

Press Release: Sunshine Gasoline to Showcase Innovative Fuel Pay App in Miami

Sunshine's fuel pay app has the functionality to accept ACH payment, thereby reducing credit card fees

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FAIRFAX, VA – Sunshine Gasoline Distributors, the largest gas station operator in Florida with a network of over 400 sites, will be hosting a select group of convenience retailers at one of their stores in Miami on February 8, 2023. At the event, Eddy Alvarez, owner, will be showcasing their ground-breaking fuel pay app launched in December 2022.

The revolutionary Sunshine fuel pay app features Liquid Barcodes' C-StorePay technology that accepts ACH payments and reduces retailer credit card processing fees by more than half. C-StorePay quickly authenticates bank account information in just five simple steps that take less than a minute to complete then allowing for a fuel pump to be turned on. Other apps in the industry require upwards of 13 steps, collecting many points of personal data, and a 2-day waiting period for bank authorization. C-StorePay has been certified by leading FinTech company, Verifone, and will work within existing retailer applications. Moreover, payments are processed by payment service providers and are guaranteed safe, thereby giving customers and retailers peace of mind.

Using the Sunshine app, customers can frictionlessly activate the fuel pump from their phone and pay for all purchases directly from their bank account, saving them instant cents off per gallon on every purchase. Or, a customer can choose to pay by credit card, debit card, Venmo, Google pay, Apple Pay, etc.

“At Sunshine Gasoline, we strive to give our customers a fast, easy, and enjoyable experience whenever they visit our stores. We always wish to give a little extra to our customers; we offer them time savings, cost savings, and convenience with an opportunity to quickly fuel up, pay and be on their way,” says Alvarez.

As a new proud member of the NACS Hunter Club, Liquid Barcodes team members will be participating in the NACS Leadership Forum taking place between February 8-10 in Miami, Florida.

Looking forward to their participation, Liquid Barcodes GM, Saurabh Swarup says, “the location of the NACS Leadership Forum in Miami is fortuitous that it is the home to one of our key customers, Sunshine Gasoline, who has graciously afforded for retailers to see the fuel pay app live at a store. At the Forum, we look forward to our increased engagement with NACS and meeting our current and potential new customers.”

To hear more about Liquid Barcodes C-StorePay or Sunshine Gasoline's implementation, visit liquidbarcodes.com/c-storepay or contact Saurabh Swarup.

About Liquid Barcodes

Liquid Barcodes Inc, based in Fairfax, Virginia, is a leading global loyalty and digital marketing technology company specializing in the convenience and food service industries. Their proprietary cloud-based technology platform allows retailers to create and manage their digital marketing campaigns, including subscriptions, with a proprietary process called the “customer connection cycle” to engage, promote and reward customer activities in real-time across digital and media channels.

Liquid Barcodes has a variety of solutions to meet the individual needs of convenience retailers, ranging from a complete loyalty platform to specific add-on modules for existing loyalty programs. Features such as rewards, gamification, AI and machine learning, and subscriptions for a variety of products and services are customizable to suit retailer needs.

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