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Wesco Doubles Online Sales to \$6M Annually with Expanded Delivery Operations

Wesco Offers Online Ordering through Vroom Delivery at all 57 Locations

Miami, FL (February 10, 2026) — [Wesco](#) Inc., a convenience retailer in Western Michigan, expanded its online offering with Digital Commerce provider [Vroom Delivery](#) to include third party marketplace orders with DoorDash. Online sales have grown from [\\$3 million](#) per year in 2024 to nearly \$6 million per year in less than 2 years, averaging over \$100,000 per store per year from their 57 locations.

Wesco first began offering online ordering with Vroom Delivery in 2018. Initially, the retailer was offering online ordering for pickup from a dozen of its stores that offered prepared food such as pizza and subs. Over time, Wesco added delivery and expanded to its full network and added other Vroom features such as online SNAP/EBT payments, which now make up as much as 20% of its customer base at some locations.

More recently, Wesco tapped into Vroom's third-party order aggregation platform to automate marketplace orders through DoorDash. Loyalty customers can also earn GoWesco rewards when ordering on DoorDash through Vroom's Marketplace Loyalty Proxy. Wesco utilizes Vroom's Automated Menu Management (AMM) system to automatically populate its menus across all channels, and eliminate the need for employees to ring orders up at the register.

"Sales on Vroom continue to consistently grow as they regularly add new products and features that enhance sales and drive larger baskets" said Nancy Westgate-Sytsema, Co-President of Wesco. "Most recently, they added a [monetization feature](#) that automatically generates ad revenue for our program, increasing product margin without us having to make any changes to our program on increase prices. Vroom has been a great option for our customers, and we look forward to what they come up with next!"

"Wesco was our first enterprise customer when they joined us back in 2018" said John Nelson, CEO of Vroom Delivery. "We have grown together over the years, and today Wesco has one of the highest average revenue-per-stores on the Vroom platform, and their rate of growth continues to climb. We can't wait to see where it takes them!"

Wesco [Invested in Vroom](#) in 2022 alongside two other of Vroom's customers. Since that investment, Wesco's online sales have quadrupled and continue to grow as Wesco is often the first retailer to roll out Vroom's newest features and enhancements.

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 Wesco

Wesco is a family-owned and operated chain of 57 convenience stores based in Muskegon, Michigan. For over 75 years, our mission has been customer service. Many things have changed since then, but our commitment to fast, friendly service remains to this day. Learn more at www.gowesco.com.

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