CAMA
Canadian Automatic Merchandising Association

ACAD
l'Association canadienne d'auto-distribution

COFFEE - MARKETS - VENDING

- November 7, 2023

NEWSLETTER



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

Issue 17 - November, 2023 *- Jim Jackson, President*

Oct/Nov 2023 - Message from your CAMA President

Moving Onward and Upward

For those of you that came to our UnconVENDtional Trade Show in Whistler in September I am sure that you will agree that a good time was had by all. It was a smaller show as expected with a destination driven show, but our attendance was higher than projected. Our exhibitors reported that they had some great conversations with our operators and were pleased with the time afforded to get more acquainted with the members of our association. Our guest speakers were knowledgeable and captivated your attention with the wealth of information that they had to share. We also want to welcome a couple of new members that signed up at the show, The Pelican Group and KG Vending.

A big thank you goes out to Deanna O'Reilly and her team for their tireless work efforts in staging a successful show. Your hard work and dedication is very much appreciated.

Marie Saint-Ivany also attended the show and left feeling very touched for all the appreciation and retirement wishes she received for her 18 years of dedication as CAMA's Executive Director. We all wished her well, but I am sure we will see her again when our shows are hosted in the Toronto region.

Now we need to move our association **Onward and Upward!** You may have heard me mention this before, next year's trade show will be on March 5 & 6th at the International Centre in Toronto. We will once again be co-exhibiting with the Convenience U Carwacs Show. To put the meaning of this into perspective, our CAMA show generally has an attendance of 150 people. The Convenience show has an attendance of approximately 4,000 people. There are a lot of similarities to our two industries in the fact that we both provide convenience services. Our industry brings convenience to the workplace and their industry brings convenience to the public. The crossover opportunities for all suppliers and attendees will be a huge drawing card for all of us. Spring will be here before we know it so mark your calendars and start making plans to attend this exciting opportunity in March.

We also held our annual AGM and would like to welcome Jori McGrath, John McMullen, and Dennis Park to our Board of Directors. I would also like to thank all our existing board members for another year of continued dedication to the board.

Let's all join in and help grow and strengthen our association for the future of all of us.

Onward and Upward!

Issue 17 - November, 2023 - *Complete Purchasing Services*

How to Market to Gen Z

You should already be taking an interest in your future customers. Gen Z might be a small portion of your customer base today, but that percentage will only grow each year. By targetin these consumers now, you'll become more familiar with their buying habits and preferences, while building a bond and a sense of loyalty from early on. Analyzing your findings will help yo maximize sales opportunities.

What is Gen Z Looking For?

According to Unify's *Young & Hungry* study from May 2022, 75% of young people aged 18–24 are snacking all the time. This means it's important to make food available at different location they frequent throughout the day, such as universities. Considering 70% of people under 30 enjoy eating alone, individual portions are a great way to go. Since they eat more often, they may seek out smaller portions without necessarily taking the time to sit down, so quick and ea products are a must.

Gen Z tends to be concerned about health and wellness, with 36% of respondents saying the choose a product based on what's in it. This means the list of ingredients should be legible, sh and easy to understand. Consumers might be more drawn to packaging that includes key term such as "no added sugar" and "home-made." When compared to previous generations, Gen Z also more interested in plant-based options, with 36% of respondents saying they go for gourm vegan dishes.

Brand image also plays an important role. According to the study, 80% are looking for transparency not only on the products themselves, but on the production process, with 79% looking for an inspiring brand that offers tips for healthy eating.

Increase Buying Opportunities

The study points out that 64% consider entertainment an important factor when it comes to brand strategy—12% higher than for the overall population. Including a funny video directly on

the vending machine is one way to catch people's attention and show them a new product. Yo
could also invite them to use the machine's camera to take a photo of themselves with the
product and share it on social media.

Issue 17 - November, 2023 *- CAMA*

Tech Corner: Winter Is On The Way

For the last several years, public health and hygiene have been high on the priority list.

For Operators, disinfecting is paramount – but with often sensitive electronic equipment, it's important to know exactly how to keep your machines in the best working condition.

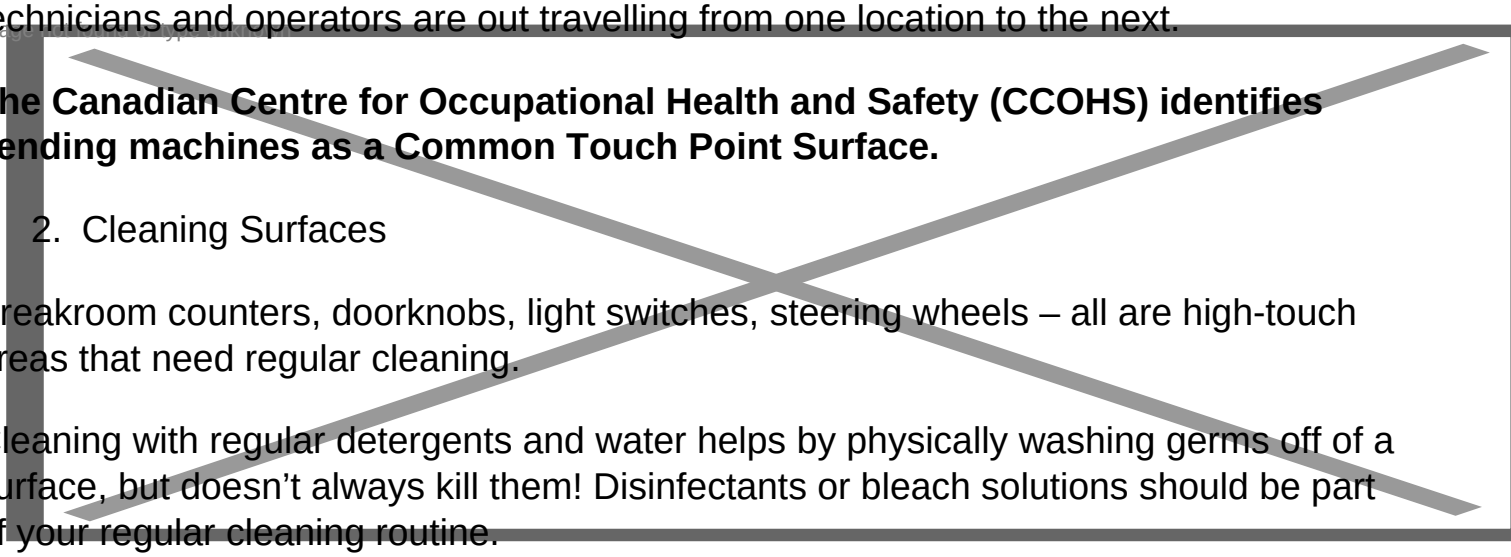
Good hygiene practices also help protect you and your team, helping you to stay healthy during the colder months.

So, with winter squarely on the way – stay safe!

1. Covid, Flu and Other Germs

According to Health Canada, viruses like Covid-19 can remain active for longer (1) in temperatures under 20° C, (2) in relative humidity levels under 40% and above 60% and (3) on smooth surfaces like plastic and steel compared to porous surfaces like wood and cardboard.

Regular cleaning, disinfecting and using Personal Protective Equipment all contribute to limiting the spread of viruses and bacteria from place to place, especially as technicians and operators are out travelling from one location to the next.



The Canadian Centre for Occupational Health and Safety (CCOHS) identifies vending machines as a Common Touch Point Surface.

2. Cleaning Surfaces

Breakroom counters, doorknobs, light switches, steering wheels – all are high-touch areas that need regular cleaning.

Cleaning with regular detergents and water helps by physically washing germs off of a surface, but doesn't always kill them! Disinfectants or bleach solutions should be part of your regular cleaning routine.

Points to consider for creating your cleaning routine:

- The more high-touch the area is, the more often it needs to be disinfected

Know Your Clients

No matter which age group you are targeting, it is important to understand what it is that they
looking for and how you can best provide them the solutions they are looking for when it come
to snacking. Whether you are looking to target Gen Z, Gen X, or Baby Boomers, each
demographic will have similarities and differences. However, some things will never change, l
the urge to find snacks that satisfy our hunger cravings.

Need assistance in finding the right products for your vending, office coffee, or micro-market operation? Let Complete Purchasing Services (CPS) vending help you to find the perfect proc
mix to help you maximize profits through an offering that your customers will crave.

A sc a 80% of respondents were looking for a brand that could be part of their day-to-day. Not only can you offer different products for each meal of the day, but you can try humanizing you brand. Include an avatar in your app and, depending on the customer's buying habits, offer de at specific times or let them know when they're near a vending machine that sells their favour product. Still, price is a key factor for 51% of respondents, with 35% saying discounts and promotions are an incentive.

- Clean surfaces before disinfecting for maximum effectiveness
- Disinfectant should leave a visible layer behind that needs to air dry
- Have the right PPE on hand – gloves, masks & cloths all come in different types
- Choose the right cleaners – check out Health Canada's List of Disinfectants

3. Cleaning Electronics

Micro-market displays, POS devices, card readers, keypads – the industry is booming with the latest technological developments. Common sense dictates that liquids and electronics don't mix, so what's the best way to keep them clean?

- Bleach is not recommended!
- Turn electronics off (and unplug where possible) before cleaning
- Don't use vacuums – compressed air may be a good alternative (but be careful with delicate parts!)
- If you are cleaning inside a machine, make sure you're grounded to avoid static

Which cleaner should you use? Check the manufacturer's recommendations – if none are available, opt for a gentle clean with a 70 percent isopropyl alcohol wipe.

Screens and touchscreens are much more sensitive; so take extra precautions:

- Use a microfibre cloth (or disposable soft, non-abrasive, lint-free cloth or wipe)
- Choose a specially formulated screen cleaner, or if none are available then choose a 60-70% isopropyl alcohol solution
- Don't use bleach, detergents, high concentration alcohol solutions, or sponges
- Apply the disinfectant to the cloth and squeeze out excess liquid before use
- Never spray products directly onto electronic devices

The layers on a touchscreen will wear down over time. Most disinfectants will contribute to this wear, so use gently and be mindful of touchscreens that need to be restored.

Get ahead of the seasonal illnesses by reviewing and increasing your regular cleaning/disinfecting routines, and look forward to the return of warmer weather in the spring!

4. Resources

See the list below for more resources:

- Hard-surface disinfectants and hand sanitizers (COVID-19) - Canada.ca
- Reducing COVID-19 risk in community settings: A tool for operators (canada.ca)

- CCOHS: Coronavirus (COVID-19) - Tips: Standard Operating Procedure: Disinfection of Touch Points
- Occupational Hygiene Resources (wsps.ca)
- COVID-19 and WHMIS: Disinfectant Do's and Don'ts (wsps.ca)

Elevate Your Coffee Experience with the Newco Little Joe Coffee Pod Brewer: Now available at Brokerhouse Dist. Inc.

The Newco Little Joe Coffee Brewer is the ultimate solution for your office or breakroom coffe needs, and it's now available in Canada through Brokerhouse Distribution Inc. This professior grade coffee machine combines convenience, quality, and environmental responsibility, all wh offering the assurance of a one-year manufacturer warranty.

The Little Joe Coffee Brewer, designed and manufactured by Newco Coffee, is more than jus coffee machine; it's a smart choice for businesses looking to make a positive impact on the environment without sacrificing the quality of their coffee. Focusing on sustainability and delivering a premium coffee experience, the Little Joe is set to redefine how you enjoy your da brew.

One of the standout features of the Newco Little Joe is its eco-friendly design. As a soft pod brewer, it's a green alternative to traditional coffee machines. Soft coffee pods are known for producing less waste compared to single-use plastic or paper coffee pods. By choosing the Li Joe, you're not only treating your taste buds to exceptional coffee but also doing your part to reduce the environmental footprint. It's a conscious choice that demonstrates your commitme to sustainability.

The Little Joe is perfect for professional environments, such as offices and breakrooms, wher reliable and efficient coffee solution is necessary. Its sleek and compact design ensures it car easily fit into any space, making it a practical addition to your workplace. Say goodbye to long lines at the local coffee shop or dealing with messy coffee grounds in a communal kitchen – th Little Joe is here to streamline your coffee routine.

This coffee machine offers a range of benefits that will delight employees and clients. With the Little Joe, your team can indulge in various coffee options. Soft coffee pods come in various flavors and roasts, allowing everyone to find their perfect cup. Whether someone prefers a bo dark roast or a mild, creamy latte, this brewer can cater to diverse tastes, ensuring everyone c enjoy their preferred coffee experience.

What truly sets the Newco Little Joe apart is its outstanding performance. The 1400-watt heat
element ensures that your coffee is brewed to perfection. It quickly heats the water to the opti
temperature, guaranteeing a consistent and delightful cup every time. The brew cycle is
designed to extract the full flavor and aroma from the coffee pod, delivering a rich and well-
balanced coffee. This means that whether you're serving clients or providing a pick-me-up for
your team, the Little Joe guarantees a premium coffee experience.

Operate the Little Joe with ease, thanks to its intuitive control panel. Customizing your brew
strength and cup size is straightforward, allowing users to tailor their coffee to their preference
The adjustable drip tray accommodates various cup sizes, from an espresso shot to a travel
mug, making it suitable for all coffee lovers.

Call us today for your personalized quote on the Newco Little Joe!

Brokerhouse Dist. Inc!
1-800-668-4802
www.brokerhousedist.com

Issue 17 - November 2023 - Workplace Safety & Prevention Services (WSPS)

Is low risk perception a problem in your workplace?

Many people may find themselves completing the same jobs and tasks daily. But how many t
to consider the risks that are related to these seemingly mundane tasks?

“If people don’t fully appreciate the risks, health and safety protocols may not be top of mind,”
Morgan, Consulting Services Manager at WSPS.

What is low risk perception?

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Low risk perception refers to the cognitive bias in which individuals underestimate the potentia
hazards present in their work environment. “Over time, as people become more comfortable w
become complacent.” When the job becomes routine, they don’t think about the risks. They f
procedures are in place specifically to protect them. Managers and supervisors can become n
comes to reviewing and enforcing those procedures.

Competing pressures to get a job done can inadvertently downplay the risks as well. Without
mind, safe protocols are less likely to be applied in the workplace.

Don’t let an injury be a reminder of risk. “You need to continuously communicate the risks in a
supervisors, and managers can relate to,” says Hamish. He emphasizes the importance of re
what’s at stake when health and safety procedures are not followed. “It’s not about fearmonge
Hamish. “It’s about making sure everyone understands the reality of the consequences when
protocols are not prioritized.”

Communicating risk

Keep health and safety top of mind to prevent low risk perception with these tips:

- **Regularly communicate the potential outcomes of an incident** through internal can
and meeting discussions. Go beyond what the injury would look like. Show how this typ
impact a person’s family and daily life.
- **Embed risk information in the training.** It’s not enough to explain how to complete a
want to understand why. Include information about past injuries and how procedures ha
as a result.

- **Have Threads of Life speakers, or others in the community, share their stories.** T
Canadian registered charity dedicated to supporting families after a workplace tragedy.
share how a life-altering workplace injury, occupational disease, or work-related fatality
families. When people learn about an actual event that occurred and meet the people i
others understand the real consequences of not taking health and safety precautions.
- **Include supervisors and managers in your campaigns and communications abou**
the internal responsibility system (IRS) by making sure all workplace parties have a cle
the risks. With an established IRS, people will hold each other accountable to following
procedures. When managers and supervisors understand the potential outcomes, they
look the other way when safety procedures are ignored.
- **Ensure workers who perform the task participate in risk assessments** along with e
workers and supervisors who can share insight from past incidents. Going through the
process—thinking about what could happen and how it could happen—will help keep th
mind. It will help everyone develop an understanding of why certain procedures are so
- **Staff will take cues from leadership.** If safety is prioritized it will be evident in the wor
part of regular discussion. A detailed assessment, with an appreciation of the risks, can
foundation for effective procedure development and training. Refresher training with fol
way to ensure everyone is thinking about potential consequences. Enforcement of proc
another.

Free resources to help

- Free Hazard Assessment Tool - Download and use this template to control hazards an
and illnesses in your workplace.
- Video: How to Identify and Assess your Hazards Using the WSPS Hazard Assessment
video walks you through the WSPS Hazard Management Tool so you can begin identif
hazards in your workplace.
- Perform a hazard assessment to make your business safer: a step-by-step guide - Whe
arrive at work, are they aware of the hazards around them? Find out how to assess and
your business to keep your workers safe.
- Internal Responsibility System (IRS) Primer - This free guide will help you understand y
role of others in protecting workers from harm.
- Safety Connection: Hazards and Risks: An Introduction (1.5 hours free webinar, Novem

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

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

About Workplace Safety & Prevention Services (WSPS)

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

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