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The Vending, Micro Market &
Coffee Service Industry Resource

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Adapting To Win

SUCCESS IN CALIFORNIA

For Jerry Scott, Canteen, evolving with break room service business has meant focusing on the latest technologies and customer service.

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Lee Mondol,

micro market manager,
Canteen of Coastal California

Linked in.

TECHNOLOGY

Troubleshooting
for Telemetry And
Cashless Devices

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Jerry Scott,
owner of Canteen of
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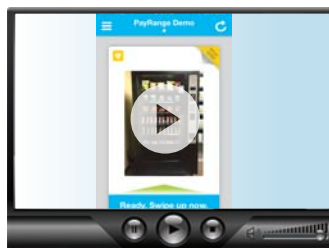
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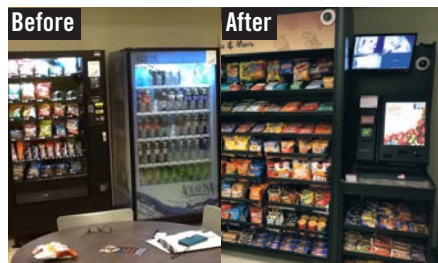
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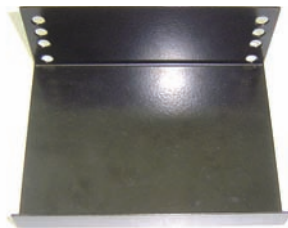
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Game Changing Tech Becomes A Must

The evolution of technology in the industry is headed into augmented reality and wearable technology.

Technology use in this industry isn't new. Vending machines started having control boards with MDB and DEX capabilities years, even decades ago. Telemetry and cashless devices that connected vending machines to the internet came along after that with growing adoption among operators, although troubleshooting these devices continues to be a headache. See *Tips For Installing And Troubleshooting Telemetry And Cashless Devices* on page 24 for the best practices involved with implementing these technologies.



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are a
reality.**

The winding road

Despite how long technology has been available, the transition of vending machine from mechanical to technological has truly arrived. The pace of adoption is quickening. Last year, our State of the Vending Industry report

showed a huge jump in the number of vending machines that accepted cashless payments and the percentage of operators who were using some form of technology to make their businesses more efficient, from telemetry to vending management systems.

This not only drives our industry forward in the eyes of our customers, but also increases the value of the overall business when it comes time to sell. It has been shown to improve margins and profitability as well as give transparency for locations. It is an evolving process that continues with the advancement in the technology and

systems that support it. From what I have seen, it has also just taken a huge step forward.

What's next

Think about how vending could benefit from the interaction of computer-generated perceptual information that augments the physical world. Hard to conceptualize, isn't it. Well, that futuristic sounding concept is exactly how Gimme describes the "Augmented Reality" feature the company teased on VendingMarketWatch.com early in 2018. It appears to be a way to use a mobile device to quickly inventory a micro market.

Gimme isn't the only one looking for ways to augment reality for the industry. Wissan Mobility has been working with operators on perfecting its routeSight® which uses a type of wearable tech or smart glasses to allow route drivers to inventory a machine while filling it, along with other benefits.

These companies, and many more will be at the NAMA Show in March, a can't miss event that you can learn more about on pages 18 and 30.

Important changes

There is a lot riding on technology today. It's use, and adoption allow operators to succeed in an ever-changing consumer environment. It's part of the reason our success story, Canteen of Coastal California and Jerry Scott, has stayed a strong contender for more than 40 years, on page 34.

Technology isn't a one and done type of investment. It requires commitment and an eye towards the future. At the NAMA show, it will be a can't miss feature that will foreshadow the next 10 years of our industry. | ◀

Correction: In the December/January issue of Automatic Merchandiser magazine, the photo of Chuck Treister, consultant and founder of U.S. Vending Management was mislabeled as Tom Nesser. Treister was pictured on page 22 with his biography on page 24. Also, the BBI team should have been listed as a 2017 Pro To Know Team. See their story on page 10.

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Nestlé Sells U.S. Confectionery Business To Ferrero

Nestlé announced on January 16th that it agreed to sell its U.S. confectionery business to Ferrero for USD 2.8 billion in cash. Nestlé's 2016 U.S. confectionery sales reached about USD 900 million. CEO Mark Schneider expressed contentedness with the U.S. confectionery's new home, and exciting growth for the future of Nestlé's other divisions. Nestlé's U.S. confectionery business represents about 3 percent of U.S. Nestlé Group sales. This transaction covers the U.S. -focused confectionery brands only and does not include Nestlé's *Toll House* baking products, which the company will continue to develop. Nestlé is also committed to growing its international confectionery activities around the world, particularly KitKat brand.



Ferrero to be third largest confectionery company

Ferrero will acquire more than 20 American brands, including iconic chocolate brands such as Butterfinger®, BabyRuth®, 100Grand®, Raisinets®, Wonka® and the exclusive right to the Crunch® brand for confectionary and certain categories in the U.S., as well as sugar brands such as SweetTarts®, LaffyTaffy®, and Nerds®.

With this transaction, Ferrero will become the third-largest confectionery company in the U.S. market where it is best known for Tic Tac® breath mints, Ferrero Rocher® pralines, Nutella® hazelnut spreads, the Fannie May and Harry London chocolate brands, and the Ferrara Candy Company, recently acquired by a Ferrero affiliated company with brands, Trolli®, Brach's® and Black Forest® Gummies.

one-click to USG's Order Center for immediate delivery to the suppliers of the operator's choice.

Software developer manager for Parlevel Systems, Ashley Reno said, "With this integration we aimed to eliminate significant time-wasting activities and manual processes of onboarding supplier data. We've accomplished our goal to make the ordering process extremely simple for the operator."



Vagabond And viv Go Kiosk-less

► Vagabond released viv Checkout, its payments solution for micro markets and other unattended retail environments. viv Checkout allows consumers to see nutritional information and purchase items through the viv app. Consumers can choose from multiple payment options and it does not rely on stored value accounts.



Gilly Vending Deploys Enhanced Logistics

► Gilly Vending enhanced their logistics with industry leaders like Parlevel, USAT and Crane. In doing so, they've been able to streamline equipment deployment and functionality. By using Loyalty incentives with PayRange and USAT's "More" Rewards Gilly Vending has been rewarded with increased consumer engagement. Gilly continues to propel into the future with technological advances and forward thinking.



BBI Team Awarded Pros To Know Status

► Burdette Beckmann Inc. [BBI] fields the largest convenience services team in the country. Led by Paul Van Vleck, general manager, the BBI team draws on expertise across seven sales channels to bring consumer, market and channel insight to solve the needs of their customers. The trusted experience and pride this team takes in representing industry-leading clients makes them Pros To Know.



Parlevel Integrates to USG Order Center

► Parlevel Systems announced an integration to Unified Strategies Group's (USG) Order Center. This will seamlessly sync operational data from Parlevel's VMS with USG's Order Center. Once a USG operator orders inventory through the VMS, data is accrued and sent with



USAT Customers Add Enterprise Services

▶ Berkshire Foods, Team Modern and Downey Vendors are among 16 customers adding Seed Pro and Seed Office to existing ePort Connect cashless payment services during USAT's fiscal quarter ended December 31, 2017. The newly acquired analytics software will improve efficiency, achieve scalability, and maximize the investment that customers have already made in USAT's market-leading ePort Connect platform.



Gimme Announces New Business Model

▶ Gimme introduced two new SaaS pricing plans in late January, both of which provide customers the ability to use Gimme technology more cost-effectively and more quickly. The first, "1Key:1Driver" lets operators use one Gimme Key per route driver, costs \$2 per machine per month and includes lifetime warranty and forever battery guarantee without upfront hardware or licensing fees. The second, "1Key:1Machine" offers the wireless DEX option, using one Gimme Key per machine, again with the same warranty and guarantee, costing \$3 per machine. Gimme also announced it is segmenting its business into three parts: Gimme Vending, Gimme Markets, and Gimme DSD, and will use Gimme as the umbrella organiza-

tion. The company will be implementing customized transition plans for current customers.



AMS And Vagabond Create Touchless Machine

▶ Automated Merchandising Systems (AMS) and Vagabond announced that customers could order the AMS Touchless vending machine. The sleek touchless machine has no side panel, eliminating buttons and the need for a card reader, bill validator and coin mechanism. All purchases are made through Vagabond's embedded viv commerce platform. The AMS Touchless machine provides 20 percent more product capacity in the same footprint as AMS's traditional 5-wide Ambient Snack while eliminating components that cause 80 to 90 percent of machine service calls. The machine was expected to begin shipping at the end of January 2018.

Old Dominion Closes Facility

▶ Old Dominion Peanut Company announced January 5 its intention to close its manufacturing facility in Norfolk, VA. The decision came after a 6-month analysis. The closing is expected to be completed by early summer of 2018. Hammond's Brands, owner of Old Dominion, will relocate part of the operations to its headquarters in Colorado.

People in the News

Truco Enterprises Welcomes Lisa Walsh As Chief Executive Officer

Lisa Walsh was appointed chief executive officer of Truco Executives effective January 3. Walsh most recently served as the senior vice president of PepsiCo Sales. She joins Truco with over 25 years of consumer packaged goods experience.



Walsh

Tom Smith Transitions To President Of Customer Development And Sales Operations For Nestlé

Tom Smith was appointed president of customer development and sales operations for Nestlé Waters North America effective January 15, 2018. He was formerly the chief integration officer for Nestlé Business Excellence in North America. He brings to his new position over 30 years of sales experience.



Smith

Zion Balas Becomes Chief Executive Officer Of Strauss Coffee

Zion Balas was appointed chief executive officer of Strauss Coffee at the end of 2017 by Gadi Lesin, the president and CEO of Strauss Group. Balas previously headed Strauss Israel for 9 years.



Balas

Hostess Brands Promotes Andrew Jacobs To Chief Operating Officer

Hostess Brands, Inc. announced the promotion of Andrew (Andy) Jacobs to executive vice president and chief operating officer after serving as executive vice president and chief commercial officer since June 2017.



Jacobs

Performance Food Group Promotes Patrick Hagerty

Patrick Hagerty was promoted to executive vice president of Performance Food Group and president and chief executive officer of Vistar effective January 1, 2018.



Hagerty

Candy Dynamics Announces New President, Laura King

Laura King succeeded Richard Deer as president of Candy Dynamics. King has been with Candy Dynamics for 17 years.



King

Dr Pepper Snapple And Keurig Green Mountain Merge



tion also includes supply partnerships with several key retailers of Hostess. This will significantly expand Hostess's range of offerings in the breakfast category of Sweet Baked Goods. The 137,000 square-foot bakery facility represents the largest individually-wrapped Danish pastry facility in North America.

Dr Pepper Snapple Group, Inc. and Keurig Green Mountain, Inc. announced that they entered into a merger agreement to create Keurig Dr Pepper (KDP). This new beverage company of scale would contain a portfolio of iconic consumer brands and unrivaled distribution capability. KDP will have a combined 2017 revenue of approximately \$11 billion. The joining of these two companies joins together brands Dr Pepper, 7UP, Snapple, A&W, Mott's and Sunkist with coffee brand Green Mountain Coffee Roasters and the innovative Keurig self-serve coffee system as well as the more than 75 owned, licensed and partner brands in the Keurig system.

- Keurig shareholders will hold 87 percent and Dr Pepper Snapple shareholders will hold 13 percent of the combined company.
- Mondelez International, JAB's partner in Keurig, will hold a 13 to 14 percent stake in the combined company.

Strong future portfolio

KDP targets a \$600 million annual sum by 2021. The transaction is not subject to a financing condition and is expected to close in the second calendar quarter of 2018.



Company Kitchen 'Innovator Of The Year'

► Company Kitchen (formerly Treat America Food Services) was awarded Food Management Magazine's Innovator of the Year award for its creative food hall implementation at Cerner Corporation's Innovations Campus in Kansas City, MO. Company Kitchen's technology incorporates cashless, kiosk-based ordering at all food hall outlets and micro markets. Mobile and desktop ordering, along with digital displays, enhance the consumer experience in their transactions with engaging menu boards and promotional programs.

NXT Capital Funds Graham Partners' Acquisition Of OptConnect

► NXT Capital announced on January 5 that they provided a \$38 million senior secured credit facility to support Graham Partners' acquisition of OptConnect, LLC. NXT Capital acted as the sole lead arranger, administrative agent and sole bookrunner for this transaction. Jason Crowl, principal of Graham Partners, commented on what an excellent partner NXT Capital was for their acquisition of OptConnect, helping them to meet their deadlines.



Continental Acquires 24 Hr. Vending LLC

► Michigan's largest food management company, Continental, announced it has acquired 24 Hr. Vending, LLC in Brighton, MI. Part of the acquisition includes the entire staff of 24 Hr. Vending LLC who will join the Continental team. Steve LaPorte, president of Continental's refreshment services group, complimented the 24 Hr. Vending team on building client relationships and providing excellent customer service over 18 years in business.

Hostess Brands, Inc. Expands Products

► Hostess Brands, Inc. announced its acquisition of certain U.S. breakfast assets of ARYZTA LLC including one of its Chicago, IL, Cloverhill bakery facilities and the Big Texas® and Cloverhill® brands. The acquisi-

CALENDAR OF EVENTS

MAR 3-6
China Int'l Vending Machines & Self-Service Facilities Fair 2018
China Import & Export Fair Complex, Guangzhou, Guangdong
www.chinavmf.com/en/

MAR 15-17
NCA Annual Convention
New Orleans, LA
www.ncausa.org/convention2018

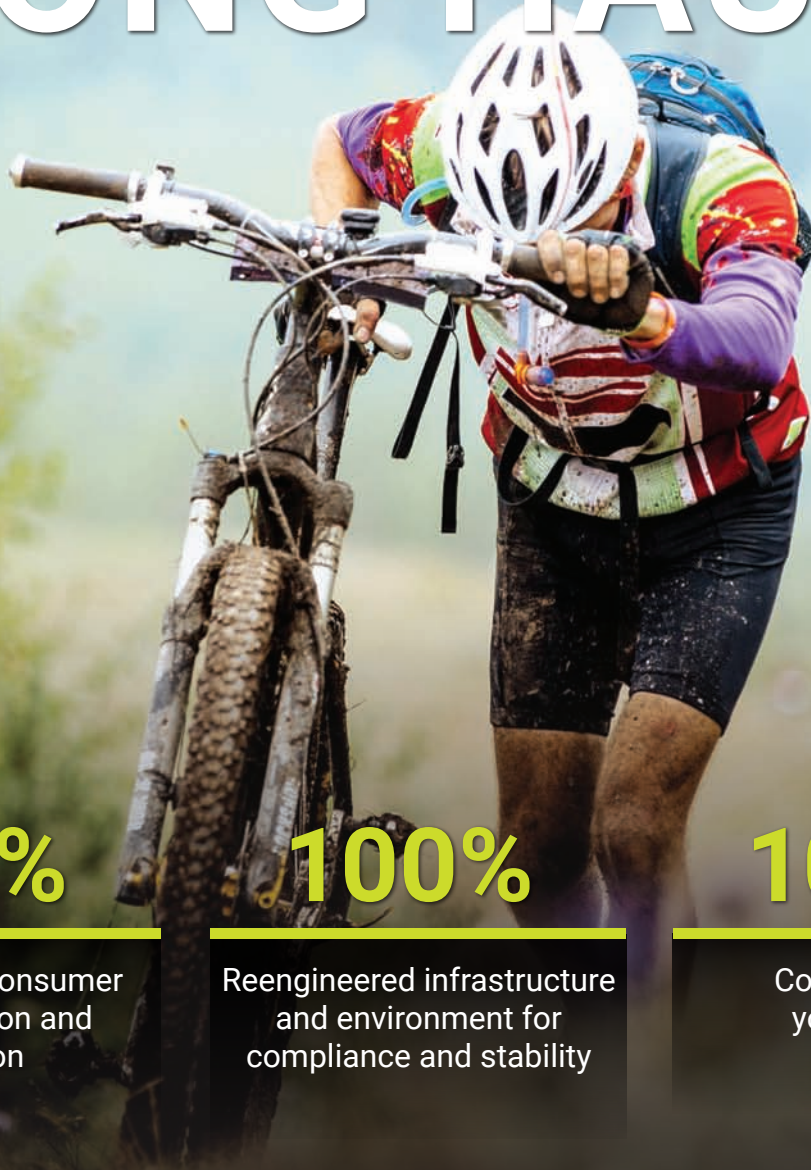
MAR 21-23
The NAMA Show
Las Vegas Convention Center,

Las Vegas, NV
www.thenamashow.org

SEPT 26-28
TMVA Annual Meeting 2018
Moody Gardens, Galveston, TX
www.tmva.org

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Specialty Drinks Aren't Just For Millennials

Although Millennials drink the most amount of specialty coffee overall, older generations are quickly catching up with this trend.

By Hillary Ashley, Assistant Editor

There is a misnomer that specialty coffee is just for Millennials. While it is true that specialty coffee is the most popular coffee type amongst Millennials, it is also becoming increasingly popular with Gen X-ers and Baby Boomers each year.

Coffee is the most popular beverage among Americans, according to the National Coffee Association (NCA), which conducts a National Coffee Drinking Trends study annually. Millennials show slight increases from 2016 to 2017 in specialty coffee, roughly 9 percent. However, in that same year, specialty coffee consumption amongst Gen X-ers and Baby Boomers increased 15 percent, 6 percent more than Millennials.

Specialty Coffee Lovers Age 40-59

The NCA has set age brackets in its research. The 40 to 59 age group of respondents includes Gen X-ers and also Baby Boomers. When asked about weekly and daily coffee consumption, both increased greatly from



Older workers are opting for specialty beverages.

2016 to 2017 for this group. Weekly gourmet coffee consumption, which is how the NCA categorizes specialty coffee (see sidebar), went from 36 percent in 2016 to 52 percent in 2017. This was the largest growth of all the age group's gourmet coffee consumption. Daily

16%

Increase in daily and weekly coffee consumption by respondents in the 40 to 59 age group from 2016 to 2017





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10%

Increase in daily and weekly coffee consumption by Baby Boomers from 2016 to 2017



9%

Increase in daily and weekly coffee consumption by Millennials and Generation X-ers from 2016 to 2017

gourmet coffee consumption for this group also increased 15 percent, going from 24 percent to 39 percent. Again, this is a large increase that needs noting. The fact that this group represents Gen X and Baby Boomers shows that their perspective and interest in gourmet coffee is just as valuable, if not more so, than that of Millennials.

All Sorts Of Coffee Enthusiasts: 60+

Even among older Baby Boomers there was a noticeable increase of gourmet coffee consumption. For the 60+ age group, both daily and weekly consumption increased from 2016 to 2017 by 10 percent. For a group of individuals that is rarely looked to for what's trending, they should be considered noteworthy as they have helped to largely shape consumer growth this year.

Specialty Coffee Influencers: 25-39

This NCA age group contains both Millennials and Generation X-ers. It

showed moderate growth from 2016 to 2017 in gourmet coffee consumption. This group's daily gourmet coffee consumption increased from 41 percent in 2016 to 50 percent in 2017. This is mostly due to the increase in espresso-based drink consumption. Weekly gourmet coffee consumption had less of an impact, but there was still a slight increase of 3 percent from 2016 to 2017. Because this is a mixed group of Millennials and Gen X-ers it is hard to make compelling arguments about age and consumption. However, it is clear that half of this group was drinking specialty coffee daily in 2017 and over half was drinking specialty coffee weekly.

Young Mils: 18-24

Consumption of gourmet coffee for the 18-24 year old group, which includes Millennials, had the most stagnant growth from 2016 to 2017. Daily coffee consumption of gourmet coffee in 2016 was 36 percent. This went up by just 3 percent in

Specialty VS. Gourmet

The popularity of specialty coffee has increased among all ages of people, but how it is defined differs. Specialty coffee is a consumer-driven idea. The National Coffee Association (NCA) defines specialty coffee (what is termed in their report as "gourmet" coffee) as "coffee drunk hot or iced that is brewed from premium whole bean or ground varieties. This includes espresso based beverages, iced/frozen blended coffee, cold brew and iced coffee infused with nitrogen." Gourmet coffee used to be considered premium whole or ground beans. It has since expanded to this more broad category. While the word "gourmet" is oftentimes used interchangeably with "specialty," it is true that specialty coffee is more specific than gourmet coffee. Yet once again, the definition of both is inevitably left up to the consumer to decide.

2017, which was the most minimal of all the groups studied in the NCA Drinking Trends report. As far as Millennials being 'leaders' in the trend for specialty coffee, there isn't much evidence. In fact, weekly gourmet coffee consumption in this group from 2016 to 2017 actually decreased 3 percentage points.

Overall, although there have been many articles and reports showing the interest by Millennials in specialty coffee, there has not been a corresponding growth in coffee consumption, at least not as there has been among other age groups. Therefore, adding more specialty coffee options answers the demand not just of Millennials, but all age groups in the workforce, especially older generations. | ◀

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2018 NAMA Show Strategies

Prepare And Prosper

Getting the most out of a trade show starts with some compelling questions and pre-planning.

By Bob Tullio, Contributing Editor

Are you attending the 2018 NAMA Show in Las Vegas? This year's show looks to be an important one as the convenience industry comes to grips with some significant challenges. The office consumer's tastes are changing, new sources of competition are coming toward us fast, technology is a key factor and marketing plans need to be revisited yet again.

Anyone who is serious about the workplace refreshment industry needs to attend the 2018 NAMA Show.

Still, one of my operator clients recently told me that he felt his

company was not getting enough out of conventions. Turns out, he had no plan for the NAMA Show, other than walking the floor, seeing old friends, taking his team to dinner and seeing a nice Vegas show with his wife. Lovely trip for sure, but not very good use of what the 2018 NAMA Show has to offer.

Here is the advice I gave to my client, a successful operator.

Assess your needs

Ask yourself and your team, "What is our greatest need right now?" In my experience, that answer changes with each convention. Some examples:

- Better water filters
- A quality single-cup solution
- Improved marketing support from suppliers
- Organic and healthy snacks
- Higher end teas
- Improved micro market presentation

Make your own list. Determine a primary objective — the one critical take-away. Make it your mission



to find that solution at the 2018 NAMA Show.

Bring key people

Even though there was a healthy tab to pay after the convention, we found that bringing a large group of key people to a NAMA Show was a very good choice that paid for itself many times over.

Bringing managers and key "up in comers" to the 2018 NAMA Show sends those employees an important message: "You are a valued member of our team who deserves this perk. We expect performance and we are confident that you will deliver at the Show and when we return to work." Come to think of it, we articulated that message directly.



ABOUT THE AUTHOR

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Here is the key: Each of these employees needs a Show objective. It could be finance, service, operations or sales related. They should also be expected to submit a report on their objective, the solutions they discovered and the take-away from any educational sessions that they attended.

Read your program

Do not wait until you arrive to determine who the exhibitors are. Look at the NAMA Website and scout the convention floor layout and exhibitor list. This is critical as it will allow you to assign specific steps to your key people.

Pay special attention to new exhibitors, often the source of cutting edge products and services.

Evaluate the educational programs since they are announced well in advance. Help your key people make the right choices and determine which sessions should be attended by top management.

Set up meetings with suppliers

There is something about meeting with suppliers at a convention that sends a message — “My company is a serious player that deserves your attention.” I especially recommend this strategy to small, fast growing operators. Your company should get the same attention as the big guys on the block — or at least some attention now, because you intend to be one of the big guys soon!

Have an agenda for the meeting. What were some of the chal-

Start planning by assessing your needs.

lenges you faced in 2017 in dealing with the supplier? How can “we work together” to overcome those challenges?

Of course — this is the question that can always be asked: What should we expect from your company in 2018 that will help us grow our business and improve our profitability? It is a two-way street, so always ask suppliers what their expectations are in terms of your company.

Keep in mind that the 2018 NAMA Show will bring in some national people representing suppliers — executives who can help support your local objectives. When the national sales manager is impressed by your company’s commitment to their products, it will go a long way toward receiving marketing support out of the local budget.

Use social media — Live from the NAMA Show

You know that business Facebook page of yours that rarely has any compelling content? Take this opportunity to post updates from the 2018 NAMA Show. Focus on quirky products, your own key employees and have your people report on topics that would be of interest to anyone, especially your clients. Tweet and post.

Best of all, when you find a solution, something that your client or prospect is desperately looking for, send that person a text or an e-mail letting them know you have found something especially for them. Send a photo. Here you are, in Vegas, on the convention floor, thinking about their needs. That is impressive customer care.

Utilize these strategies in order to make the most of the 2018 NAMA Show. Prepare and Prosper! See you in Las Vegas. | ◀

HOW TO PRESENT Your Vending Proposal

Your proposal represents your company when you aren't there. Give it the attention it deserves.

By Gary Joyner, Contributing Editor

Several years ago when calling on a prospective new vending location for my company, I walked into the lobby and approached the receptionist. What I saw was a real eye opener, to say the least. The name plate on her desk read "Brenda Boyd, corporate director of first impressions" (her title all in capital letters).

In my many years in business I had never seen anything like it. We have all heard the saying "You can never get a second chance to make a good first impression." Let me reassure you that the receptionist certainly did make a good first impression that day.

A successful vending proposal should stand out.



After the meeting, on my way back to the office, I wondered, are we really making a good first impression when presenting our follow up proposals? Truthfully my answer had to be “maybe.” That fateful day was when we decided as a company that every proposal we present to a location had to be the most outstanding professional proposal we could possibly make going forward.

A poor, yet common proposal

In 2013, one of our best locations was a vocational school that had approximately 925 students and a staff of 75 employees. This location was doing over \$135,000 in annual sales for us and the administrator of the school called and asked me to stop in her office as she had something to share with me. When I met with her the next day she said I have something to show you that you may find interesting.

What she had to show me was a proposal that another vending company had presented to her the day before. When she handed it to me, she laughed and said, “Can you believe this?” The proposal was in a two pocket folder. Smudges on the front page were the first of several laughable, but sad issues that were in the proposal. Some of the items included inside were several manufacturer vending machine specification sheets. Two of which were in color and three were black and white copies, with a couple of the features crossed out in black ink. The company letterhead on the first page was in color and the rest of the letterhead sheets were old black and white copies.

The administrator told me that the other vending company actually thought she would consider their proposal when it looked the way it did. Needless to say the proposal was thrown in the trash as I left her office.

This was obviously not the way to make that good first impression. Instead, I submit that you should include the following with every proposal you present to your prospective new vending locations in 2018. When you include these items in your proposal you will close more locations, 100 percent guaranteed.

Present using a notebook

Every proposal should be presented in a notebook binder of some sort. The more professional the binder, the more impressed the location will be with your proposal. Notebook presentation binders can range in price from \$1.25 up to \$50. That’s right, I said up to \$50. I have had vend operators say to me “I’m not spending \$50 on a notebook binder to get a new location.” However, these same operators will spend \$50 or more to take their spouse out to a movie and dinner. I am not saying that you have to spend \$50, but you should at least present your vending proposal in a three ring notebook binder that can be had for \$1.25 at Sam’s Club, Costco, BJ’S, etc.

Over the years, my experience has been that people generally will not throw away a notebook with your vending proposal in it, but they have no reservation in throwing away full color printed presentation folders with your vending proposal in it. I have had many locations call me as much as two years after I presented

our vending proposal and when I go to see them, they still have the notebook with all of our sales material in it.

Purchase a laser printer

Purchase a laser printer to print your vending proposals. When you compare how much more professional a laser printer makes your proposals look to your prospects, it does make a difference. Prospects will be comparing your proposal to ink jet using competitors. Very good laser printers can be purchased for under \$500 from most office supply companies.

High grade laser paper will also make your proposal stand out from ink jet printers. A good quality 28 pound paper with a brightness rating of at least 96 goes a long way in creating that great first impression you are aiming for in your location’s mind.

Include references

References available upon request has become the norm in many vending proposals that I have had the opportunity to peruse in my 23 years in the industry. Why in the world any vending company includes that as part of their proposal baffles me. How does it portray your vending company in a professional manner when you make



Leave behind your proposal in a nice notebook binder and/or DVD for maximum impact.

them ask for something that should be included in your vending proposal from the beginning. You should include a list of references as a part of your proposal each time you present a vending proposal to your prospective new location. Photos of the references facility and their breakroom, or wherever your vending machines are located in the building, are an absolute must, along with a short letter from the location. Remember the old saying “A picture is worth a thousand words.” It still rings true today.

Offer a referral program

A must for every vending proposal should include your referral program available from day one, so they know upfront. A word about referral programs. I don’t mean a referral program that says something like, “We will give you a \$10 gift card” or some free vending products. How excited would you be if someone you are currently doing business with told you that they would give you something like that for providing a potential new location that could generate \$10,000, \$25,000, \$50,000 or more in sales for your vending company? I recommend that your referral program offer \$500, \$1,000, free cruises, iphones or more, depending on the number of employees at the prospective new location. If your location is willing to provide you with the name of the new location, contact person, etc., and endorse your vending company, you should be more than willing to compensate them very well for it.

Make a leave-behind video

In today’s high-tech environment there is a way for you to make your vending proposal stand head and shoulders above any other vending company in your market. I suggest you leave your written vending proposal along with a DVD player and a DVD of the benefits of how your vending company will help increase employee

“I recommend that your referral program offer \$500, \$1,000, free cruises, iphones or more...”

Tips For The Perfect Proposal

- 1. Professional look.** Use a binder, laser prints and high quality paper. While a bit more expensive, these elements make your proposal more impressive and harder to throw away without considering it.
- 2. Include references.** Mention current customers in addition to well-taken photos of the breakroom detailing the benefits. Don’t forget quotes from customers about your service.
- 3. Offer a serious referral program.** Use give-aways of \$500 or more depending on the potential location size. Include this information in your proposal, which will set your company apart.
- 4. Leave a DVD and DVD player behind.** Not only should you have a great video about your company made, with quotes from current customers, but leaving the video and player allows you a second visit to the location.

morale and productivity for the location. Smart phones, ipads, tablets and other devices enable you to make a short video highlighting your company. Be sure that before you leave the DVD player, all the contact person has to do is press one button when they show it to the decision maker.

We all know, and realize, that it is difficult to meet with the decision maker when presenting your vending proposal. Let’s face it, you

will usually be meeting with the facility manager, buyer or human resource manager who then has to show your vending proposal to the decision maker. If you only leave your written vending proposal and then expect your contact person at the location to sell your program for you, your chances of closing the sale go down dramatically. A short video about your vending company including references singing the praises of your company will go a long way in convincing the real decision maker to choose your vending company.

I said earlier to leave a DVD player and the DVD about your vending company with your contact person. Many times I have heard, “Why would you leave a DVD player with the location instead of a thumb drive that the customer could just insert into their computer?” The main reason for leaving the DVD player is that it gives you a second chance to speak with your contact person when you stop in to pick up your DVD player.

There can be no doubt that your vending company will increase in sales and profits when you make the decision for your vending proposal to be unlike anything your competition is doing. This is 100 percent absolutely, positively guaranteed. | ◀



ABOUT THE AUTHOR

Gary Joyner started in the vending business in Orlando in 1994. Since then he has owned, operated and sold three vending

companies in Florida. Joyner is currently the factory authorized distributor for Federal Machine Corp. in the state of Florida. He can be reached at tgwj45@aol.com.

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Clear all errors before installing a device.

Tips For Installing And Troubleshooting Telemetry And Cashless Devices

Learn about some of the most common issues related to connecting devices to your fleet of vending machines.

By Emily Refermat, Editor

The number of connected vending machines continues to grow. Cashless devices are on more than a million machines, and telemetry-enabling devices are on even more. Yet operators and their service technicians continue to struggle with installing and troubleshooting

these devices in the field due to so many different makes and models of equipment. From firmware issues to cellular signal strength, there are a number of factors that contribute to the successful, or unsuccessful, implementation of cashless and telemetry devices. Here are the best

practices from the industry's top technology suppliers to combat some of the most common issues fielded by service departments.

Machine capability



The Multi Drop Bus or MDB for short, refers to the interfacing of a payment system and the vending machine using the vending machine controller, or VMC. MDB is required for telemetry and cashless, but it doesn't guarantee compatibility with all of today's devices.

"It's not enough for a machine to be MDB-capable in order to support cashless," explained Patrick Richards, Crane Connectivity Solutions' global product manager for cashless solutions. "Early equipment with MDB was designed prior to cashless availability, so a firmware update from the vendor is often necessary to support cashless."

The firmware runs on the VMC, on essentially Eprom memory chips,” explained Dr. Felix Gutierrez, vice president of hardware engineering at Parlevel Systems. “If that firmware is very old and outdated, it requires you to pull off the chip and install a new one with upgraded firmware. That new firmware allows the machine to have cashless capabilities.”

To determine the firmware and compatibility of your machine, it’s best to check with the technology supplier. Each one keeps a list of vending machine makes and models that can help an operator identify if the machine/firmware is compatible with a device, or will need an upgrade both with physical components and the firmware. For example, Crane offers the information in its Crane Cashless mobile app and Cantaloupe Systems offers a PDF that includes a chart of various vending machines and tips for installing based on the manufacturer. Nayax keeps an in-house document providing step-by-step instructions for each type of connection and Parlevel Systems does an assessment of an operator’s fleet and firmware on a per customer basis.

Machine specifics are a must



For effective installation and troubleshooting, consideration of the specific machine and firmware are imperative. It can reveal a simple fix, or more substantial one. Steve Scheiderman, senior director of customer services for USA Technologies shares one very common tip unique to Crane National vending machines. “In all of these machines, you actually have to go in and enable card reader support,” explained Scheiderman. “Every model of these machines, it seems, is set to no card by default.” While the programming steps to set the machines from no card to MDB card vary slightly depending on the model, it is a fairly standard and simple fix.

In other instances, installing a connected device might mean buying a new universal control board to replace the original VMC. “Some older snack machines may not be MDB capable,” said Gutierrez. Because MDB is necessary to allow cashless communication, those machines would require that a new control board be installed.

There might also be cases where the vending machine MDB should accept multiple cashless devices, but in reality, doesn’t. Gutierrez has seen times when two or more cashless devices are plugged into the MDB, the machine works intermittently. “This can be troublesome in certain locations, such as those machines on college campuses, in which a vending operator has a machine that already accepts campus cards, but wants to install a traditional cashless reader,” said Gutierrez. Instead of installing a second card reader, the best solution, in this case, is to use a single cashless reader that accepts both campus cards and credit/debit cards, he says.

Machine inventory means better planning



Knowing if you have a machine that will need a new control board can be very beneficial in calculating costs and returns on investment of your fleet. It will also save technicians time in the field.

Some vending equipment naturally requires longer or special installs. “Typically, a refrigerated vending machine will take a little more time to setup because of the limited room available in the machine to mount the hardware,” said Richards. “Older equipment may require an aftermarket electronic controller.”

Carly Furman, chief operating officer of Nayax explains that special considerations are needed for pulse machines. “These machines are very ‘low tech’ and direct wire-to-wire connections must be made,” she

Considerations for cashless and telemetry installs

- **Consider your inventory of machines.** Certain types of machines require more time and extra equipment. Food machines take longer. Older machines, even if they are MDB capable still will require an upgrade. Suppliers keep compatibility charts to help.
- **Ensure strong connections.** Use trusted cables, ensure solid connections and good cable management to keep the cables from getting pinched or frayed. Consider the order of your devices, with cashless being first.
- **Ensure a strong signal.** Because cashless devices need a constant, strong signal, it’s important for operators to measure it and take steps to ensure it remains steady. Dropped signals can frustrate customers trying to buy and mean headaches for the operator. Telemetry does not need as strong or steady of a signal.

said. “We offer a document explaining which wires from our own equipment are responsible for what, and have found that most operators are able to install our devices into pulse machines with ease.”

Where the cashless or telemetry device is within the machine can also cause disruption. “We recommend installing cashless first in line or closest to the main board,” said Scheiderman. If it is between other devices, especially a bill recycler and another device, the signal can get crossed and disable all the time or randomly. It can even cause power fluctuations.

Instead, the best practice is to plug everything else behind the cashless device, says Scheiderman.

Having some of these best practices and information for specific vending machine models can be extremely helpful, says Kathy Erbes-Mrsny, director of customer care, professional services and internal IT, Cantaloupe Systems & USA Technologies. “Cantaloupe offers a PDF meant to be printed out and carried by technicians,” she said. Even more important is to get this information out to every tech. “Often this information doesn’t get filtered down from the person in charge of implementation, adoption and installation of devices to all the technicians,” she said. Because service technicians turn over often at many vending companies, new technicians can be left without this helpful informa-



Troubleshoot with trusted, working cables.

tion. It can be time-consuming and problematic when installing and troubleshooting. This information also contains a list of recommended installation tools.

“Having a resource that operators can refer to that can empower them instead of having to pick up the phone each and every time — we have seen it be very useful,” added Adrian Austin, product marketing manager, Cantaloupe Systems & USA Technologies.

“We have a compatibility chart we have been compiling over the years,” said Schedierman, “with different makes and models and what firmware we have found works best for us.”

Connections and errors



A benefit to MDB is that it sends errors to the VMC, which allows operators to identify problems such as bill jams and coin mechanism malfunctions. However, when dealing with a cashless or telemetry device, these errors interfere with proper installation. “Clear any existing machine errors

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before attempting to add any complexity to a machine, such as telemetry or cashless,” said Erbes-Mrsny. It is also a good idea to restart the vending machine to ensure the VMC syncs and errors are indeed eliminated.

The next step is to ensure all the connections are solid. “Ensuring all cables are connected securely and in the right spot saves a lot of time and frustration,” said Furman.

A cable that is reliable is a must when performing troubleshooting. “We try to isolate the system or component having the issue, so lots of times we recommend using a known, good cable in order to isolate exactly what may be happening or going wrong,” explained Gutierrez. He said operators and technicians should have a “bag of tricks” that includes either bringing cables in known working condition to the loca-

3 Steps To Fewer Service Calls

Kathy Erbes-Mrsny, director of customer care, professional services and internal IT, Cantaloupe Systems & USA Technologies shares three tips that would eliminate 80 to 90 percent of service calls related to first time telemetry and cashless device installation issues.

- 1. Clear any existing vending machine errors first and foremost.** Possibly restart the machine to ensure errors are cleared.
- 2. Make sure techs have the information they need.** This includes troubleshooting documents and proper tools in the field.
- 3. Put the antenna on the outside of the vending machine.** Double check the antenna is connected securely to the device.

tion or temporarily using a cable from another vending machine in the same location that is working. It is handy to have a MDB cable and DEX cable or DEX harness. Many older machines have cables that may have developed

mechanical stress or fractured solder joints, so operators should examine cables carefully and ensure cables are fully connected.

Also in the troubleshooting toolkit should be a test swipe card to verify

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the reader can read a credit card and that the telemetry device is sending data to the payment gateway; a multimeter (if the technician knows how to use it) to determine correct voltage and current within the machine; and basic tools such as a ratchet set and screw drivers. “At the end however, you might still be scratching your head or wondering what to do next, so it’s important to find a cashless provider with great customer support,” added Gutierrez. “Often times it’s an issue that with a phone call, or via chat, can be a 5-minute resolution.”

There are best practices inside the machine as well. Gutierrez recommends good cable management with zip ties or twist ties to neatly bind cables together and prevent them from getting pinched or closed by the door or door hinge. This includes all the low voltage, non-radio frequency

“Cashless devices, in order to carry out the cashless sale, need to be connected to the carrier 24/7.”

Kathy Erbes-Mrsny, director of customer care, professional services and internal IT, Cantaloupe Systems & USA Technologies

cables. Gutierrez does warn that the antenna cable is the exception and should not be tightly bound to itself which would cause interference.

Richards agrees that operators should take steps inside the machine to ensure proper working devices. “Route persons are opening, DEXing and shutting doors, which can cause cables to become disconnected, disabling the cashless [or telemetry] device,” he said. It is important to ensure the devices are installed securely.

Consider the signal



The placement of the device antenna is a crucial point. “We always recommend

that operators keep the antenna outside of the machine,” said Scheiderman. A vending machine is essentially a metal box that cuts off the signal to the antenna inside. Scheiderman admits there may be areas where the signal is powerful enough inside or out, but outside is best for the strong, consistent signal necessary for cashless.

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“Cashless devices, in order to carry out the cashless sale, need to be connected to the carrier 24/7,” said Erbes-Mrsny, “whereas telemeters only needs to report in every 4 to 12 hours.” Therefore telemeters can be in an area with a weaker signal.

In fact, with the use of dongles and keys, telemetry can be achieved without a vending machine being online at all. “The Seed Key, for example, allows for us to connect devices offline to give the same functionality of connected machines,” added Austin. However, this is not the case for cashless.

“Signal strength has to be the top concern for cashless,” said Richards. “Just because you have a good signal outside a location does not mean it will be acceptable once inside.” A weak or intermittent signal can frustrate customers and cause errors.

For detailed information regarding DEX and MDB see

DEX and MDB: A Primer For Vendors, By Gene Ostendorf
VendingMarketWatch.com/10272928

Many of the technology providers have diagnostic tools that allow operators to measure the signal strength. There are also a number of ways to boost cellular strength in a location, such as placing repeaters, but the costs might not be justified.

“It is possible to get signal into any space,” said Scheiderman, “it just depends on how much you want to spend.” There are times he has talked to operators who would be willing to put in a repeater to strengthen the signal in a basement or area with

poor reception, however the location won’t do it. Prisons are an example, that Erbes-Mrsny shares, of locations that usually stop cellular signals.

The lack of a cellular signal means cashless might not be an option. “It is not considered PCI-compliant to use ethernet or local area networks for cashless,” explained Erbes-Mrsny.

“Ethernet or local networks are more susceptible to security breaches,” added Austin. “That is why only the cellular is PCI.”

There are many specifics to troubleshooting cashless and telemetry devices. However, it is best to start with the basics of capability and firmware moving on to connection best practices and signal strength. It’s imperative to work with your technology service provider and pass on the tips and information to technicians in the field. | ◀

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The NAMA Show, March 21 to 23, promises new and exciting experiences.

What To Expect At The 2018 NAMA Show

Eric Dell discusses what makes this year's NAMA Show unique, from his new role to the unexpected surprises at the Show.

By Hillary Ashley, Assistant Editor

This year the industry gears up early for the NAMA Show. The event, formerly named the NAMA One-Show, is taking place March 21 to 23 in Las Vegas, NV at the Convention Center. Every aspect of the industry is anticipated to be well represented, from micro markets to office coffee service. It will be an opportunity to witness the emergence of new ideas and new products alike. There's no

one better to give insight into what's new at the NAMA Show than Eric Dell, who has a new role within NAMA that leads directly into the exciting aspects of the 2018 show.

Dell's New Role

Dell, who was senior vice president for government affairs, has a new business development role that provides him the opportunity to work



directly with exhibiting companies to create marketing plans and value. As senior vice president, external affairs, he says that he is able to focus on taking even better care of NAMA members and ensure that they're getting the most value for their membership.

New at the NAMA Show

Dell discussed the personalized marketing plans for NAMA Show exhibitors, which are providing the opportunity to build a stronger value for operator attendees. One example of this is a mini presentation area that will be on the floor, providing expanded opportunities to learn about new products, trends and best practices. This will be a small stage for speakers to give "talks" about their new products.

In past years, the NAMA Show has typically had a “product showcase” — a glass showcase with products on shelves that could be viewed by attendees. This year there will be an ENTIRE ROOM that attendees can walk through called the New Product Zone with scannable products. This will be new and engaging like never before, says Dell. Attendees will be able to walk through the room of products, scanning them, and at the end of the room will receive a map of all the products that were scanned along with where to find them on the show floor. “Not only does this drive value for operator attendees,” said Dell, “it provides tremendous value to exhibiting companies by driving attendees to their booths. The personalized marketing plans that are being created are helping add value to this important part of the Show.”



“Attendees won’t be disappointed in the increased value in this [year’s] show.”

Eric Dell, Senior Vice President, External Affairs, NAMA

In the past, the corridor down the middle of the show floor led to the NAMA booth. This year, the red carpet leading to NAMA Central will be located in what’s called the “Convenience Zone” — which will house the NAMA booth, the New Product Zone, and also meeting rooms where exhibitors and attendees can meet without having to leave the show floor. The long central corridor will be replaced with interspersed booths. “In order

to walk around you have to ‘get in the weeds’ in a sense,” said Dell. “This creates an atmosphere where attendees are mingling and checking out the different products and exhibitors and really being a part of the show.”

These changes not only benefit vending operators attending the show, but the exhibitors are benefitted through marketing plans developed around the offerings. Dell explained that NAMA’s marketing plan is also supporting the exciting,

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higher-level educational programming that attendees will find at this year's NAMA Show. "I urge everyone to arrive early to attend educational sessions this year. Attendees won't be disappointed in the increased value in this area of the show," Dell said.

Year-round marketing

Dell and the new business development team at NAMA have also created better marketing plans for show sponsors and members. "By working hand-in-hand with NAMA's programs and services team, led by Lindsey Nelson, our team effort of creating an annual marketing program directly relates to the show(s) and events success," explained Dell. Because many top-level sponsors that support different NAMA events throughout the year requested this annual program to assist with budgeting, increasing

"It is imperative upon NAMA to meet and exceed the expectations of our members."

personalization and trackable return on investment, NAMA created it. Dell and the business development division are creating personalized marketing plans that support year-round recognition and increased value and ROI by focusing on assisting their sponsors to meet their goals in the channel. The team is visiting with their member's leadership teams, learning more about their business goals and providing increased value.

Ch-ch-changes

Dell explained why these changes were so important, saying, "the updates to the NAMA Show, the development of our annual market-

ing program and creation of our business development division enhances the value of a NAMA membership. It is imperative upon NAMA to meet and exceed the expectations of our members and that is exactly why these changes are so important." We are ever-changing as a society, and it is important to implement change to exceed people's expectations. NAMA does so by keeping their events exciting and new.

"No one wants the same marketing and events year-over-year," Dell added. "And the 2018 NAMA Show is definitely not that. NAMA is listening to our members and creating value to meet their needs." | ◀

The **NAMA** Show **BOOTH 1029**

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*The Nielsen Company, SCANTRACK®, Total US - XAOC + Convenience Channels, 52 Weeks Ending 07/29/17

The **NAMA** Show **BOOTH 804**

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1 Nielsen, xAOC plus Convenience, 52 weeks ending 11/25/17
2 Nielsen Global, based on volume, 2015

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Lee Mondol, micro market manager, keeps the micro market division in the black.

Adapting To Win

For Jerry Scott, Canteen of Coastal California, successfully weathering the changing breakroom service business has meant investing in the latest technologies and keeping a service focused team.

By Emily Refermat, Editor

Perhaps the only constant in life is that it changes. This has certainly happened in the vending industry, but that hasn't stopped Jerry Scott, the vice president and general manager of Canteen of Coastal California Inc. In fact, he has adapted well, helping the business his father bought in 1972 become a multi-million dollar company with 4,700 vending machines and 100 micro markets. It has been an ever-evolving process from product-specific vending machines to the introduction of micro markets, but one that Jerry has found rewarding, especially as it satisfies the needs of workers in the Central Coast area.

A father-son business

Jerry's father, Gerald "Scotty" Scott had worked his way through the ranks of Canteen for 20 years, until finally becoming general manager in the bay area. In 1972, he was offered the opportunity to purchase a franchise for Ventura and Santa Barbara counties. He and his wife, Dorothy, made the purchase and he asked Jerry to enter the business as well, in January of 1973. "At that time, I think we had 60 vending machines at 11 accounts,"

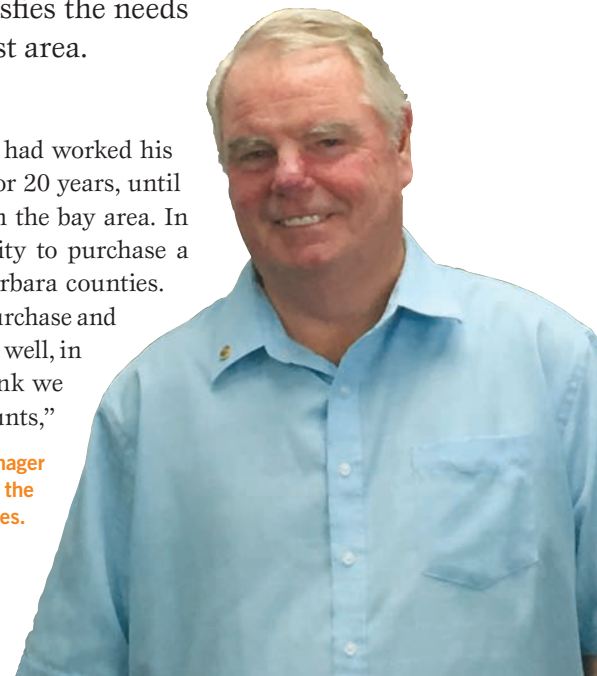
Jerry Scott, vice president and general manager of Canteen of Coastal California has kept the business strong by changing with the times.

**By the
numbers**

4,700
vending machines

100
micro markets

46
years in service



remembered Jerry. “The first time we did \$1,000 in sales, we celebrated.”

Canteen of Coastal California continued to thrive by adapting as new equipment and technologies became available, being among the first to bring many new merchandisers and services to their customers.

“We went through the process of having a straight candy machine, a straight pastry machine, basically a machine for every product,” said Jerry. “Then, when the glassfronts came out, we were quick to make the change over.”

The glassfront vending machines were a benefit as the glass allowed the different products to be viewed by the customers before purchasing and also offered a greater variety within a single vending machine. “When the glassfront beverage vending machines became available soon

after, we were one of the first early adopters,” added Jerry.

Technology forward

“We have always tried to be on the cutting edge of the technical side,” said Jerry. This included being among the first to add dollar bill acceptors, and then the \$5, \$10 and \$20 acceptors. The operation also jumped into adding cashless payment devices, first adding them to new business and then to the bulk of the machine fleet in 2016.

“We have about 4,300 cashless devices now in the field,” said Jerry. That is nearly all the company’s vending machines, minus some older equipment that needs to be upgraded to accept cashless devices. “We saw about a 20 percent increase in our vending sales when we put cashless in,” added Jerry. That was better than

the average return he was hearing from other operators at the time.

Diving into micro markets early

Canteen of Coastal California added micro markets in 2010, fairly early in the industry. Jerry remembers it being a bit of a tough sell at first. “It took us about 6 months to get our first one sold,” he said. “No one thought they needed it.” It seemed even his largest location was happy with Canteen of Coastal California’s vending service. Jerry didn’t accept that answer, however, knowing micro markets were the hot, up and coming solution for service in breakrooms. Instead, he installed the micro market into his own building and invited the decision maker from one of his large accounts to visit. That sold the concept and he installed the micro market into the location the following week.

The NAMA Show BOOTH 217

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Canteen of Coastal California customizes pantry service based on desired service and budget.

“Sometimes it can be the same products, but they just like it a lot better when they can see it, feel it and touch it before they buy it.”

Jerry Scott

Once that micro market was installed, Jerry took other customers to see it and each wanted one. Canteen of Coastal California's micro market installations were in the double digits in less than a year.

“The perception of an item being behind that piece of glass in a vending machine compared to a market is so different,” said Jerry. “Sometimes it can be the same products, but they just like it a lot better when they can

see it, feel it and touch it before they buy it.” Jerry remembers being in a micro market a week after it had been installed, replacing the bank of vending machines. A customer came up to him and said, “These are the best salads I have ever eaten.” He thanked her but knew it was the same salad he had been selling in the vending machine for the past 5 years. It made him wonder if she had just never come to the breakroom to use

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the vending machine before, but because micro markets are so different, she tried it.

When Canteen of Coastal California started pursuing micro markets, Canteen Corporate wasn't yet involved in the segment. Jerry had to make his own choice as to which provider to use. He went with Avanti Markets, in part because the company had reached out to him first, and also because the company's founder and spokesperson was an operator.

Canteen of Coastal California placed 80 micro markets before Canteen Corporate launched their Avenue C program, which uses the 365 Retail Markets kiosks. Now Jerry has

micro markets in the field from both providers, plus one from Company Kitchen. "The way I looked at it is, if you wanted a micro market in my area, you should get it from me," he said, so he is willing to work with multiple suppliers.

Micro markets currently represent 25 percent of the company's annual revenue, a percentage that has been gaining momentum since 2010. Jerry does feel the biggest trend in micro markets is towards healthier eating, although what that means is difficult to define.

"Healthy is in the eye of the beholder," he said, whether that it is potassium-rich banana chips



Canteen of Coastal California has three divisions, including the headquarters in Oxnard, CA.

A business built on teamwork

Canteen of Coastal California owns a 17,000-square-foot building in Oxnard, CA, where the headquarters is located, and also operates divisions in Arroyo Grande and Bakersfield. The company experienced 10.6 percent growth overall last year and Jerry Scott, vice president and general manager knows it wouldn't have been possible without his management team.

"We made some acquisitions along the way in part, so the people in charge could become part of our management staff," said Jerry. These were owner operators who ran small businesses in the Central Coast area. Canteen of Coastal California acquired the companies and hired the operators as managers of those divisions.

"You can't replace those years of experience as an operator," said Jerry. He shares the overall strategy, growth plan and mission with his managers, but then hands over the freedom for them to make their own decisions. It's been a successful strategy. "They know how to take care of our customers," finished Jerry.



Francisco Verino, warehouse manager, uses Lightspeed to prekit products.

The **NAMA** Show **BOOTH 612**

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1 National Coffee Drinking Trends 2017, by The National Coffee Association of U.S.A. Inc.
2 NPDI/CREST, Year Ending June 2016

to nut-based trail mixes. He has noticed manufacturers are introducing more “healthy” items, and in some cases are reducing the package size of their products to make it a 100-calorie pack. “It works. That 100 calories seems to be a number everybody is looking for,” he said. Canteen of Coastal California also has seen growth in the number of gluten-free products it sells. Jerry attributes this as much to the space available within a micro market as to consumer trends. “If I’m going to put a gluten-free bar in a vending machine, I have to pick the flavor,” he said. It’s a guess and may or may not be the flavor a customer wants to buy. “In a micro market, I have 5 flavors of bars. The customer can have a different flavor every day. Same with beef jerky and those types of items as well.”

Benefits of micro markets

Jerry feels that micro markets are easier to operate than vending, especially when handling the price increases. “Micro market customers don’t seem to be nearly as price sensitive as vending machine customers,” said Jerry. He believes it is due to the fact that the company can work in penny increments to immediately pass on the price increase instead of waiting, and then jumping 5 or 10 cents. “Price increases are the most sensitive thing you can do in a vending location,” said Jerry. “I’ve had locations threaten to find someone new over a dime.”

While most of Canteen of Coastal California’s micro markets are in breakrooms, the company has expanded into other locations. There is an office complex with five buildings that Canteen of Coastal Cali-

fornia serves. The former deli that served the complex was transformed into a micro market. All the employees who work in the various office buildings have access to the location.

“Originally, we kept the room unlocked from 6 to 6,” said Jerry. “However, when summer came, some kids found the market.”

Now the door has a keypad, and each employee is given the code. With the keypad, it also offers the perk of 24-hour access. It’s been a good location for the company.

“Shrinkage in that location is not any higher than any other location, well after we locked the kids out,” said Jerry. “That micro market has been very viable for us.”

A third in OCS and pantry

Canteen of Coastal California’s office coffee service (OCS) and pantry still



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NAMA Booth 608



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represent 30 percent of the company's revenue, a number that has remained strong due, in part, to the recent surge in bean-to-cup brewers.

"The trend is going bean-to-cup. That seems to be what people want," said Jerry. The problem he sees with its popularity is that a bean-to-cup machine takes a comparatively long time to brew a cup of coffee compared to a drip coffee maker, about 45 seconds. That means locations want several brewers, which is very expensive. "It seems like forever as you stand there," said Jerry. "Therefore, if you have quite a few people breaking at one time, you need to have another delivery system as well."

His customers use many different types of beans in the bean-to-cup brewers, from local roasters to national favorites. "It depends on the price point and what they want to buy," he said. Bean-to-cup patrons in his area don't seem to favor one type of coffee bean over another.

Part of the popularity of the bean-to-cup brewer is that it delivers alternative or specialty drinks as well, such as creamy cappuccino, café mocha, etc. The tradeoff is that there is maintenance that needs to be done to the equipment by someone at the location on a daily basis, indicates Jerry. The equipment needs to be cleaned each day which would be cost-prohibitive if technicians were to do it. Canteen of Coastal California does handle the quarterly maintenance and deep cleaning of the equipment however, to keep it in ideal operating order.

Specialty drinks thrive in pantry

When the location hires Canteen of Coastal California to stock food and drinks for employees, also called pantry service, espresso and specialty drinks are hugely popular. In manned pantry areas, the company will even put in bean-to-cup machines that use real milk to create beverages. "It has

Operation Profile: Canteen of Coastal California

Founded: 1972

Owners: The Scott Family

No. of employees: 76

No. of routes: 30, 21 vending and 9 micro market

Micro market suppliers: Avanti Markets, 365 Retail Markets and Company Kitchen

Number of micro markets: 118

Bean-to-cup supplier: Cafecion

Cashless supplier: USA Technologies

Annual revenues: \$18 million

to be manned because those brewers require a lot of maintenance by the client," explained Jerry. "If the client wants one of those, they have to be committed to wanting it." Canteen of Coastal California requires contracts on this and all business.

There has also been a jump in requests for different types of pantry service products. Canteen of Coastal California has pantries where it supplies lunch meat, bread, mayonnaise, mustard, etc., so the employees can create their own sandwiches.

"A lot of locations want cereal, but there's even more to it," said Jerry. "There's fresh fruit and milk — soy milk, almond milk, etc." The challenge for Jerry is that these items aren't readily available in the vending channel. "To get the product, you have to go to a big box store or somewhere else, because it isn't in the standard buying channel for vending," he said. He also felt this challenge when micro markets began growing.

The vending distributors are adapting, improving variety, but it can still be difficult. Working with outside distributors means higher markups, in Jerry's experience, which ultimately means a higher price point for the customer. He will still do it, but ensures the location knows the price the item will be upfront so they can decide if they want it delivered. "Because we are still a service entity," added Jerry.

Working with the customers on product delivery and also budget is ongoing with pantry service clients. "Locations want to maintain a budget and it's hard for them to do that when they are offering product for free and employees change what they eat depending on the day of the week," said Jerry.

Canteen of Coastal California assists them in managing the budget numbers by altering when the pantry is stocked or how product is displayed. "It really is a custom program," said Jerry. "It is whatever the customer wants and how we can deliver it within their budget." In some cases, Canteen of Coastal California will just deliver a pallet of product and employees of the location stock the pantry.

Vending continues

Vending is still strong and viable for Canteen of Coastal California. "We have most of the universities in our area, which require quite a bit of equipment," said Jerry. He does favor micro markets for new business of a certain size but believes vending will never go away. "It's still a growing segment for us," he said.

For Jerry and the entire Canteen of Coastal California team, every day is about service and betterment. From taking pride in going beyond customer expectations to investing in worthy new endeavors, this is a family vending operation that will continue to thrive long into the next generation, many of whom are currently working at the business. | ◀



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1. Nielsen, 52 weeks ending 4/2/16 2. Nielsen Global, based on volume, 2015 3. RTi Research, Mondelez International research, Aug. 1, 2016

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1. Technomic, Breakfast Consumer Trend Report, 2015

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