



Shep Digital Solutions Partners With Weigel's to Unify On-Premise Digital Experiences Across All Locations

The partnership connects the forecourt, in store, and point of sale screens under one platform for the Knoxville based convenience store chain

KNOXVILLE, Tenn. — [September 15, 2026] — Shep Digital Solutions, a retail media and on-premise digital experience platform built for convenience and fuel retailers, today announced a partnership with Weigel's, one of the nation's leading convenience retailers. The partnership brings Shep's platform to all 90 Weigel's locations, connecting forecourt dispensers, digital window signage, and in store screens into a unified platform that gives Weigel's control over its content, screens, and customer experience.

Both companies are headquartered in the Knoxville area, giving the partnership a hometown dimension alongside its industry significance.

"Weigel's has long been a bellwether in convenience retail, setting the standard for community focus and guest experience. Partnering with a company of that caliber — one that's also our neighbor here in Knoxville — makes the innovation ahead all the more exciting," said Brian Nelson, President, Shep Digital Solutions.

"We want every part of a visit to Weigel's to feel connected, from the pump to the checkout. Shep gives our marketing team the ability to bring our food, offers, and brand stories together across those moments, helping customers discover more of what we have to offer. It also supports our broader retail media strategy while keeping Weigel's in control of the customer experience," said Nick Triantafellou, Director of Marketing at Weigel's.

With Shep's platform, Weigel's gains one unified platform to manage content and measure performance across every screen throughout its east Tennessee store footprint -- from the pump to the point of sale. Through the partnership, Weigel's will use Shep's platform to coordinate messaging across connected forecourt and in-store screens. The platform will give Weigel's a central place to manage campaigns and verify when and where content runs, helping connect media from the pump through checkout. Weigel's will maintain control over its messaging and advertising inventory as it continues to develop its retail media offering.

About Weigel's

Weigel's traces its roots to a Powell, Tennessee dairy founded in 1931 and opened its first convenience store in Knoxville in 1958. The company is family owned and operates convenience and fuel retail locations across East Tennessee. Weigel's is known regionally for scratch made food service, fresh dairy sourced from Tennessee farms, and its coffee and its special seasonal milk flavors. Learn more at weigels.com.

About Shep Digital Solutions

Shep Digital Solutions (NewsBreak Media Networks, Inc.) is headquartered in Knoxville, Tennessee. Shep operates an owned, omni-screen retail media and digital merchandising platform built specifically for convenience and fuel retailers. The platform connects forecourt dispensers, exterior and in-store signage, menu

boards, and point-of-sale displays into a single cloud-based network, giving retailers one place to manage content, buy hardware, and one data source of truth for performance analytics across every screen. Learn more at shepdigital.com.

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