

## **Gulf partners with Upside to unlock greater value for drivers across the U.S.**

With over 350 locations added to Upside, Gulf continues to expand its presence across the nation and grant cash back opportunities to its customers

**November 17, 2025**

**WASHINGTON, D.C., November 17, 2025** – Today, [Upside](#), a leading digital marketplace dedicated to empowering individuals and businesses financially, has partnered with [Gulf](#), a historic fuel brand known for its network of high-quality gasoline and convenience services across the United States. Through this partnership, Upside is helping Gulf attract new customers and increase repeat visits, already driving a 1% average fuel volume lift in the first 90 days.

“We’re always looking for ways to help our customers grow their business beyond the price sign, and Upside is a great tool to drive those incremental gallons,” said **Nikki Fales, Vice President Marketing & Payments, Gulf**. “Our pilot program delivered strong results in both gallons and revenue, and based on that success, we’ve now launched the Upside program across the Gulf network.”

Upside partners with over 50,000 gas stations, c-stores, grocery stores, and restaurants across all 50 states and Washington, D.C. Its two-sided marketplace creates a win-win: consumers earn cash back on everyday purchases, while retailers gain incremental profit. As more retailers join, cash back opportunities expand for users — and as the user base grows, retailers see even more business. This self-reinforcing cycle has delivered over \$1 billion in cash back to consumers and \$2.2 billion in incremental profit to retailers.

“This partnership reflects the confidence in our product from a top national brand” noted **Sam Berkovitz, VP of Enterprise Fuel at Upside**. “We’re already seeing strong performance at Gulf locations, and we’re excited to continue delivering measurable impact through guaranteed incremental profit.”

With only 30% of stations in a given area eligible to participate in the program, the time to join is now. To learn more about how you can partner with Upside, visit [www.upside.com/business/fuel-and-convenience](http://www.upside.com/business/fuel-and-convenience).

### **ABOUT UPSIDE**

Upside is a digital marketplace that connects millions of consumers with brick-and-mortar retailers nationwide. Since 2016, Upside’s personalized offers have empowered individuals to gain greater purchasing power for their essential needs

while helping businesses achieve measurable profits. Billions of dollars in commerce run through the Upside platform annually, directly benefiting retailers, consumers, and sustainability initiatives. For more information, visit [www.upside.com](http://www.upside.com).

## **ABOUT GULF**

With over 120 years of dedicated service to our customers and consumers, Gulf has continued modernizing and evolving alongside the industry. Through it all, Gulf has never wavered in its commitment to safety, customer service, quality fuels and strengthening our local communities.

## **MEDIA CONTACT:**

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