**Average number of checkouts:** 3

**Average retail employees per store:** 25

**Area(s) of operation:** MD (29), NC (95), OH (38), PA (262), VA (73), WV (56)

### MERCHANDISE LINE DATA

**Stores offering gasoline:** 550

**Branded coffee program(s):** Sheetz Coffeez

**Brand(s) of gasoline:** Own/private brand

**Branded fast food:** Own/private brand

**Merchandise lines offered in stores:**

**Alcohol/tobacco:** beer, cigars, cigarettes, tobacco & accessories, electronic cigarettes, packaged liquor, wine  
**Drug/HBC:** OTC drugs, health aids & beauty aids  
**Foodservice:** cold dispensed beverages, frozen dispensed beverages, hot dispensed beverages, prepared foods  
**Grocery:** candy, general groceries, gourmet foods/health foods, pets, pet foods & supplies  
**Housewares:** automotive fuels/gasoline, automotive lubricants  
**Leisure goods:** Blu-ray/DVD rental, books, cell phones & accessories, magazines & newspapers  
**Perishables:** baked goods, dairy, frozen foods, produce

**PRIVATE LABEL DATA**

**Private label goods purchased:**

**Foodservice:** hot dispensed beverages, prepared foods  
**Housewares:** automotive fuels/gasoline, automotive lubricants  
**Perishables:** baked goods

**Name of private label line(s):** MTGo!, MTO, Nova Blue, Sheetz Brothers, Shweetz

**BUYING DATA**

**Buying committee at this location:** yes

**Buying done at this location for:**

**Alcohol/tobacco:** beer, cigars, cigarettes, tobacco & accessories, electronic cigarettes, packaged liquor, wine  
**Drug/HBC:** OTC drugs, health aids & beauty aids  
**Foodservice:** cold dispensed beverages, frozen dispensed beverages, hot dispensed beverages, prepared foods  
**Grocery:** candy, general groceries, gourmet foods/health foods, pets, pet foods & supplies  
**Housewares:** automotive fuels/gasoline, automotive lubricants  
**Leisure goods:** Blu-ray/DVD rental, books, cell phones & accessories, magazines & newspapers  
**Perishables:** baked goods, dairy, frozen foods, produce

**Generic lines purchased:** no

**New items automatically distributed:** yes

**Headquarters approval required to call on stores:** yes

**Store managers authorized to purchase items not warehoused:** no

**Stores are rfid-ready:** yes

**Suppliers required to be rfid-ready:** no

**Product recall:** Diane Deitzel-Director, Food Safety/Quality Assurance

**PROMOTION DATA**

**Advertising media used:** card-based program, direct mail, coupons, electronic coupons, e-mail/text messaging, internet, newspapers, outdoor, radio, TV

**Point-of-purchase materials:** price cards, pump toppers, shelf talkers, window signs, Other (Buttons)

**Manufacturer P-O-P encouraged:** no

**Store managers may select store displays:** no

**SUPPLIER/DISTRIBUTION/WAREHOUSE DATA**

**Oil/Gasoline suppliers:**

Convenience Leasing  
Altoona, PA

McCullough Oil  
Glen Rock, PA

Molnar Hauling  
Brookville, PA

**Book/Magazine suppliers:**

Harrisburg News Co.  
Harrisburg, PA

**Own warehouse(s):**

1737 Whites Kennel Road  
Burlington, NC  
250,000 sq. ft.

Greenfield Township, PA  
301,000 sq. ft.

Candy/Grocery/General Merchandise/HBC/Tobacco:  
RR1 Sheetz Way  
Claysburg, PA  
390,000 sq. ft.

**Number of trucks operated:** 45  
**Number of trailers operated:** 60

#### FINANCIAL SUMMARY

9/16	\$7,283,000,000 (e)
9/15	\$7,101,000,000
9/14	\$6,933,000,000

(Figures include gas sales)

**Public company:** no

**Online sales:** yes

#### NEW AND NOTEWORTHY

Sheetz, Inc. opened Sheetz Cafe, a 15,000 sq. ft. grocery store and restaurant concept (which also features a beer cave) in Morgantown, WV, adjacent to West Virginia University, in March, 2015. The second store based on this concept -- located in State College, PA, near Penn State University -- opened in September and a third followed in Indiana, PA, in August, 2016. Going forward, the chain plans to incorporate more food-only sites as it expands into urban markets.

The company acknowledged in June, 2016 that it was considering the installation of automaker Tesla Motors's EV charging stations at some of its stores. Sheetz currently operates eight EV charging stations at locations in North Carolina and Pennsylvania.

Sheetz, Inc. added Department of Motor Vehicles kiosks in two West Virginia stores in February, 2017, allowing customers to renew their driver's licenses and vehicle registrations.

#### KEY PERSONNEL

Chairman	Stan Sheetz
Vice Chairman	Bob Sheetz
President/CEO	Joseph S. Sheetz
CIO	Jim Wenner
Executive Vice President, Distribution	Ray Ryan
Executive Vice President, Marketing/Sales	David Woodley
Executive Vice President, Operations	Travis Sheetz
Executive Vice President, Petroleum Supply/Gas Buyer	Mike Lorenz
Vice President/General Counsel	Gary Zimmerman
Vice President, Construction/Design	Rick Cyman
Vice President, Finance	Tom Luciano
Vice President, Human Resources	Stephanie Doliveira
Vice President, Petroleum Transportation	Buddy Casado
Vice President, Store Planning	Charles Sheetz
Assistant Vice President, Store Support/Store Services Buyer	Charlie Campbell
Executive Director, Sheetz for the Kidz	Sarah Piper
Director, Benefits/Compensation	Bill Young
Director, Brand Development/Sales	Ryan Sheetz
Director, Burlington Distribution Center	Frank Scott
Director, Business Development	Rich Steckroth
Director, Consumer Insights	Bill Mayer
Director, Corporate IT	George Medairy
Director, Culinary Development	Dan Coffin
Director, Environmental Services	David Dodson
Director, Food Safety/Quality Assurance	Diane Deitzel
Director, Foodservice	Doug Mills
Dir., Product Sales/Beer/Grocery/GM/Liq./Tobacco/Wine Buyer	Jerry Weger
Director, Purchasing	Bill Ruggles
Director, Real Estate	Steve Augustine
Director, Real Estate (Southern Region)	Jamie Gerhart
Director, Real Estate	David P. Hazelet
Director, Real Estate (Eastern Region)	Mike Lacesa
Director, Regional Operations (Northern/Western PA)	Peggy Faulk
Director, Regional Operations	Deb Kociban
Director, Regional Operations	Adam Sheetz
Director, Talent Development	Emily Sheetz
Senior Beverages Sales Manager	Josh Campbell
Senior Purchasing Manager	Matt Decker
(Beverage/Candy/HBC/Snack/Tobacco)	
Senior Purchasing Manager (Foodservice)	Ryan McMahon

Accounting Manager  
 Advertising/Brand Communications Manager  
 Beverage/Food Implementation Manager  
 Candy/Snacks Sales Manager  
 Coffee Concepts Manager  
 Consumer Engagement Manager  
 Digital Sales/Marketing Manager  
 Employee Programs Manager  
 Equipment Installation Manager  
 Human Resources Administration Manager  
 Senior Supply Chain Manager  
 IT Manager  
 Payments Product Manager  
 Petroleum Construction Manager  
 Public Relations Manager  
 Purchasing Manager  
 Quality Assurance Manager  
 Sales Development Manager  
 Sales Development Manager  
 Security Manager  
 Site Selection Manager  
 Social Media Manager  
 Store Systems Manager  
 Support Center Manager  
 Technical Services Manager  
 Training Manager  
 District Manager  
 District Manager  
 Employee Programs Specialist  
 Learning Specialist  
 Purchasing Specialist  
 Employee Programs Coordinator  
 Sustainability Coordinator  
 Senior IT Analyst  
 Senior Real Estate Site Selector

Tom Patton  
 Tammy Dunkley  
 Ryan Riggs  
 Tom Rosenberger  
 Matt Gray  
 Nicole Auman  
 Brad Doliveira  
 Earl Springer  
 Jason Gervinski  
 Susan Schwaderer  
 Kyler Gates  
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 Braddon Bush  
 Nick Ruffner  
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 Julie Coltrin  
 Jeff Martz  
 David Smith Jr.  
 Dave Bookhammer  
 Allen Stevens  
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 Jill Nagle  
 Adam Black  
 Marylou Link  
 Matt Michrina  
 Nanette Pittman  
 Brian Dinges

**NOTE:** Personnel in blue have a personal e-mail available in Advantage version. Call 813 713-4301 or email klopez@stagnitomail.com to upgrade your subscription.

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**570 Lake Cook Rd. Ste. 310  
 Deerfield, IL 60015  
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