CAMA
Canadian Automatic Merchandising Association

ACAD
l'Association canadienne d'auto-distribution

COFFEE - MARKETS - VENDING

- February 17, 2022

NEWSLETTER



View the online version at **www.vending-cama.com/newsletter**

Issue 7 - February, 2022 *- Jim Jackson, President*

Feb 2022 - Message from your CAMA President

Wouldn't it be nice if daily conversation didn't keep circling back to the topic of COVID and how it has disrupted our business and personal lives through restrictions and unnecessary protests? The world population is fed up with COVID restrictions, but if COVID related restrictions would cease to exist tomorrow, we as business owners will still face challenges with getting our businesses back to a new normal. These challenges include labour shortages, transportation issues, technology shortages and product shortages. To make matters worse these challenges have resulted in unprecedented price increases in our supply chain and have forced the global cost of living to soar out of control.

What can we do to combat these challenges?

Firstly, we need to take a good look at our current business operation and do some housekeeping. Ask yourself, are we operating at peak efficiency? If not, then focus on efficiencies that add to your bottom line.

Secondly, are we using technology to our best advantage? Technology like cashless payment systems, route scheduling / management software and inventory control / picking systems will increase sales and provide operational savings and efficiencies to your business.

Thirdly, are we being the one stop shop to our customers or are we just the vending or coffee supplier? Today's customer appreciates the logistics of dealing with one supplier that can provide multiple services. Consider diversification and the benefits of being the one stop shop. Review your business model and consider including Vending, Office Coffee, Micro Markets and Water Services in your business portfolio. These services compliment each other and will make you both a stronger company and competitor while increasing cashflow and profitability.

Now after considering the above suggestions, you may ask yourself what are my next steps and where do I go from here? This is where your membership in CAMA plays an important role in your success and future. CAMA has many supplier members that have a wealth of knowledge in all categories of our industry. They would be honoured to have the opportunity to provide you with all the information that you need to make

educated decisions that will help you implement technology, diversify and grow your business.

If you are a CAMA member and do not attend our annual trade shows, then I highly suggest that you consider attending in the future. You will be surprised at the wealth of knowledge that your industry colleagues have and are willing to share with you. This is a great opportunity to network and collaborate with your peers.

CAMA is here to support all its members, but it is up to you to engage yourself in our industry. Believe me, I know firsthand the benefits of being an engaged CAMA member.

New Group Benefits Plan Designed Exclusively for Vending, Office Coffee Service and Micro Market Industries

Let 2022 be a year of rebuilding and continued growth of our business and economy.

The Canadian Automatic Merchandising Association and People Corporation are pleased to announce that effective immediately; Sirius Benefits (a subsidiary of People Corporation) will become the endorsed group benefits provider for all association members. Members of the Association will be eligible to sign up for group health and dental benefits through Sirius. Sirius benefits has created an exclusive offering to CAMA which will provide members preferred pricing and a choice of three coverage options to choose from for each members respective business.

Who is People Corporation/Sirius Benefits?

People Corporation is Canada's largest TPA (Third Party Administrator) benefit providers. They operate and service Canadians from coast by providing group benefit, wellness, and human resource solutions.

With over 1,500 professionals located in 21 cities across the country, People Corporation offers small group insurance solutions that are backed by the strength of a national company. Their team of experienced professionals has worked with CAMA over the past few months to provide an innovative and sustainable insurance solution to all members willing to participate.

Sirius Benefits is an insurance product wholly owned and operation by People Corporation. The Sirius benefits product was specifically designed with small to mid sized business in mind. Sirius benefits is committed to delivering predictability to group benefits insurance premiums and additional value added products at no extra cost to all CAMA members. In addition, the company is committed to providing best in class service, administration and claims adjudication to all its clients. This will allow CAMA members to provide staff and their applicable dependants with coverage without the worry of placing an administrative burden on the members themselves.

What options are available to me and how do I apply for coverage?

In the coming days, Sirius and CAMA will be providing more information and instructions on where to obtain plan information, the cost of each coverage option and a simple step-by-step process on how to apply. Sirius benefits will be providing support and a direct contact to all interested members in order to assist with the application process. Please stay tuned for an upcoming email with more instructions and information on the opportunity.

67% of Cryptocurrency Owners Willing to Use It for Purchases in a Mobile Wallet

More than a third of consumers between the age 18-54 own cryptocurrency according to a re by Cantaloupe, with people ages 18-34 most likely to own it (37 percent), and individuals percent) trailing only slightly. Further, 67 percent of those who own crypto are willing to cons it for purchases if it were linked to a mobile wallet, with an additional 19 percent saying t consider using crypto linked to a mobile wallet if it were easy. Cantaloupe Inc. is a digital pay software services company that provides end-to-end technology solutions for the unatter market.

The news comes as adoption and usage of mobile payment apps is growing. According to survey, only 14 percent of respondents reported not having used a mobile payment app i year. Paypal was the most popular payment app with 72 percent of respondents saying they in the last year, compared to Cash App (32 percent), Venmo (26 percent), Google Pay (21 Zelle (20 percent) and Apple Pay (19 percent).

“With the popularity and ownership of cryptocurrency growing, it is critical that retailers fin accept this new form of payment, and the easiest way may be through mobile wallets,” Feeney, CEO of Cantaloupe, Inc. “It’s not hard to imagine a world where cryptocurrency is b to make everyday purchases using a mobile phone, whether that is at a vending machine, in online. Our research shows that the needle is moving quickly, consumers are more comforta with mobile apps than ever before, and it’s time for the retail industry to be ready to meet ex of consumers who prefer crypto for payment, and begin to accept it.”

Additional findings include:

- **Cryptocurrency Ownership Skews to Affluent:** 41 percent of respondents who e than $100K a year own cryptocurrency, compared to 24 percent of those who earn less

- **55+ Less Likely to Use Cryptocurrency Linked to Mobile Wallet by Wide Margi** percent of respondents over the age of 55 would use cryptocurrency linked to a mob compared to 68 percent of those ages 35-54, and 70 percent of those 18-34.

- **Less Affluent, Younger Respondents Prefer Cash App Over Venmo**: While about
percentage of respondents making more or less than $100K annually prefer Paypal c
percent and 75 percent respectively), 24 percent of respondents making less than $
Venmo compared to 35 percent of those making more. By comparison, 33 percen
making less than $100K use Cash App, compared to 28 percent of those making m
App is the second most popular payment app to pay out for younger generations, wit
of those between 18-34 using it, compared to 38 percent who use Venmo, the
popular.

Let The Brokerhouse Group of Companies Do What They Do Best

Managing a business through these unprecedented times has certainly brought uni
challenges and changes to the "Away from Home" landscape.

To better understand the unattended retail market and learn more about the CPE Resear
[read our eBook](), Unattended Retail Research.

Thankfully, our agility along with 40 years of experience serving the channel have allowed o
business units (**Vending Products of Canada**, **Brokerhouse Distributors Inc.** and **L
Distribution Andre Labbee**) to strategically navigate a sustained and responsible path over
past in order to best assist our supply chain partners and customer base.

As we see the economy rebound and the demand for our innovative equipment and rela
consumable products return, rest assured we've got your back. We at the "Brokerhouse Gro
of companies have been diligently working at maintaining our national distribution busin
models to secure fulfilment, innovative solutions, and ongoing support to the industry.

Whether your current or future procurement requirements are in Foodservice, OCS, Vend
Micro Markets, E-Com, specialty supply, or even Grocery, we offer the top brands, experien
knowledge, and resources to help your business in sourcing the right equipment soluti
wholesale product choices and/or operational support to meet today's new world demand.

Getting back on track will require businesses to rethink their operating plans, strategies,
administrative procedures in order to survive. Considering the "Away From Home" channel
been one of the hardest hit sectors due to all the stay home orders mandated by
governments. Nevertheless, the Canadian market is beginning to see some light at the en
the pandemic tunnel. As the economy slowly re-opens under a new post-Covid econo
climate, businesses will have to re-think their value propositions, manage their supply ch
partnerships more effectively, and re-engage with their customer base for operational growth.

That said, our equipment divisions, Brokerhouse Distributors Inc. along with Andre Lab
Distribution Inc. have and will continue to maintain significant inventory levels in order to sup
the industry's demand for leading manufactures of new, used, and refurbished equipment acr
all segments, as well as providing backup for parts, service, and support in the channel.

Additionally, through our product division, Vending Products of Canada, we are and have alw
been open for business at all our 5 cash & carry facilities throughout Canada. We maintain
appropriate inventory levels for the industry's leading brands and our customers can rely on u

bring consistent supply into the channel.

Learning how to adapt to the new economic realities of today's world have forced us and o
businesses to make the necessary changes to sustain themselves. Adopting a more reac
return-to-market strategy has allowed us to stay nimble, be interactive, and responsive to
current supply & demands facing us all.

A Little Salty Snack: Market Drivers and The Advantage of Choice

Let The Brokerhouse Group of companies do what they do best. Keep you fulfilled! We striv
be your One-Stop source and procurement partner for all your equipment and consuma
product requirements.

*Do most of your customers crave salty or sweet snacks? Do they most often purchase ch
nuts, and cured meat selections, or chocolate bars, baked goods, and other sugary trea*
Believe it or not, it does vary from coast to coast, and even during different day parts.

Canadians love their salt much more than our American counterparts, who tend to opt for m
sweet treats. In fact, salty snacks outsell sweet treats by a hefty 2:1 margin (on average), mal
them an important part of our product offering. You may be wondering why this is. *Part of
physiological, and sometimes even psychological*. On the *physiological* side, the body u
sodium for many regulatory processes; our adrenal glands regulate sodium in the body whic
often affected by stress levels. When we are stressed or fatigued, the body reacts accordi
which triggers the desire for salt at key times during the day. The *psychological* side is sim
we don't realize how addictive sugar and salt can be! Our brains get easily wired to enjoy thi
which makes us happy, and these impulse opportunities allow us to see sales throughout
day versus during traditional mealtimes so we cannot ignore them. We all know how impor
impulse sales are to our industry.

In 2018, Health Canada released updated guidelines as part of the Healthy Eating Strat
which recommended Canadians reduce their sodium intake to between 1,500mg and 2,300
per day, or the equivalent of one teaspoon of salt. Packaged products such as salty (and sw
snacks are always the first area that gets blamed for our salt consumption in Canada, but th
a popular misconception. Most of the salt in the Canadian diet comes from processed foods
ingredients in many common food items such as breads, baked goods, meat, and chees
addition to the salt added at the dinner table or during cooking.

In addition to the flavour sensation (yes Canadian's love the taste of salt), sodium regulates
many functions in the body; it is also used as a stabilizer and preservative (helping to extend
shelf life which we all rely on in the industry) so we cannot do without it. After many year
recommending companies voluntarily reduce sodium in products, the overall impact on
Canadian diet has been minimal (less than a 10% reduction), which has changed He
Canada's strategy to scale back the requirements. Is our industry to blame for not doing
part? Not at all, consumer tastes and preferences will always drive purchasing decisions.

BROKERHOUSE GROUP
Brokerhouse Distributors Inc. | www.brokerhousedist.com
André Labbée Inc. | www.andrelabbeeinc.com
Vending Products of Canada | www.vendproductscan.com

What have we seen as a part of these endeavors? There has been a gradual reduction sodium in our packaged products, however most of these have been done carefully and with a lot of attention (a concept called “Stealth Health” which we talked about last year). Believe In fact, many of your staple offerings including snack bars, nuts, and energy bars have actu gone through small reformulations, and the sodium levels have been reduced a little, howe the customers never noticed. The other area we continue to see this trend is in the variet lower sodium options (for example lightly salted) which responds to some consumer interes trying to make small changes to their diet.

So How Can Vending and Micro-Market Operators Take Advantage of This?

It is no surprise that we will have to continue listening to our clients’ preferences, consider add a lightly salted SKU as an alternate offering. Newer protein bars and energy bars could now considered as a lower sodium option (more so than ever before), it all about ensuring your business is staying ahead of the curve.

CAMA Members Register at a Discount for Chicago Event

Need assistance in sourcing items with lower sodium offerings for your vending, office coffee micro market operation? Let Complete Purchasing Services (CPS) Vending (formerly Unive help you navigate the marketplace.

At a time when change and innovation are leading the convenience services industry reimagine its future, NAMA is showcasing these opportunities at The NAMA Show 2022, Apr 8, 2022, at Chicago’s McCormick Place. Never has it been more important to attend this show learn firsthand about the latest business thinking and to connect with colleagues to learn new approaches can succeed in the marketplace.

About the Author:

Brian Emmerton is a Registered Dietitian and the Vice President and General Manage Complete Purchasing Services Inc., a leading supply chain solutions provider for hospitality and unattended retail sectors of the convenience services industry. Details are available non-commercial clients in Canada. Brian has been working in foodservice and consumer aff for over 30 years to help clients keep up to date on consumer trends and opportunities that d revenue and repeat business. Learn more about Complete Purchasing Services by visi cpcs.ca.

The NAMA Show 2022 is the largest event for the convenience services industry and is desig for operators and professionals in the micro market, vending, pantry, coffee/tea/water ser and unattended retail sectors of the convenience services industry. Details are available www.thenamashow.org. CAMA members are invited to register at a discount by contacting association admin@vending-cama.com to receive the registration code.

Imagination Way

The NAMA Show 2022 will offer attendees an immersive, hands-on encounter with tomorro technologies and solutions in “Imagination Way,” the newest part of the event. An experienc itself, this interactive gallery puts the edgiest emerging technologies and service solutions display and in the hands of attendees. From self-service kiosks to unattended dining and sto Imagination Way demonstrates how these innovations may be leveraged in unique consu environments. An enhanced New Product Zone, where manufacturers will premiere the la offerings to wow customers and increase sales, is also part of this area.

“Imagination Way provides the vision for the future of convenience services, unattended self-service retailing,” said Carla Balakgie, FASAE, CAE, President & CEO of NA “Imagination Way reflects consumer demand for greater control of retail encounters, m options and flexibility in retail locations, and ubiquitous availability of better-for-you and fresh the-go food and beverage options. The result is an inspired look at how consumer interacti with retail are shifting and how the most routine purchases will be made in the near future.”

How Navax’s EMV Certified Devices Can The NAMA Show 2022 Envisions the Ensure Your Business Growth Future of Convenience Services with ‘Imagination Way’

You’ve probably heard about EMV (Europay, Mastercard, and Visa), but what doe really mean and how does it affect you? Join us as we discuss what’s new in t world of cashless payments and how Navax’s EMV certified devices can ens your business is staying ahead of the curve.

Imagination Way will showcase products, equipment, best practices, technology merchandising tactics in real-world retail scenarios. Participating companies as of mid-Febru included Retail 365 Markets, Cantaloupe, Kellog's, Keurig Dr. Pepper, Kiosoft, Mond International, Popshap, Three Square Market and Vistar.

Attendees will be encouraged to put these new solutions to the test while exploring t application in fully functional displays. Experts will help them imagine how new features car applied to their existing operations, or how operations can be expanded to serve m customers in different venues and channels.

The Imagination Way experience focuses on four unique consumer venues, highlighting a br range of capabilities to meet distinct consumer needs. NAMA has invited dozens of potential r customers representing these industries to visit Imagination Way and attend The NAMA Sh 2022:

- Transit/Transport Centers
- Multi-Family/Campus Housing
- Senior Living/Healthcare
- Hotel/Lodging and Hospitality

Imagination Way is situated at the entrance to the exhibit hall at The NAMA Show 20 ensuring every convenience services operator and all of their customers attending the event engage with leading-edge technologies and service offerings.

Education, Trade Show and Networking

Beyond Imagination Way, curated knowledge, an expansive trade show and peer-to-p networking round out the event.

The NAMA Show offers dozens of education sessions delivered by leading minds in convenience services industry.

An expansive trade show will feature displays from hundreds of companies representing the range of products and services, including transformational technologies to help opera automate many aspects of their businesses such as self-service kiosks and payment soluti advanced machinery; the latest candy, snacks, and beverages; and a range of professio services to help convenience services businesses operate more efficiently.

The tradeshow floor is the prime venue for networking. Receptions, such as those for Women in Industry and the Emerging Leaders Network, provide more targeted networ forums.

Register Today

Register today to attend The NAMA Show 2022. Details are available at www.thenamashow.
CAMA members are invited to register at a discount by contacting the associa
admin@vending-cama.com to receive the registration code.

Issue 7 - February, 2022 *- Stevie G - Loyalty Markets Technical Support*

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Tech Corner: Maximising Up Time in a Micro Market

One of the challenges with a micro-market is that you earn no revenue if the kiosk is unable to process checkout transactions. In a vending bank you may loose one machine at a time, but in a micro-market you can land up with zero revenue if there is a problem with your checkout terminal.

Some of the reasons that your terminal could go down are:

- Power issue at the point of sale.
- Lack of internet connectivity (if your kiosk does not have an offline mode).
- Software problems from your kiosk supplier.
- Frozen touch screen or barcode scanner.
- Database error meaning that items cannot be scanned or priced correctly.
- Internet abuse at the customer over-extending your data plan.

These are some of the defensive measures you can take to reduce downtime as much as possible:

- Pay for a 24-7 support service and post contact details clearly on the kiosk in multiple places. Do not try and hide away with hard to find contact details.
- Get your route operators in the habit of doing a test transaction every time they are at the location.
- Have multiple checkout options in your market for redundancy. You can even use redundant internet connections if the site is big enough.
- Offer a mobile checkout app as an alternative to the kiosk.
- Check your sales through the day and compare to expected sales so that you can proactively identify an issue and get to the site on your time.
- Install a pinging service or learn your kiosk backend so that you can tell quickly if a kiosk is offline from a remote location before driving to the customer.
- Request your client to install a fixed line internet connection if mobile internet service is unreliable.
- Track your internet use with a good software tool and lockdown access to your services only. (No video streaming on your dime).

- If you are using client internet make sure that you are aware of any network changes on their end. They may have closed a port on their firewall which you need for your kiosk provider.
- Select a kiosk service provider with an excellent 24-7 support team.

When arriving at the site, it is very useful to test if your internet line may be disconnecting. Here is a practical step if you are unfamiliar with a laptop:

1. Plug your laptop directly into the same internet router as the kiosk
2. Push windows key and R on your keyboard
3. Type CMD and ENTER
4. Type ping google.ca -t

If you see a continuous flow of data packets then you know that your laptop was able to get internet access and the kiosk should be able to access the internet as well. If the ping lines are not continuous then you may have a connection challenge. If you see no data packets then you have no internet connection.

Good luck keeping your micro markets running 24-7.

Avoid the "Great Resignation" with these 9 Best Practices

The media have made much of the "Great Resignation," a phenomenon in which a record number of U.S. employees have walked away from their jobs since the pandemic began. Experts have suggested many reasons for this, but it all comes down to the grass looking greener, or healthier, somewhere else.

While Canadian employees haven't followed suit, a global survey of 30,000 people found that over 40% are considering leaving their employer this year.[1] "That's a lot of unhappy employees," says Esther Fleurimond, a WSPS Health & Safety Specialized Consultant in Mental Health — Healthy Workplaces.

Take note that there are lots of jobs waiting for any unhappy employee — over a million at the beginning of September, according to Statistics Canada.[2]

While hiring may be an immediate priority for some businesses, retaining existing employees should be an ongoing priority for every business.

How? Cultivate a culture of psychological safety," says Esther. "I'm passionate about psychological safety because going forward it's what will differentiate businesses that are just surviving from those that are thriving."

Research into psychological safety has identified many benefits, such as greater confidence, creativity, trust, and productivity. All of this creates a solid business case. For example:

- A Gallup report noted that employees of organizations that increase psychological safety feel more engaged, which can lead to a 12% increase in productivity.[3]
- Deloitte Canada quantifies the return on investment for Canadian firms that invest in mental health programming. After just one year, says the study, the median annual return is $1.62 for every dollar invested. After three years, the return more than doubles to $2.18.[4]

9 best practices for managers and supervisors

Senior leadership support is critical to any initiative, including creating a psychologically safe environment. But on a daily basis managers and supervisors also have an enormous influence on whether their employees have a positive experience at work. Esther encourages managers and supervisors to implement these nine best practices to create and sustain a psychologically safe environment among their team members[5] :

1. Establish clear expectations on what employees are supposed to do.
2. Recognize employees when they do their job well.
3. Provide constructive feedback when they don't.
4. Listen to their concerns.
5. Share information with them when you're about to change their roles or introduce a new process or policy.
6. Make yourself available to answer questions.
7. Plan their work effectively. "If employees have too much work, they have to feel comfortable telling you."
8. Support their decisions. "If an employee has an elderly relative to care for, a childcare issue, or is in mental distress, you have to support the employee in whatever they decide to do. Otherwise, they disengage."
9. Ask for employee input before making a decision that affects their work.

Putting these practices in place doesn't have to be complicated, says Esther. "Start with two-way conversations. Schedule a couple of minutes in each team meeting or during a walk-through to ask employees how they are doing. Not the work, not the operations, not the budget, not the planning, but the person."

Resources

The following resources can help you better understand and implement a psychologically safe workplace.

1. Three new offerings from WSPS' healthy workplace consultants:

- Workplace Mental Health: Administering and Interpreting PHS Assessments
- Workplace Mental Health Supplemental Needs Assessments
- Workplace Mental Health Gap Assessment CSA Z1003

To find out more, contact Customer Care at 1 877 494 WSPS (9777) or customercare@wsps.ca.

2. "What Can Employers Do to Reduce Work– Life Conflict," from Dr. Linda Duxbury and Dr. Chris Higgins' report, [IT]*Work–Life Conflict in Canada in the New Millennium: A Status Report*[IT], Health Canada, pp 76-80; https://publications.gc.ca/collections/Collection/H72-21-186-2003E.pdf

3. Free online resources from

- Guarding Minds @ Work (GM@W), developed by Simon Fraser University's Centre for Applied Research in Mental Health and Addiction; www.guardingmindsatwork.ca/info/index

- Think Mental Health http://thinkmentalhealth.ca/, a joint effort of Ontario Health and Safety System partners to provide employers with easy-to-access resources

4. CAN/CSA-Z1003 National Standard: Psychological Health and Safety in the Workplace https://www.csagroup.org/store/product/CAN%25100CSA-Z1003-13%25100BNQ 9700-803%251002013/. Use the "View/Access" option to explore at no cost.

Have health and safety questions? Please contact Denise Lam, WSPS Account Manager, Small Business at Denise.Lam@wsps.ca.

About Workplace Safety & Prevention Services (WSPS)

Workplace Safety & Prevention Services (WSPS) is a not-for-profit organization committed to protecting Ontario workers and businesses. A proud partner in Ontario's occupational health and safety system and a trusted safety advisor since 1917, WSPS has a rich history of making Ontario workplaces safer. WSPS serves the manufacturing, agricultural and service sectors. WSPS offers unparalleled health and safety expertise, consulting, training and resources for businesses of any size. For more information visit WSPS.ca.

Copyright information

This article was prepared by Workplace Safety & Prevention Services (WSPS). At WSPS we are committed to helping businesses understand their risks and legal obligations to stay in compliance and build safer workplaces. If you would like permission to republish or use information in this article, please contact Jessica Bowes, Content Development Lead at jessica.bowes@wsps.ca.

Notes

1. "The Next Great Disruption Is Hybrid Work—Are We Ready?," Microsoft, March 22, 2021; www.microsoft.com/en-us/worklab/work-trend-index/hybrid-work

2. “Payroll employment, earnings and hours, and job vacancies, September 2021,” Statistics Canada, November 25, 2021; www150.statcan.gc.ca/n1/daily-quotidien/211125/dq211125a-eng.htm?HPA=1

3. Jake Herway, “How to Create a Culture of Psychological Safety,” Gallup, December 7, 2017; http://www.gallup.com/workplace/236198/create-culture-psychological-safety.aspx

4. “The ROI in workplace mental health programs: Good for people, good for business,” Deloitte Insights, p. 10; www2.deloitte.com/content/dam/Deloitte/ca/Documents/about-deloitte/ca-en-about-blueprint-for-workplace-mental-health-final-aoda.pdf

5. Best practices in all these nine areas can be found on the Canada Life website, Workplace Strategies for Mental Health: Approaches for people leaders https://www.workplacestrategiesformentalhealth.com/topic/approaches-for-people-leaders

Coffee Corner: "What am I Drinking & Where is it From?"

As we start to head towards the end of winter, and with the worst of Omnicron hopefully past us, we can now look back over the past 2 years as the most turbulent time our respective businesses have seen. As we are still experiencing a continued unsettled environment knowing specifically when workers will return back to the office, and more related to the coffee industry, the continued climb to levels unseen in the past number of years. What is our best course of action?

To search for answers in the foodservice industry I recently started reading The Next Supper, written by Corey Mintz, a former Toronto Cook, Food Reporter, and Food Critic who now resides in Winnipeg. In this book he describes that change in the foodservice industry was needed even prior to the pandemic and examines what he anticipates will be next for the industry. The food that we eat, the way we order it should all be examined. What food we eat and how we eat is changing. It is a fascinating read of how the industry has changed through the pandemic and a sign of what is to come. **What does that mean for coffee?**

Customers are asking with an increased focus “**what am I drinking and where is it from?**” They want to know that their coffee is ethically sourced, and traceability to source. Now this isn’t necessarily new news. Coffee roasters have been telling stories of farm to cup for quite a number of years, but customers are asking this with increased frequency. A couple of years ago a number of cafes started to offer a service to trace their cup to the exact farm where the coffee was grown. This was an innovative way to differentiate their coffee from their competition. While it hasn’t widely taken off, I wonder how far away we are from consumers asking for this level of detail.

Consumers whether in the office environment or foodservice want to be given choice and options on what they are drinking. They want the ability to choose their country of origin and then tailor that drink to make it their own. Think of it this way, what choices do we have when it comes to television today compared to 20 years ago? The entertainment industry has had to adapt and change and we too will have

to adapt for the changes in the foodservice industry.

Issue 7 - February, 2022

Renew Your Membership for 2022!

RC Show 2022 returns to Toronto's Enerc

Centre at Exhibition Place

Membership renewals were released in December 2021. If you have not received your notice, or would like to renew your membership today, please contact admin@vending-cama.com.

Canada's leading foodservice trade event is preparing for a world-class hybrid showcase!

If you have renewed we thank you for your continued support!

CAMA Members register exclusively with 50% discount! *(See below)*

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RC Show 2022 returns to Toronto's Enercare Centre at Exhibition Place, combining the l
person and virtual - a dynamic in-person trade show, conferences, competitions and events
broadcast-quality programming available virtually and in-person.

For three action-packed days, RC Show aims to reignite the industry with leading brands and
the latest trends and solution-based content, an enhanced domestic and international buyers
as well as programming from national and global thought-leaders assembled to discuss key
support the REVIVAL of the industry – an annual event that can't be missed!

The RC Show is operated by Restaurants Canada, a national not-for-profit association re
Canada's diverse and dynamic foodservice industry. All revenue generated goes back into s
Canada's foodservice and hospitality industry.

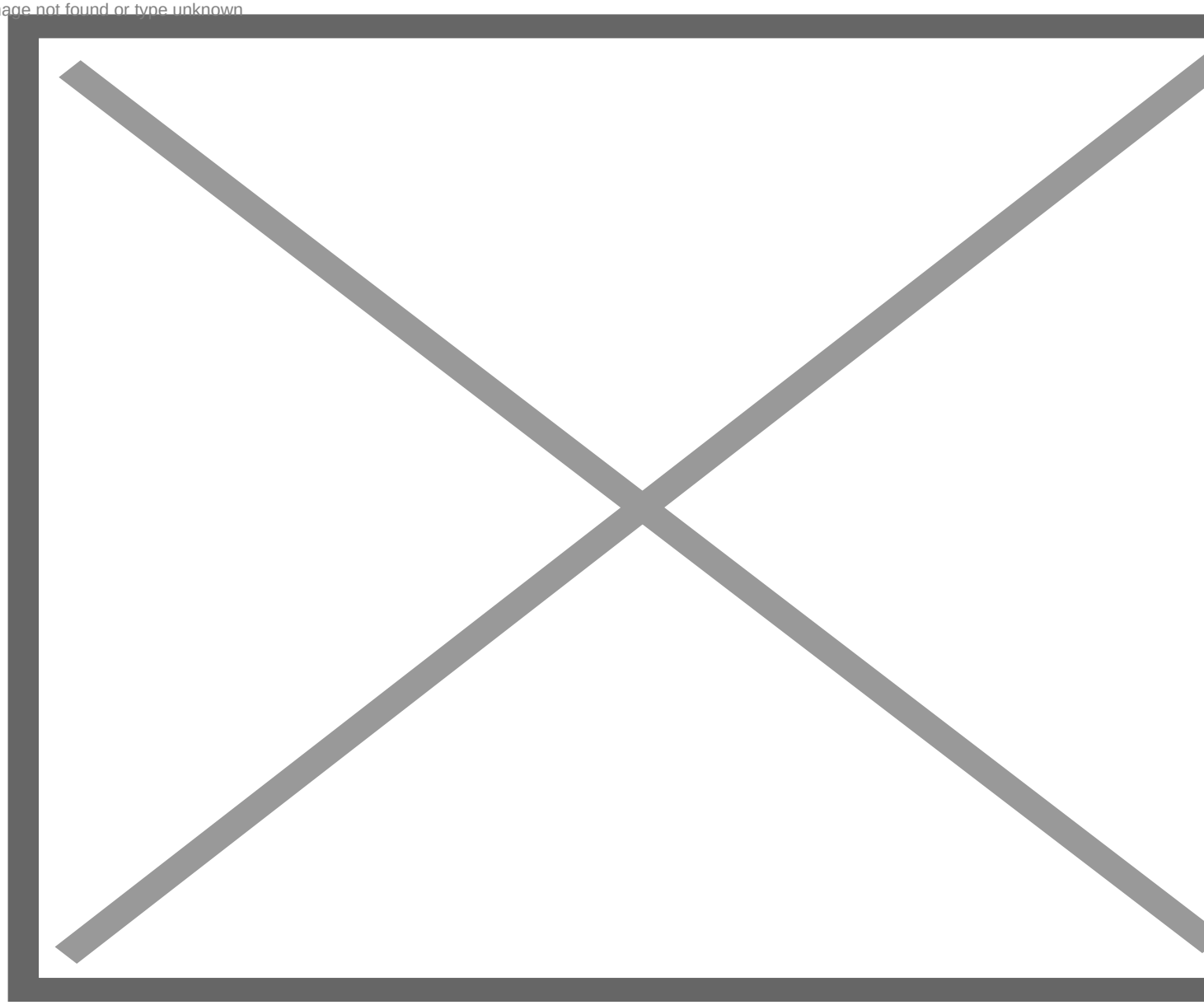
TICKETS:

Industry professionals can register for a FLEX PASS to attend in-person and v
www.rcshow.com.

This year's FLEX PASS includes access to RC Show's renowned Leadership C
programming; valued at $250.

CAMA Members are eligible for 50% Admission Code - Please do not share this code!

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REGISTER HERE

Show Dates & Hours

- Monday, May 9, 2022 10:00 AM – 5:00 PM EST
- Tuesday, May 10, 2022 10:00 AM – 5:00 PM EST
- Wednesday, May 11, 2022 10:00 AM – 4:00 PM EST

www.rcshow.com

Enercare Centre,100 Princes' Blvd., Toronto, ON M6K 3C3