

# DIRECTORY OF Convenience Stores

## Sample - Company Profile



Thank you for downloading a sample of the Directory of Convenience Stores Company Profile. The Directory of Convenience Stores is a dynamic online database that delivers the data you need to make better and more targeted business decisions.

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

**To receive a free detailed and in-depth live demo please [Click Here](#) or call Katrina Lopez at 813-713-4301**

**To Purchase The Directory of Convenience Stores please [Click Here](#)**

[BACK](#)[PERSONNEL](#)[PRINT](#)[EXPORT](#)**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**[Final Arguments Heard on 'Hot Fuel' Settlements »](#)[C-store Execs Chew Over Food Industry's Top Issues »](#)[Sheetz Joins in National Donut Day Celebration »](#)[CSNews Hall of Fame to Honor Kwik Trip's Zietlow, Coke's Ard »](#)[Stations Offering E15 Could Double Come 2016 »](#)**OPERATING DATA****Total number of stores:** 503**Total stores 2014:** 476**Total stores 2013:** 437**Store types:**

Convenience stores 503

**Corporately-owned:** 503**Store operating names:**

Sheetz 503

**Overall preferred GLA:** 4,000 - 10,000 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

**New units planned:** 2015: 28 - 30      2016: 28 - 30**Remodels planned:** 2015: 30      2016: 30**Average number of checkouts:** 3**Average retail employees per store:** 25**Area(s) of operation:** MD (30), NC (74), OH (37), PA (249), VA (65), WV (48)**MERCHANDISE LINE DATA****Stores offering gasoline:** 502**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**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, 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**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  
**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, 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

9/14	\$6,300,000,000 (e)
9/13	\$6,671,000,000
9/12	\$6,382,000,000

(Figures include gas sales)

**Public company:** no

**Online sales:** yes

## NEW AND NOTEWORTHY

The company opened its 250,000 square foot distribution center in Burlington, NC in November, 2014.

Sheetz, Inc. opened 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 will be located in State College, PA, near Penn State University, and will open later in the year. Going forward, the chain plans to incorporate more food-only sites as it expands into urban markets.

## KEY PERSONNEL

Chairman	Stan Sheetz
Vice Chairman	Bob Sheetz
President/CEO	Joseph S. Sheetz
CIO	Jim Wenner
Interim Chief Information Security/Risk Officer	John Popolizio
Executive Vice President, Distribution	Ray Ryan
Executive Vice President, Marketing/Sales	David Woodley
Executive Vice President, Marketing	Randall Sheetz
Executive Vice President, Operations	Travis Sheetz
Executive Vice President, Petroleum Supply/Gas Buyer	Mike Lorenz
Vice President/General Counsel	Gary Zimmerman
Vice President, Distribution	Darrin Pohar
Vice President, Facility Maintenance	Richard 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
Senior Director, Store Operations	Mara Poorman
Director, Benefits/Compensation	Bill Young
Director, Brand Development/Sales	Ryan Sheetz
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
Director, Logistics/Transportation	John DiVito
Dir., Product Sales/Beer/Grocery/GM/Liq./Tobacco/Wine Buyer	Jerry Weger
Director, Purchasing	Bill Ruggles
Director, Real Estate	Steve Augustine
Director, Real Estate	Dave Hazelet
Director, Real Estate	Mike Lacesa
Director, Regional Operations (Northern/Western PA)	Peggy Faulk
Director, Regional Operations	Deb Kociban
Director, Regional Operations	Frank Scott
Director, Regional Operations	Adam Sheetz
Director, Special Projects	Emily Sheetz
Senior Beverages Sales Manager	Josh Campbell
Senior Purchasing Manager (Beverage/Candy/HBC/Snack/Tobacco)	Matt Decker
Senior Purchasing Manager (Foodservice)	Ryan McMahon
Accounting Manager	Tom Patton
Advertising Manager	Tammy Dunkley

Beverage/Food Implementation Manager  
Candy/Snacks Sales Manager  
Digital Sales/Marketing Manager  
Employee Programs Manager  
Equipment Installation Manager  
Human Resources Manager  
Human Resources Manager  
Human Resources Manager  
Innovation Process Manager  
Installation Manager  
IT Manager  
MIS Manager  
Petroleum Construction Manager  
Prepared Foods Sales Manager  
Public Relations Manager  
Purchasing 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  
Sustainability Manager  
Warehouse Manager  
District Manager  
District Manager  
Sustainability Coordinator

Ryan Riggs  
Tom Rosenberger  
Brad Doliveira  
Earl Springer  
Jason Gervinski  
George Depetro  
Kerri McMaster Brown  
Allison Newcomer  
Susan Schwaderer  
Kyler Gates  
Scott Campbell  
Bob Scholl  
Jarrod Magalich  
Braddon Bush  
Courtney Williams  
Tarah Arnold  
Scott Cascio  
Heather Marsh  
Julie Coltrin  
Jeff Martz  
David Smith  
Dave Bookhammer  
Allen Stevens  
Ashley Sheetz  
Dee Croll  
Michelle Sisto  
Joseph Raia  
Thomas Starr  
Daniel Schultheis  
Tom Williams  
Matt Michrina

## Don't See What you need?

We also provide custom database and lead generation products. For more information contact Katrina Lopez at 813-713-4301 or [klopez@stagnitomail.com](mailto:klopez@stagnitomail.com)