



Cumberland Farms launches new loyalty and payment app

The app includes two payment options, flash sales, and rewards to provide more value to customers.

Cumberland Farms, a leading coffee, convenience and gasoline retailer, has announced the launch of its new Cumberland Farms App, which is the next evolution of its SmartPay Check-Link program.

The app connects customers to a series of features including a coffee cup-scription which gives customers two cups of coffee a day for \$25 per month; a gallons rewards for every 60 gallons pumped; flash sales, birthday treat; and clubs.

"We're excited to introduce the new Cumberland Farms App that offers gas savings, two mobile payment options, as well as rewards and many other benefits," said Gwen Forman, Senior Vice President of Marketing at Cumberland Farms. "Our innovative Coffee Cup-Scription program offers both value and convenience and is sure to be a game changer."

Cumberland Farms has around 600 convenience stores across 8 states.