CAMA
Canadian Automatic Merchandising Association

ACAD
l'Association canadienne d'auto-distribution

COFFEE - MARKETS - VENDING

8 - April 21, 2022

NEWSLETTER



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

Issue 8 - April, 2022 *- Jim Jackson, President*

April 2022 - Message from Your CAMA President

First – Second – Third – Home Run

First! the good news, save the date! Our first in person event in over 2 years will be CAMA's annual golf tournament which is scheduled for June 15th and will be held at Granite Ridge Golf Club located on the beautiful Niagara Escarpment in Milton ON. We expect this event to be well attended as our members are looking forward to once again shaking hands and socializing in person.

Second, the not so good news. The past 2 years has been a rough ride for all of us, and for our association it was no exception. For those of you that have been past board members of CAMA you probably know that CAMA's primary source of revenue comes from the following.

- Membership Dues
- The CAMA Annual Golf Tournament
- Our Annual Trade Show
- Hosting Canada Night at NAMA

In the past 2 years we only had our membership dues to support our organization and therefore we had to rely on our reserves to fund our fixed operating expenses. This has left our organization with a need to replenish a $30,000 shortfall in our operational reserves, this is a significant amount of money for a not-for-profit organization to recover.

Third, our board has come up with a financial recovery program that we believe will be fun and exciting for all of us. We all like the opportunity to be a winner. CAMA will be selling tickets to our members that will give them the opportunity to win a significant bundle of goods and services that will be provided by our supplier members. These goods and services will be of significant value to the lucky operator member that wins the prize.

Home Run, let this be the home run year for all of us. Hopefully our association, our operators, and supplier members will experience a total recovery from the pandemic that has affected everyone in the past 2 years.

CAMA is "our" association and has been an important part of our working career. Let's all get together and pool our resources to strengthen the financial position of our association by participating in this financial recovery program so we can once again enjoy our fellowship with one another at the in-person events that we all like to attend.

Another save the date. Our annual CAMA trade show will be held this September in Toronto. Keep posted for more details as to where and when.

I am thanking all of you in advance for your anticipated participation, it will be very much needed and appreciated. Keep your eyes open for more details to come in the following weeks.

Regards
Jim Jackson
CAMA President

New for CAMA Members: A Specialized Commercial Insurance Program from Western Financial Group Insurance Solutions

Western Financial Group Insurance Solutions (WFGIS) is proud to partner with the Canad Automatic Merchandising Association (CAMA) to provide its members with a speciali commercial insurance program, that offers best-in class coverage and significant value-ad services.

For over 40 years, Western Financial Group Insurance Solutions has provided vari associations with industry-tailored programs, designed specifically to protect their members both commercial and employee benefit solutions that provide competitive rates, coverage, in-house risk management and claims services.

Our focus is to provide your business with a sustainable insurance program that fits their ne while also delivering tools and strategies that allow them to properly manage their unique risk

The Automatic merchandising and vending industry provides its own unique challenges whe comes to insurance and protection. We have put together a variety of products to make sure your business has various options for protection and is covered when issues do arise.

Each prospective participant will have a detailed review of their business operations. understanding the intricacies of your operations, we can better protect against various type potential claims, so you can have peace of mind that your business insurance needs are be met. For example, machine manufacturers will have a different set of exposures as oppose strictly a business providing leasing vending machines out to businesses.

In addition, participants can count on receiving competitive rates per dollar of insura

purchased. WFGIS provided 24/7 in-house claims examining to ensure you are supported claim happens at any hour.

Issue 8 - April, 2022 *- Mother Parker's Tea and Coffee*

Risk Management remains an important factor to providing all program participants with tool help mitigate against potential losses. The CAMA Insurance Program is a value-added mem benefit in which coverage is contingent upon having active membership in place thro CAMA.

71% of Consumers Prefer Bean-to-Cup Beverage

For more information on the CAMA Insurance Program, please contact Western Financial Gr Insurance Solutions at 1-800-665-8990, or log on to www.westernfgis.ca

NEW! Bean-To-Cup Programs From Mother Parkers

We have partnered with a trusted Canadian manufacturer to provide a quality bean-to-cup solution for fresh coffee and coffeehouse favourites at the touch of a button. Or no touch at al

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TASTE: Delivers slightly bolder cup of coffee.

FRESHNESS: Ground and brewed on demand perceived as fresher.

AROMA: A much stronger and preferred aroma relative to drip brewed coffee.

VARIETY: Small footprint with 11+ beverage options.

- **Sustainability** is at the forefront;-100% compostable organic waste-Biodegradable pap filter-Energy saving mode
- **User-friendly digital interface** to make fresh beverages with the option to order touchless through an app on the customer's phone.
- **Easy to maintain equipment.** We provide an equipment service package with preventative maintenance and a 24/7 equipment hotline for troubleshooting and supportWith notifications for maintenance and low product and the ability to upload vide and screen saver content to market your business
- **Full portfolio** of wholebean and soluble powders to create a variety of beverages mad with quality ingredients

QUALITY. VARIETY. SUSTAINABILITY.

For more information on our **lease-to-own program***, please contact your Mother Parker's Te & Coffee representative today: www.mother-parkers.com.

Mother parkers is a **proud Canadian company** that has been roasting quality coffees and blending teas, since 1912.

*Terms and conditions apply.

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Issue 8 - April, 2022 *- U-Select-It*

Evoke Market - Vending Machine + Micro Market Hybrid Solution You've Been Waiting For

U-Select-It's new Evoke Market is an innovative self-service solution that combines the secu of vending machines with the accessibility and ease of use of micro markets. Offering m product versatility and a wider, healthier, snack and beverage selection, Evoke Market of grab-and-go convenience for consumers along with a level of controlled access.

Consisting of a host snack vending kiosk and a satellite smart cooler, the Evoke Marke the total solution when it comes to offering snacks, cold drinks and refrigerated food. With Evoke Market, consumers enjoy the ease and accessibility of a retail micro-market, combi with the security your business needs.

Proving a frictionless consumer experience, the Evoke Market is easy and simple to use. F enter the payment into the vending kiosk to unlock the cooler. With the cooler unlocked, consumer has the ability to explore premium items before they purchase. Once the consu chooses the product or products they would like to purchase, they scan the products the vending kiosk to complete their purchase.

The Evoke Market features a 10.1" full-color touch screen display. The touchscreen offer shopping cart mode allowing for up to three items to be purchased in a single transacti Additionally, the touch screen display has a product browsing capability and advertising opti for static and video content.

The Evoke Market allows for numerous payment options. Aside from bill acceptors and validators, the Evoke Market comes standard with PayRange, a leading mobile payment sys that customers can purchase products directly on their mobile device. An optional featur Greenlite Cashless, which gives customers the opportunity to purchase products wit credit/debit card or through a mobile wallet, such as Google Pay and Apple Pay.

Are you looking to expand your location reach into more public or high-traffic areas such airports, fitness facilities and gyms, or healthcare facilities? Unlike traditional micro markets, Evoke Market can be placed anywhere and everywhere you want to bring convenience customers. Contact U-Select-It at 1-800-247-8709 to learn more about Evoke Market.

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Issue 8 - April, 2022 *- Brian Martell, Heritage Coffee*

Coffee Corner - What Have You Got that will Help Beat the Heat?

One of my favourite Beatles songs has the lyric “it’s been a long cold lonely winter…” which sums up for most of us what was that period between the solstice and the equinox that seemed so much longer than 3 months. Spring is here, the days are longer, buds are starting to show on trees and soon summer will be upon us. It is definitely not too soon to be thinking about what warm weather options there are for foodservice and OCS customers who, no doubt, will be asking “what have you got that will help beat the heat?”.

Within the realm of coffee, there are many options that can be RTD (ready to drink) as well as those that can be made on site with varying degrees of capital investment. Cold brewed coffees (nitro et al), Iced coffees, coffee-based granitas, and even a re-surgency of Coke’s coffee-based cola will no doubt be options that are discussed. Beyond the needs analysis that ever good rep or TM will conduct with the customer will also be the business case of what makes the most sense for both customer and service provider. RTD options are the simplest as they provide a “what you see is what you get” solution, but usually with a greater delivery cost component as well as smaller margins than options that are transformed on site. Cold beverage products that are prepared on site will have varying degrees of capital expenses (equipment, mixing vessels, etc.) but will usually cost less per serving to deliver on the final mile as well as offer much better margins than their RTD counterparts. The consultative aspect of the relationship between you and your customer cannot be overstated when discussing these options. Understanding what they are looking for and then directing the conversation on what would be the best fit (rather than allowing the customer to dictate to you what they think they want) is just good salesmanship. If there is to be an investment in equipment for a seasonal offering, it needs to be justified objectively on if it works for both customer and supplier. Sometimes, this is exactly what is required in the sense of providing a premium offering that will better satisfy the need while at the same time allowing for an acceptable return on investment that makes good sense for the service provider. Other times, the solution may need to be an RTD option due to limited volume prospects, sub-optimal location, or other factors that would preclude on site preparation. The key, of course, is not to fall into the rationalization gap of allowing a misfit solution based on the premise of a “loss leader”. Essentially, this happens when a good account insists on a type of service that doesn’t makes sense from your

point of view but when taken as a whole, you make more on one side of their business than you lose on the other.

What can add arrows to your quiver is also understanding the options that exist currently in the market for these seasonal products. Some cold brews that are prepared on site can involve very little investment (in some cases, just jugs), while others, like nitro, will require not only significant investment, but also the support staff to keep the equipment running. Newer options in this niche offer a hybrid solution between RTD and on-site preparation where portion controlled, pre-packaged concentrates are available that allow consumers to prepare a cold brew by just adding water one beverage at a time.

Driving Sales Through Impulse Purchases

Snacking and indulging in a treat has always been synonymous with the vending and s service markets, having food and beverages available at a convenient location whenever desired is the impetus for the evolution of our diverse industry. The notion of buying on impu good or bad, ensures we have continued growth and a sustainable business model for year come. In fact, the importance of impulse purchases cannot be ignored. Most consumer resea since the mid 1940's has shown that impulse purchases account for 40% - 80% of all consu purchases. We just need to understand how to continue respond to these impulses in orde maximize the potential of our future sales.

Before the requests come in, which they surely will, it is best to be prepared two-fold: once by doing the homework on what is now available in the market to fill the coming need; and then by preparing the marketing and sales approaches for each option that you've decided to carry. To borrow heavily from the old adage "an ounce of prevention is worth a pound of cure" could, for our purposes, be "an ounce of preparation is worth a ton of unprofitable business".

An impulse purchase occurs when there is a strong and sudden emotional desire, with l attention paid to controlling this desire. This tendency to buy spontaneously, and with reflection, can be explained as an individual experiencing the effect of immediate gratificat This is where the negative perception of impulse purchases comes from; the belief we l control, let our emotions or phycological triggers force us to act somehow irrational or with discipline, and, that retailers are taking advantage of this. While some of the reasons for buy on impulse may be genuine, it is also our ability to meet and deliver on these responses is reason we continue to be successful.

A common misconception about impulse purchases is that they are always triggered becaus low or no control. Unplanned purchases can occur simply because the consumer needs purchase a product. We see this more frequently now as people's lives are busier than ever; planning meals and snacks for work, school, or social engagements is not always top of m Consumers therefore need to rectify this gap when they arrive at their destination and sales benefit as a result. We also know from research that impulse purchases can arise from sens experiences (e.g., lighting, product display layouts, atmosphere, etc.). Purchases made in re areas are often higher than online purchases, as all five senses can be stimulated in a experience (think about the smell of coffee or freshly baked cinnamon buns).

How Can You Maximize Impulse Purchases?

- **A Blast From The Past:** Seeing a unique product from the past they have not seen while drives positive emotional triggers and often results in higher impulse decisions.
- **New & Novel:** Younger customers are always looking for the newest flavour or offer pay attention to the up and coming flavours and include some in your offering.
- **Effective Merchandising:** This means that you are continually refreshing your disp

areas in self-serve stations, office coffee offerings and machines so that they always l
fresh and clean.

• **Tantalize the Senses:** Pay attention to these three senses: sight, smell and touch.

Issue 8 - April, 2022 *- Brokerhouse Group*

o **Sight:** We eat with our eyes, the first thing visible is often what is grabbed.

o **Smell:** Our sense of smell gets our digestive juices going and drives hunger.

o **Touch:** This is a little more specific. Clients will press a package to gauge
judge how fresh it is, or use touch to select a fresh piece of fruit in a merchandis
display before selecting.

Adapting Your Business to the New Realit

It will be quite some time before we understand the full impact of the Covid-19 pandemic. But
history of such shocking events tells us many things.

Take advantage of strong impulse purchases and always keep up to date on changing consu
expectations: success can rely in part on your ability to stay agile in your product and ser
offering and maximize on any impulse opportunities that may arise.

Even in severe economic downturns and recessions, many companies have been able to gai
advantage and emerge stronger. This data has been evident among a number of surveyed fir
doing business during the past four downturns. The result was 14% of them had increased bo
their sales, growth rate, and EBIT margin.

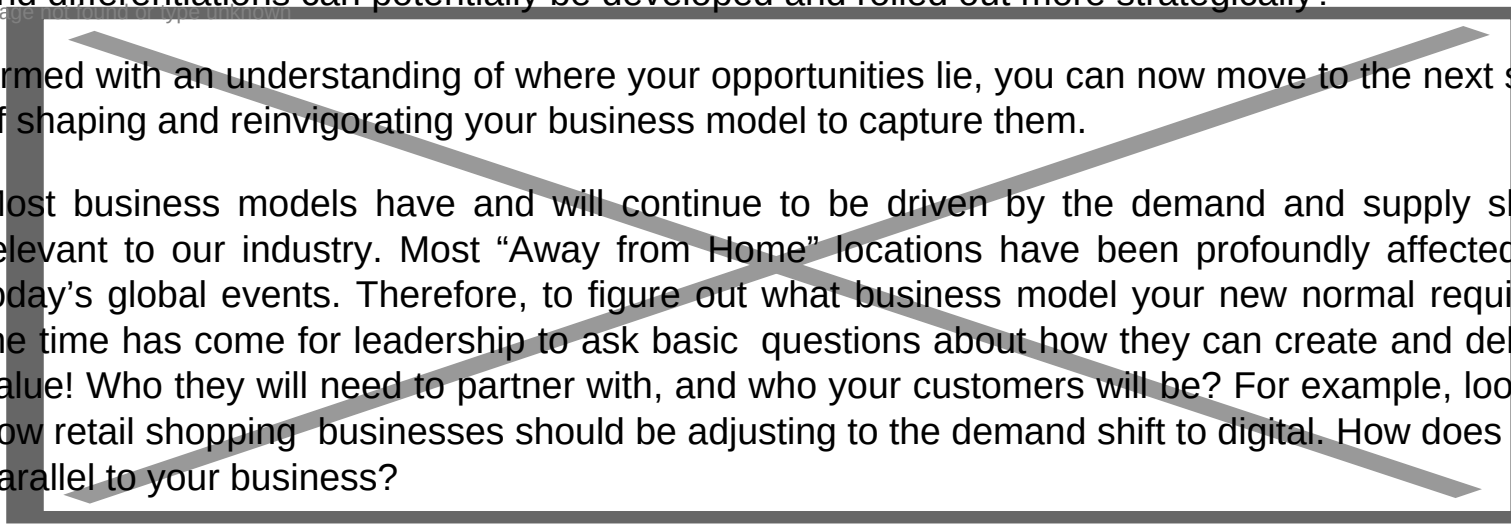
Need assistance in merchandising support to drive impulse purchases for your vending, of
coffee, or micro-market operation? Let Complete Purchasing Services (CPS) vending (form
Univend) help you to find the perfect supplier partners to help you.

The same can be applied to our industry's "Convenience Channel" champions, mavericks, an
competitors …

About the Author:

Who is doing well? What market segments are you and your rivals focused on? What produ
or services can be introduced and/or programs launched? This guiding principle can also
extended to customers. Which ones are exhibiting new behaviors? Which have sta
operational and loyal? What new reality needs do customers require, and what are they pa
drive revenue and repeat business. Learn more about Complete Purchasing Services by visi
attention to? In your own organization, ask, which workplace breakroom innovations are tal
eCPS.ca
hold among leading firms? What new needs are employees responding to? What opportuni
and differentiations can potentially be developed and rolled out more strategically?

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,
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 l



Armed with an understanding of where your opportunities lie, you can now move to the next s
of shaping and reinvigorating your business model to capture them.

Most business models have and will continue to be driven by the demand and supply sh
relevant to our industry. Most "Away from Home" locations have been profoundly affected
today's global events. Therefore, to figure out what business model your new normal requi
the time has come for leadership to ask basic questions about how they can create and del
value! Who they will need to partner with, and who your customers will be? For example, loo
how retail shopping businesses should be adjusting to the demand shift to digital. How does
parallel to your business?

In times of crisis, it's easy for organizations to default to old habits—but those are often the ti
in which new approaches are most valuable. As companies position themselves for the n
normal, they cannot afford to be constrained by traditional information sources, business mod
and capital allocation behaviors. Instead, they must highlight anomalies and revamp t
business models, and invest their resources dynamically to not only survive the crisis but th
in the post-crisis world.

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Issue 8 - April, 2022 *- Cantaloupe, Inc.*

How to Stay Ahead of the Shifting Retail Landscape

Over the past few years, retailers have had to adapt to dramatic changes in consumer behavi Without regular, person-to-person interaction, customer engagement took on a whole new importance, and now, on the other side of the pandemic, the line between unattended retail a traditional retail is blurring. Cantaloupe, Inc. CEO Sean Feeney predicts some of the trends th will be part of the next-generation retail experience.

The emergence of alternative payment types

Just as consumers switched from paying with cash to paying with card, so too will they move away from cards. The expanding use of mobile wallets, person-to-person payment apps, and even cryptocurrency are driving retailers to offer more mobile payment options.

The growth of micro markets

The notion that a customer can shop, scan, and pay without speaking to a single human bein fast becoming the norm. Expect to see more kiosks and touchscreen point-of-sale systems th prioritize a frictionless customer experience.

The application of artificial intelligence

Retailers are looking for technology and service solutions that can pace with customer expectations for autonomous experiences. Artificial intelligence-driven merchandising and consumer engagement tools will help businesses ensure they have exactly what the custome wants when they want it.

How else will autonomous retail shape the future? Continue reading here: https://bitly.cantaloupe.com/3jrmE3p

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Issue 8 - April, 2022 *- David Jackson, Business Development Manager, Quality Vending & Coffee Services*

Tech Corner - Bean-To-Cup: Increased Volume Means Increased Labor

The world of office coffee, especially in desirable larger accounts, is moving away from traditional brewing methods and is demanding more. The unstable labor market means employee retention and at work satisfaction is more important than ever. An easy way to do this is through specialty coffee. A barista isn't cost-effective, so a bean-to-cup coffee machine is the next best thing. For an operator, transitioning to bean-to-cup machines usually means scoring big accounts and increasing existing account sales, but the big dollars don't come scot-free. Bean-to-cup equipment requires a much higher capital investment and ongoing time commitments versus other types of brewing methods.

Cleaning

Regular cleaning is one of the most labor-intensive parts of bean-to-cup machine service. Some customers don't mind dedicating a staff member to bean-to-cup filling and basic cleaning. This is the best-case scenario, but many customers want a hands-off approach on the cleaning side of things. Providing your coffee route representative with the basic tools and skills to give the machine a clean upon delivery keeps the machine functioning at its best. In the customers eyes, a clean machine is a well-maintained machine.

- Wipe down exterior of machine
- Rinse drip tray - wipe down dispensing area
- Run rinse cycle, clean mixing bowls if required
- Change waste bin / bag
- Dust interior of the machine
- Vacuum any loose beans/powders/grounds

Pro Tip: Handy tools for bean to cup cleaning include a paint brush for dusting, a cordless vacuum, microfiber cloths, and various sizes of pipe cleaners for cleaning the coffee chute and other tight spaces.

Preventative Maintenance

If your company has dedicated service technicians, have them do a scheduled deep cleaning machine service on the bean-to-cups machines. Busy machines should be done monthly, while lesser volume equipment can be done on an extended time schedule. Run test vends to listen to the valves, motors, brewer, etc… and make sure everything is functioning properly with no leaks. Remove canisters, mixing bowls and brewer for cleaning to get the machine looking like new again. The customer likes to see a sparkling machine! Most importantly, perform taste tests to ensure the finished product is up to par. Pay attention to adequate taste and cup levels.

Pro Tip: Instead of using a customer's sink, make pre-cleaned kits that involve sets of mixing bowls, lines, waste bin, brewer and other items that need to be cleaned. This means less time on site, and no cleaning parts in customers' sinks.

Spare Equipment

Bean-to-cup equipment is complex! With such high-tech equipment, things can go wrong such as a faulty control board, displays or electrical ghosts that keep on coming back. Keeping the customer happy with the least downtime possible means having spare equipment to swap in case of major issues. This provides the opportunity to diagnose, fix, and clean the machine in the comfort of your shop and to prepare the machine for its next location. Some customers need a different machine to be satisfied.

Pro Tip: Sticking with one brand or lineup of bean-to-cup equipment allows you to use the same cleaning kits for many machines.

Should you keep some COVID controls in place?

As the province lifts pandemic restrictions for public places, what are the workplace implications? Should your workplace lift its restrictions in line with the province?

"Not necessarily," says Workplace Safety & Prevention Services (WSPS) Consultant Pamela Patry. "It's not about throwing out the controls and processes you've put into place. It's about merging them into a sustainable system." This way you have the flexibility to either ramp up again if COVID-19 case numbers increase and guidelines are reinstated or fasten restrictions further when Public Health gives the green light.

Loosening workplace restrictions requires thought and careful management, says Pamela. Before you decide what controls to lift, monitor changing requirements, consider your COVID-19 risks, how comfortable employees and customers will be with changes, whether pandemic controls offer other benefits to your workplace, and how you will communicate the changes.

Pamela offers more on these considerations.

1. Stay on top of changing requirements, both province-wide and from your local public health unit. Still have questions? Call the province's COVID-19 business information line.

2. Assess risks. While case numbers and hospitalizations are down and public restrictions are lifting, the risk of contracting COVID-19 has not disappeared. "COVID-19 isn't going away, and there could be new strains on the horizon," notes Pamela.

Before lifting workplace controls, update your existing COVID-19 risk assessment, or conduct a new assessment. For example, loosening controls or bringing teleworkers back into the workplace may be problematic if employee vaccination rates are low, or your workplace is located in an area where cases counts are still high.

"It's okay for your workplace requirements to be stricter than what's required by Public Health," notes Pamela. "Remember, you have a legal obligation to do everything possible to protect the health and safety of your workers."

3. Anticipate worker/customer response. How will people react to fewer restrictions? "It will likely be very mixed," says Pamela. Some employees and customers will happily abandon physical distancing, mask wearing and working at home; others will want to continue to take these precautions, including vulnerable workers with compromised immune systems or medical conditions that put them at greater risk.

Finding the right comfort level for everyone means remaining flexible. For example, if some employees are hesitant about re-entering the workplace, could they continue working from home? if you are planning an in-person meeting, could hesitant staff attend virtually? Likewise, could employees continue to wear masks if they want to? What measures could you retain or introduce to protect vulnerable workers?

4. Weigh other benefits. Some COVID-19 controls are keepers for reasons other than reducing the risk of transmission, says Pamela. Mask wearing, physical distancing, sanitizing, and staying at home when sick are effective ways to prevent colds, flu, and other infectious diseases. If you eliminate these controls now, should you reinstate them during flu and cold season? Could you change your workplace culture and practices to encourage staying home when sick?

Other examples of possible side benefits include maintaining

- hybrid models of work where they increase productivity and efficiency
- Plexiglas guards in retail settings, which may reduce the risk of violence and harassment
- higher rates of ventilation. Bringing more fresh air into the workplace can help reduce fatigue and increases alertness. For more on this, read We're all exhausted. Here's what workplaces can do about it.

5. Communicate the changes. "Once you've decided which controls to keep or relax, have honest and clear communication with your staff about what you're doing and why," advises Pamela. Include these messages:

- the workplace is continuing to follow instructions and guidance from public health
- your policies are consistent with the risks you've identified in your workplace, and may exceed public health guidelines in order to keep employees safe
- the changes you are making are flexible and take into consideration the comfort levels of all employees
- you expect staff be considerate, respectful and empathetic to the choices of other employees, such as continuing to wear masks after this requirement is lifted, or working from home
- policies may be adjusted or reinstated, according to public health guidelines.

Free Resources

Check out these free online resources:

- Managing Changing COVID-19 Requirements (resource guide)
- Conducting a COVID-19 risk assessment before bringing employees back (article)
- COVID-19 Workplace Risk Assessment and Safety Plan (20-minute eCourse)
- Return to Work During COVID-19 (30-minute eCourse)
- Return to Work During COVID-19: Preparing Workers (30-minute eCourse)
- Pandemic Planning: Reopening for Business (30-minute eCourse)

The information in this article is accurate as of its publication date.

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.

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