



An introduction to vending

There are about 3.7 million vending machines in Europe, run by some 10.000 companies, mostly SMEs and family businesses.

Vending machine operators run service and maintain machines to make sure that consumers' favourites are always available.

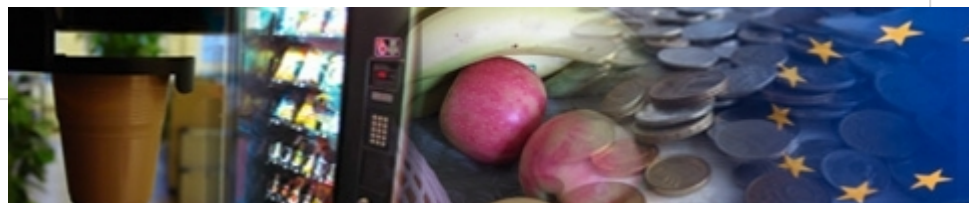
The market

Over 70% of vending machines in Europe serve hot drinks, the remaining 30% vend anything from sandwiches to cold drinks, hot meals and snacks. The machines are a convenient point of sale equivalent in size to a shop of 1m². Most machines are located in companies and the rest are placed in public locations like train stations or airports.

The benefits

- "Convenience", speed
- 24h/7 availability
- "Versatility": machines can sell almost any product
- A wide range of payment options
- Clean, hygienic, safe, always at the right temperature
- Quality of food and drinks, household brands
- Offers a place to meet with colleagues
- Practical: comes with a clean cup every time
- Machine branding adaptable to the clients requirements (schools, banks etc)
- Hydration & energy – for a competitive workforce
- Flexible placing options (sell, lease or rent)

Vending machines
are a convenient
point of sale



The players

Mostly SMEs

Based in Europe, be it for manufacturers or operators

Who they are:

- **Operators:** The machines are managed by (the so-called) operators. They run the machines as their core business. They conclude commercial agreements with companies or public institutions for the placing of the machines, invest funds into the hardware, and are responsible for cleaning and filling the machines with products (be it cups, snacks, coffee beans, cans, etc...).
- **Machine manufacturers:** they make the machines used by the operators. Machines exist in different types and sizes. The vending industry tailors its offer to the size of the companies where the machines will be placed, from free-standing to table-top machines and anything in between. Machines can sell almost any product, including hot and/or cold drinks, as well as ambient or refrigerated foods, deep-frozen food and hot meals. So called "combi" machines offer the possibility to sell different food and drink products and some can even operate simultaneously at different temperature levels. Machine manufacturers sell machines to the operators – the operator decides which payment system and water filter (for hot drink machines) he will use.

The vending players are:

Operators

Machine Manufacturers

Ingredient Suppliers

Payment system Manufacturers

Water filter Manufacturers

Cup Manufacturers

■ Food /Ingredients suppliers

- Coffee – tea - chocolate – snacks manufacturers
- Provide operators with products that consumers like
- Develop new products to follow consumers' changing tastes
- Reformulate products where possible

■ Payment system manufacturers

- Coin/banknote validators
- Cashless systems

■ Water filter manufacturers

■ Cup and disposable manufacturers