

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
- Merchandise Lines
- Financial Summary
- Latest Company News

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PERSONNEL

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COMPANY INFORMATION

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

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

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	Ryan Riggs
Candy/Snacks Sales Manager	Tom Rosenberger
Digital Sales/Marketing Manager	Brad Doliveira
Employee Programs Manager	Earl Springer
Equipment Installation Manager	Jason Gervinski
Human Resources Manager	George Depetro
Human Resources Manager	Kerri McMaster Brown
Human Resources Manager	Allison Newcomer
Human Resources Manager	Susan Schwaderer
Innovation Process Manager	Kyler Gates
Installation Manager	Scott Campbell
IT Manager	Bob Scholl
MIS Manager	Jarrid Magalich
Petroleum Construction Manager	Braddon Bush
Prepared Foods Sales Manager	Courtney Williams
Public Relations Manager	Tarah Arnold
Purchasing Manager	Scott Cascio
Purchasing Manager	Heather Marsh
Quality Assurance Manager	Julie Coltrin
Sales Development Manager	Jeff Martz
Sales Development Manager	David Smith
Security Manager	Dave Bookhammer
Site Selection Manager	Allen Stevens
Social Media Manager	Ashley Sheetz
Store Systems Manager	Dee Croll
Support Center Manager	Michelle Sisto
Sustainability Manager	Joseph Raia
Warehouse Manager	Thomas Starr
District Manager	Daniel Schultheis
District Manager	Tom Williams
Sustainability Coordinator	Matt Michrina

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