

FOR IMMEDIATE RELEASE

Vroom Delivery Partners with SwiftSku to Activate Online Ordering and Delivery for Over 3,000 Independent Convenience Stores

The partnership will enable both first-party and third-party Online Ordering for thousands of stores

Miami, FL (November 10, 2025) — Digital commerce provider [Vroom Delivery](#) has partnered with SwiftSku, a provider of backoffice and Point of Sale software for independent convenience retailers, to provide online ordering and delivery to SwiftSku's network of over 3,000 stores.

The partnership will enable third-party marketplace orders on platforms such as DoorDash and UberEats, as well as offer first-party ordering through a website and common app. Stores will also have access to Vroom's Digital Commerce Monetization solution, Kiosk Ordering, and Omnichannel Kitchen Management.

Vroom's Automated Menu Management system will be integrated into SwiftSku's backoffice to enable every store in the network to offer thousands of products online across multiple channels without any need for the retailer to manually set up items, and orders will automatically be sent to the backoffice, removing the need for orders to be rung up in-store. This is the first instance of enterprise-grade Digital Commerce automation being made available to independent convenience operators.

For those stores utilizing SwiftSku's new point of sale, no additional hardware will be required as Vroom's Store Management Portal will be available within the point-of-sale itself. This significantly reduces the setup cost for retailers to activate the program.

"We are excited to offer a comprehensive, enterprise solution to SwiftSku's customers" said John Nelson, CEO of Vroom Delivery. "Retailers on this solution will have automation that has not historically been available to them. This will lead to a significant new revenue stream for these retailers without any additional operational burden."

"I grew up in a family-run convenience store, so I know how hard independent retailers fight for every dollar and every customer," said Mit Patel, CEO of SwiftSku. "This partnership brings enterprise-grade delivery technology to the corner store, unlocking new revenue streams and advancing our mission to bring modern infrastructure to the backbone of America's retail economy."

The first retailers are expected to go live in January, with the majority of SwiftSku retailers to add the program in 2026. Any retailers utilizing SwiftSku's backoffice solution can reach out to their SwiftSku representative for more information on the program.

About Vroom Delivery

Founded in 2016 and headquartered in Miami, FL, Vroom Delivery is a full-stack digital solution for convenience stores, providing every technical aspect required for chains of convenience

stores to operate and manage their own digital commerce and delivery services – including in-store kiosks, 1st party ordering, and 3rd party marketplace management. For more information, visit www.vroomdelivery.tech.

About Swiftsku

Founded in 2019 and headquartered in NYC, SwiftSku provides the connected operating system for convenience retail. Its fuel-integrated point of sale platform unifies pricebook, inventory, payments (including fleet and EBT), promotions, loyalty, and business intelligence into one ecosystem that acts as a digital bridge between retailers, distributors, and CPG brands. SwiftSku is modernizing the infrastructure that convenience retail runs on. For more information visit swiftsku.com or reach out to info@swiftsku.com

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