



7-Eleven delivers to campuses through Tapingo

7-Eleven has partnered with mobile commerce application Tapingo to launch on-demand delivery in participating colleges in California, Arizona, Pennsylvania, Ohio and Maryland, reported the CSP Daily News.

Tapingo users can browse 7-Eleven aisles through the app and can have the products delivered from select, neighboring 7-Eleven stores for only \$2.99.

"We've seen a tremendous demand from students for late-night eats. Sometimes, you just need a Slurpee and a pizza at 1 a.m.," said Jeff Hardy, Tapingo's chief business officer.

Tapingo also has partnership agreements with Chipotle Mexican Grill, Taco Bueno, Aramark, and more than 100 colleges, from Alaska to Florida.

"Tapingo users are largely college students who are digital natives. They are redefining convenience and accustomed to ordering what they want with a few taps on a computer or smart phone. Tapingo's technology helps us build a relationship with this demographic," said Raja Doddala, 7-Eleven vice president for innovation and ventures.

The convenience store chain already has delivery deals with DoorDash and Postmates.