

Gas Text Alerts - How it Works

After you've opted in your cell phone number, Meijer will send a text message confirming your request to join. When Meijer anticipates a need to increase the price of gas due to the rise in cost, Meijer will send a text message to your cell phone. The text message will tell you when the price of gas at Meijer will be going up. The message will usually allow you about two hours to get to a Meijer gas station before the price goes up at the pump.

*Excludes diesel, kerosene and racing fuel. Standard text messaging rates from your wireless carrier apply. Contingent upon service availability.



Frequently Asked Questions

Q: Why do gas prices change so often?

A: Meijer and other competing gasoline retailers deal with constant fluctuations in the wholesale cost of gasoline. Unlike other consumer products, gasoline is a world commodity with very limited supplies. In the U.S. we use more gasoline than we are able to produce in our own country and we must import the difference to meet our needs. With our production being less than our demand, it is no surprise that even the smallest change in the delicate supply/demand balance can lead to dramatic price fluctuations. Further, because of all the expenses and taxes related to gasoline sales, a typical Meijer Gas Station earns very little. Due to these narrow margins and the frequent fluctuations in the global gasoline market we are forced to adjust gasoline pricing on a regular basis. Our goal remains to provide you with the most competitive price possible.

If you would like more information on gasoline pricing in general you can visit the government's website, www.eia.doe.gov. They have a brochure titled "A Primer on Gasoline Prices".

Q: Why doesn't the price of gas always go up when I receive a text alert?

A: Because gas prices depend on so many variables, each Meijer gas station individually prices its gas. Consequently, there may be situations where one Meijer gas station within a zip code may not take an increase but a different Meijer gas station does. Because text alerts are sent by zip code, crossover between gas stations can occur.

Q: Why does the pump stop at \$75.00?

A: When you choose to pay inside there is no limit on the dollar amount of the transaction. However when paying at the pump transactions are limited to a dollar amount of \$75.00 to reduce Meijer's risk of fraudulent credit card charges.

For your reference current FAQ's for the text alert program are listed below.

Q: Why don't I receive a text alert every time there is an increase in gas prices?

A: Unfortunately there are instances when the competitive nature of this industry does not give us enough time to react and give notice. In addition, there may also be instances when the subscriber is out of reach, out of coverage, in an area that may have bad reception or brief interruption of signal. These are all factors that can affect the delivery of a text message.

Q: Can I stop receiving these text alerts after opting in?

A: Yes. There are two ways you can remove your cell phone number from the program. The best way to ensure that you are removed is to reply by texting back. Every Gas Alert message that is sent to you contains a method for removing your number from the program. This is usually identified with the word "ENDGAS" at the end of the Gas Alert message that you receive, followed by a specific word or numeric value that you need to enter into the body of your reply text. You will receive a confirmation message upon receipt of your request for removal. The second method is to enter your information above and select "opt out".

Q: Will I be charged for joining the Meijer Gas Alert program?

A: No, Meijer is providing the Gas Alert program to our customers free of charge. However, you may incur standard text messaging usage fees based on the terms and conditions associated with your wireless carrier plan. Please contact your carrier for specific information relating to your plan.

Q: Will a message go out every time gas prices change?

A: No, the program is designed to alert our customers only when gas prices increase.

Q: Will the message go out every time there is an increase in the price of gas?

A: Meijer's goal in establishing the Meijer Gas Alert program is for Meijer to text a message to you alerting you to a price increase occurring in your area as often as possible.

Q: Does the message apply to all fuel types?

A: The Meijer Gas Alert program only applies to gasoline. It excludes diesel, kerosene and E-85 flex fuel.

Q: Who are the wireless carriers currently supporting this service?

A: The participating wireless carriers who support this service are: Alltel, AT&T, Boost Mobile, Cellular One, Nextel, Sprint, T-Mobile, US Cellular and Verizon. Particular services may be added or deleted as the program continues. Meijer makes no representation what services it currently or in the future will support.

Q: What happens if I attempt to sign up for the program with a non-participating carrier?

A: You will not receive a confirmation text message delivered to your cell phone and you will not be opted-in to the Meijer Gas Alert program.

Q: When will this program expire?

A: Currently, there is no end date for this program but Meijer may, at its sole option, suspend or terminate the Meijer Gas Alert program at any time.