



Sheetz taps Groupon's Orderup to deliver to college students

Customers, especially college students and millennials, in the university towns of Morgantown, West Virginia, and State College, Pennsylvania, can now have Sheetz food and beverages delivered to their doorsteps.

Sheetz has partnered with Orderup, a food-ordering and delivery company owned by Groupon, to make it more convenient for customers to place their orders from local Sheetz stores even when they are not physically at a store location, according to a company release.

"We are so excited about this partnership with OrderUp because it reflects the same values and priorities that we have at Sheetz—getting what you want, when you want and how you want it," says Ryan Sheetz, Director of Brand Strategy for Sheetz.

Customers click on the free OrderUp app—available on Android and iOS—select Sheetz, view the available items for delivery, and place and pay for the order.

Some of the Sheetz items offered through OrderUp include the store's signature M•T•O® (Made to Order) sandwiches; breakfasts; salads; burritos; snacks such as fries, gourmet pretzels, chicken stripz and tater totz; pizzas and subs.

"We will provide Sheetz with the scale and end-to-end ordering and delivery capabilities they need to reach new and returning customers. We are excited to add Sheetz to our lineup of restaurants who haven't offered delivery until now," said Chris Jeffery, CEO and co-founder of OrderUp.

Sheetz's new service reflects its dedication to millennials and college students, a demographic where the c-store chain enjoys a huge following.