



COFFEE - MARKETS - VENDING

- December 15, 2022

NEWSLETTER



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

December 2022 - Message from Your CAMA President

A Time to Reflect and a Time to Look Forward

As 2022 is winding down and the Christmas season is upon us, we all need to take some time to reflect on all the changes that we have experienced in the past year and what we have to look forward to in the upcoming year. 2020 and 2021 were years like no other and were devastating for our economy, our association, and our membership. In the past year we have had so much to be grateful and thankful for. We all started to experience our businesses starting to return to normal. But what I really looked forward to and enjoyed were the in-person events that our association was once again able to host. Being able to shake your hand and talk with our members in person is a very gratifying experience and is always at the top of my list. This year it started off with our Ontario Regional golf tournament which was a lot of fun and was well attended. You could tell that people were tired of being locked up and were excited to get out and mingle. It has always been said that “a bad day on the golf course is better than a good day in the office”! The second event was our annual show in September which was unique in that we shared floor space with the Convenience U CARWACS Shows. This is a concept that we hope to expand on in upcoming events as we believe that it adds extra value to our members.

We can all look forward to our in-person events in 2023 which will be Canada Night at NAMA in May, our Ontario Regional Golf Tournament in June, and our annual show in Whistler in September. Let's all make 2023 a year like no other and make plans to attend these events in person.

December is typically known as a month for giving. We have all been blessed with so much but if you look around your community, city, province and globally there are so many people that have not been as fortunate as ourselves.

I would like to encourage all the members of our association to open their hearts and support the less fortunate in any way they may be able to. Let's be reminded that this is not a seasonal need, it exists year-round.

I would like to thank all our advertising sponsors who have supported and made our CAMA newsletter a huge success over the past year. We couldn't have done it without

you. We look forward to another successful year in 2023.

As we all get ready to say goodbye to 2022, let's all welcome 2023 and help make it a fantastic year for our association.

Issue 12 - December, 2022 - Brokerhouse Group

I personally, along with your CAMA Board of Directors would like to wish all our members

Built For Business: The Aequinox Manilla

A Very Merry Christmas and all the Best in the New Year!

Get 600 free Pelican Rouge professional espresso discs when you purchase an Aequinox Manilla from Brokerhouse Dist. Inc. or André Labbé Inc.

BUILT FOR BUSINESS

The Aequinox Manilla is a robust and reliable dual capsule coffee machine with the option to brew both Nespresso® professional espresso discs, K-Cup® compatible pods, and specialty beverages, all from one dynamic machine.

Offer high-quality barista drinks at the touch of a button. This machine can accommodate large volume locations and brews up to 300 coffees daily. Elevate your single-serve offerings with a milk frothing spout to serve freshly made lattes and cappuccinos which broadens your coffee menu and return on investment.

Call us today for more information, and we look forward to setting up a machine demonstration.

MACHINE FEATURES:

- Coffee cup warmer
- 3 cup sizes for each dual capsule
- Direct water connection and 2.7L water tank
- Hot water spout for teas
- 2 waste bins that hold 30 capsules each
- Milk spout can be interchanged with an automatic milk tube
- Nespresso® brewer chamber can be interchanged

GET 600 FREE PELICAN ROUGE PROFESSIONAL ESPRESSO DISCS

Get 600 Free Pelican Rouge Professional Espresso Discs when you purchase an Aequinox Manilla machine from Brokerhouse Dist. Inc. or André Labbé Inc. Pelican Rouge has professional Espresso Disc SKUs available. Below are the qualifying quantities for the 600 disc program:

4x Pelican Rouge Espresso Pod Lungo Dolce 50CT

3x Pelican Rouge Espresso Pod Lungo Nobile 50CT

2x Pelican Rouge Espresso Pod Potente 50CT

2x Pelican Rouge Espresso Pod Delicato 50CT
1x Pelican Rouge Espresso Pod Decaf 50CT

Issue 12 - December, 2022 André Robitaille, Director of Marketing and Sales, will process marketing transactions and for services are provided by Vending Products of Canada. While quantities last.

Contact Us:

Driving Drivers to Focus on Sales

Central Canada: 1-800-668-4802

Western Canada: 1-800-661-2205

Quebec and Eastern Canada: 1-888-333-8458

What drives any business is the ability to sell and often times operators overlook the idea that everyone on your team, especially when in communication with your customers, is in sales. This means that everyone should be able to effectively articulate and communicate your value proposition to customers and/or potential customers. Furthermore, it should be everyone's responsibility to ensure that your customers are always satisfied with the service provided, and part of that equation is proactively bringing new ideas and solutions to customers. An often-overlooked sales resource for office coffee and vending operators is your delivery drivers.

What Makes Delivery Drivers the Perfect Sales Representatives?

The basis of any successful sales representative is the ability to build trust and rapport with prospects and customers. Your drivers will have undoubtedly created a trusted relationship with customers, so why not use this relationship to further expand the scope of your product / service offering? This concept is well known by the foodservice industry who will use frontline employees to upsell customers; "*do you want fries with that?*" is an all-too-common question. Foodservice operators understand that the profitability margin on French fries is substantial which makes the practice of upselling customers using your frontline employees easy, logical, and profitable.

Sales Best Practice 101: Identifying Customer Needs

Identifying the needs of customers is easy and demonstrates that you are paying attention. For example, your driver may notice that one of their accounts is constantly running low on soap and paper towels in the kitchen area; this is a perfect opportunity to offer supplying another service in this case paper towels and soap. Furthermore, it offers a convenient solution for the customer and demonstrates that your driver pays attention to detail (big and small), and helps to increase the profitability of the account. In fact, your drivers may be a treasure trove of ideas; engaging with them on the subject of expanding the scope of services provided to clients can help to energize them to participate in the initiative of identifying needs and upselling clients.

Additional Services to Consider

If you are interested in taking your vending and office coffee service to the next level in terms of products / services provided, like any sales process it is recommended that you start with a needs analysis. This can be as simple as talking to your clients about what their pain points are and, as noted above talking with your drivers about what they may have noticed while on their

delivery routes. For example, your client may be struggling to get employees to come back in the office to work a few days per week, they may be having challenges with employee retention etc. Are there services that you could offer to help make the work environment more enjoyable? For example, the Fraser Valley Coffee Vending Ltd. (cereal, Fraser Valley Coffee & Tea, etc.). This would be an easy program to initiate, will help the client create a more welcoming and fun environment for staff, and increase the profitability of the account.

Tech Corner: 9 Great Points For Help Is at Your Fingertips! Managing Your Coin Mechs

We would be a miss to finish this article without a little upselling of our own. For vending and office coffee operators who are also members of Complete Purchasing Services / GESPRO (formerly known as Univend) take advantage of our free membership which provides access to "Best Value" pricing on thousands of essential products and services in addition to the opportunity to earn CASH REWARDS on your purchases. In addition, our team of locally-based Account Managers are available to help you maximize your program benefits and profitability.

If you are not yet a member and want to learn more, please visit eCPS.ca.

An anecdotal estimate would be that the average vending company is finding that their cashless revenue has increased from around 10% a few years ago to over 50% currently and increasing.

No matter what your current offering and scope is there is always room for innovation and your drivers may be the key. In the words of the renowned leadership coach Ben Simonton "turned people figure out how to beat the competition. Turned off people only complain about being beaten by the competition." Good ideas can truly come from anywhere and finding ways to engage your employees in the success of your business will drive employee engagement, customer satisfaction, and ultimately your profitability. By following a few steps and sticking to a few tried and tested action steps one can reduce the amount of "out of order" calls we get. Let's jump right in.

About the Author:

1. When you first get a coin mech – take a moment and write the date on it. Update this record/ date every time it is flashed/updated. This is the best way of keeping track of the status of your mechs. Jennifer Bobson is the Director of Marketing for Complete Purchasing Services Inc, a leading supply chain solutions provider for hospitality and non-commercial clients in Canada. Learn more about Complete Purchasing Services by visiting eCPS.ca.

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2. Test, clean and lubricate all moving parts. Focus on the areas that interact with the coin, especially the slide areas closest to the coin slot. Pay special attention to those areas, that spot probably accounts for most of the issues.
3. Ensure that the coin mech and validator are securely anchored at installation. This includes any wiring and the fit to the machine door. There should be no movement in the mechanism. Use all the mounting screws and make sure that you use the right size.
4. Check all cables and connections pre installation. Replace anything that looks suspect. It easier to do this in the warehouse than onsite. Worn or damaged cables and connectors will eventually fail. Test that it can be removed and re-hung without risk of anything getting trapped.
5. Make sure that no cables run any risk of getting pinched or caught up in any part of the door. Think in terms of the door being opened and closed repeatedly over several years by a wide variety of route staff.

6. Clean and tidy – keeping machines looking good reduces the risk of anyone abusing the mechanisms. Make sure that the vending machine is located in an area with good light. Dark areas are invitations for people to try and mess with

Issue 12-December, 2022 - Cantaloupe, Inc.

7. If the coin slot or bill validator (anything customer facing is broken) replace it. A small damage very soon becomes a big damage.

Are you ready to see what Cantaloupe & Three Square Market can do for you?

8. Many operators ensure that all of their route drivers have a spare coin mech in the truck with them. Often its simply easier to replace than to attempt an onsite repair. A small top item in the route driver's truck is indispensable.

9. Any coin mechs that are returned to the warehouse should be immediately marked. A piece of green tape with its location, date of return and most importantly – what is wrong with it. There is nothing worse than looking at a bench full of returned coin mechs with no idea what's going on.

• Combined expertise
Finally, and this is more of an overall business approach, than an actual specific action point. Empower your route drivers to make decisions on site. If you are getting a lot of complaints from a location about a machine believe the customer. It's easy to brush some kid off that says he has lost a buck – the reality is a bunch of complaints will point to a machine management platform.

• All-in-one management platform
32M micro markets integrate with Cantaloupe's VMS, so operators have visibility across all locations.

• Expansive kiosk portfolio

With more kiosk options, operators can choose the right technology for each location.

• Complete micro market offering

From kiosks to cabinetry to coolers, you now have a one-stop shop for your micro market needs.

And you can manage it all in Seed™.

From micro markets to vending machines, you can manage all your locations from a single platform. Seed helps you know where to go, when to go, and what to take — and it integrates seamlessly with 32M markets.

Are you ready to see what Cantaloupe & Three Square Market can do for you?

[Learn More](#)

Coffee Corner: Worst Case Scenarios

David Attenborough, a national treasure to Britain and a global treasure to those who like nature documentaries, often ends with a glimmer of hope that the world is not going to hell in a handbasket and that great strides are and can be made to preserve and protect our fragile existence on Earth. Of late, much attention has been paid to the coffee industry from an agricultural perspective that paints a not-so-rosy future. An article published in the beginning of 2022 by National Geographic predicts that by 2050 the amount of airable land suitable for coffee agriculture will have a net decrease globally with some countries experiencing a more significant decline (Brazil, Colombia, et al) and others gaining (continental USA as well as Argentina, to name a few). As an agricultural crop that produces about 10 million metric tonnes a year to keep the world alert, happy and productive, the consequences for a decline in output would transcend our industry to all others. As coffee is highly inelastic (demand will not abate as price goes up), should the predictions of less airable land translate into less supply, rising cost episodes like we have just experienced on the ICE (intercontinental Exchange) may end up being the norm.

So we have the bleak scenario of what climate change can do to our industry with ramifications that will vertically affect everyone in the chain from farmers to consumers. What the history of predictions has taught us is that worst case scenarios rarely come true. Seneca, the great Roman statesman and philosopher said, “we suffer more in imagination than in reality”. His point was that if we can imagine worst case situations then rather than letting anxiety take over (the suffering), we tend to do something about it so that the worst-case does not materialize. T. R. Malthus, the late 18th century economist warned that the population of his time was susceptible to painful expansion and contraction when abundance or famine came a knocking. His position was that the world could not sustain any more people than it already had and if it did, it would lead to great hardship – which is saying something as life was already pretty rough in his time. He would have been right; except he did not consider people’s propensity to solve problems and improve their lot in life through technological advancement. At the time he wrote his seminal work on populations (1798) there were about 1 billion souls on planet Earth. A little more than 200 years later and we have crested 8 billion.

Already, there are agronomists and botanists who are looking at new hybrids of coffee trees which will be better suited to resist heat should the rest of the scientific and

industrial communities working to lower global warming not be as successful as hoped. New and better field husbandry is being incorporated into coffee agriculture (indeed, all agriculture!) and the push for even better sustainability is all around us. I say even better sustainability. As there are quite a number of working coffee plantations that have been in existence for over 100 years in the same location, a testament to sustainability before that word became “cool”.

Industry Prize Draw - Winners

Like David Attenborough’s works, the real-life documentary of our industry has much beauty interspersed with periods of drama, and moments of danger. And like one of his films, the message at the end of the day is one of hope, resilience and a sign that says “to be continued...”

Congratulations to the Lucky Winners!

Brian Martell

The Latin Coffee Column on November 30th, see the full list below.

CAMA wants to thank all the sponsors and all ticket holders for supporting the Association in this program. The winners will collectively receive over \$30,000 worth of prizes!

The Micro Market Package - Total Value \$9100

Winner: Tommy Chan, Adaria Vending Services

Upgrade your MicoMarket Operations instantly with this fantastic selection of products from 365 Retail, Minus Forty Technologies Corp, EDR Displays and Cantaloupe

Includes TWO 365 Retail Markets PicoMarket+ self checkout kiosks, a Minus Forty Technology Locking 22 Cooler, a \$500 voucher for fully customizable micro market displays from EDR Displays AND a \$1000 hardware voucher from Cantaloupe!

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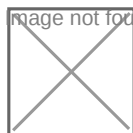


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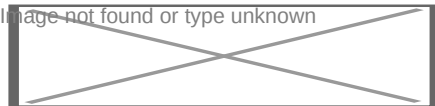


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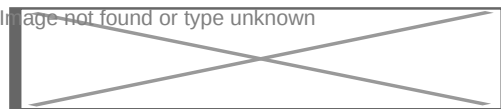
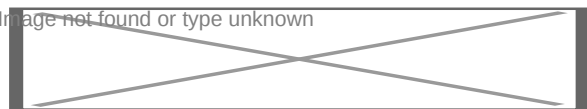


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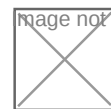
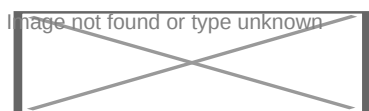
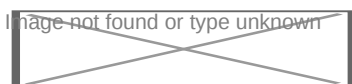
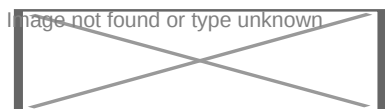


The Coffee Package - Total Value \$6650

Winner: Bob Zapotochny, Greenbelt Coffee

Even on the go, keep the true art of Coffee alive with this incredible chance to win all three Lavazza, Saeco AND Newco machines, but also hundreds of dollars of Coffee from the industry's best!

Includes a Lavazza Coffee Machine from Brokerhouse Dist., a Saeco Coffee Machine from Cafection/Evoca, a Café Espresso Machine from Newco Enterprises, \$500 Coffee product from Canterbury Coffee and \$500 Chronicle Coffee Roasters, 8 Cases of ECO Capsules from Mot Parkers Tea & Coffee, \$250 credit with Old Dutch Foods AND \$250 credit with Reunion Coffee Roasters!



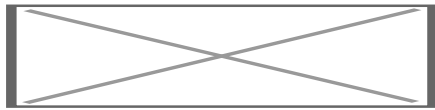
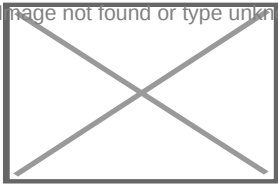
Technology 1 Package - Total Value \$7750

Winner: James Webb, Alliance Vending

Enhance and expand by winning a must-have package of POS payment technology, including 10 (TEN) Card Readers from PayComplete, 2 Coinco Bill acceptor & GLX New Generation coin mech PLUS a \$1000 hardware voucher from Cantaloupe!

The winner chooses from the PayComplete U1B or U1F Card Reader models, as well as receiving both Coinco Vantage bill acceptor and Coinco GLX New Generation 6 tube coin mech Combo prizes from Nickle West, AND a \$1000 voucher from Cantaloupe Inc. to be redeemed applied towards any new order of Cantaloupe's hardware, inclusive of ePort devices or Yoke point-of-sale terminals.

Nickle West Inc.

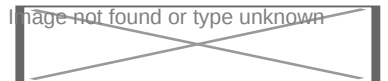
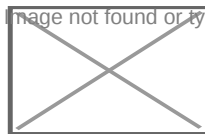
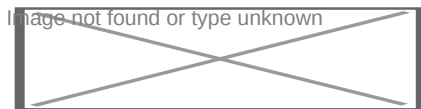
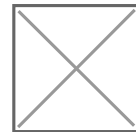
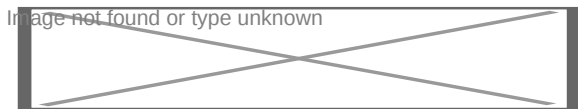


Product Package - Total Value \$7100

Winner: Jim Jackson, Quality Vending & Coffee

The foundation of the automated vending industry is an excellent food & beverage offering with fast, convenient delivery; that's why the winner of this phenomenal prize will receive a variety of the best-loved brands PLUS 5 new PayComplete Card readers!

Includes \$1000 of Aquafina Water or Bubly products from Complete Purchasing Services, \$250 Old Dutch/Humpty Dumpty Potato or Corn Products (excluding Baked), \$250 Nestle products (Aero Milk, Coffee Crisp, Crunch, Kit Kat, Kit Kat Chunky), \$500 credit from Tata Global Beverages, 60 Cases of Victoria Inn Instant Cappucino from Heritage Coffee, 4 cases of Marley Eco Cup Capsules from Mother Parkers Tea & Coffee AND 5 UPT Card Readers from PayComplete (choice between U1B and U1F models).



Technology 2 Package - Total Value \$5950

Winner: Francois Vezina, Cafe Go

Renovation is in the stars for the lucky winner of this package including a VE Curve Door model from Vendors Exchange International, five Card Readers from PayComplete,

a Nayax card reader and \$1000 hardware voucher from Cantaloupe!

Includes \$1000 hardware voucher from Cantaloupe Inc, redeemed or applied towards any new order of Cantaloupe Inc's hardware, inclusive of ePort devices or Yoke point-of-sale terminals, UPT Card Readers from PayComplete (winner to choose between U1B and U1F models), a Nayax Card Reader from Langley Wholesale and Kanes Vending, and from Vendors Exchange International, a VE Curve Door.

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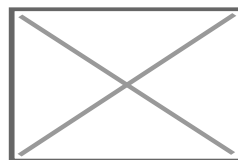
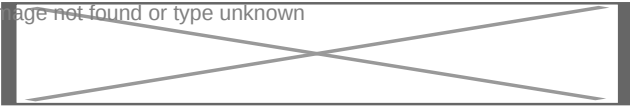


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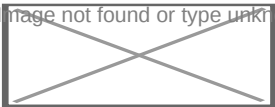


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Entertainment Package - Total Value \$3200

Winner: Jacques Dube, McMurray Coin

Treat yourself, your staff, your clients if you become the lucky winner of this incredible entertainment extravaganza! A famous Red Bull experience, hockey with the Winnipeg Jets, two official Blue Jays Jerseys, Apple Airpods & a Bunn-O-Matic Home Brewer!

Includes tickets to a Red Bull titled event in Canada in your city - from bike, motorsport, winter sport, music, gaming and much more (event details are based on the location of the prize winner), 4 tickets to a Winnipeg Jets game (date tbc) courtesy of People Corporation, two pairs of Apple Airpods from Coca Cola, Toronto Blue Jay Alternate Replica Player Jerseys with player name (Springer and Guerrero Jr) from Smucker's, and from Bunn-O-Matic, a '46500.0003 He and Brew' Home Brewer!

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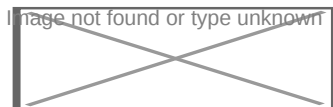


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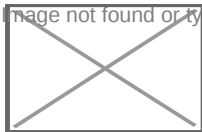


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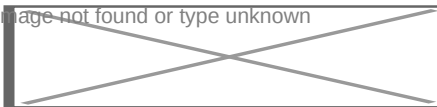
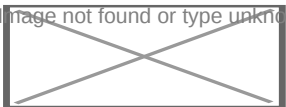


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Thank to you all who participated as sponsors and to all wh bought tickets. We appreciate your support of CAMA.

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