CAMA
Canadian Automatic Merchandising Association

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COFFEE - MARKETS - VENDING

- December 14, 2023

NEWSLETTER



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

Issue 18 - December, 2023 *- Jim Jackson, President*

December 2023 - Message from Your CAMA President

A Time to Reflect and a Time to be Thankful

As the curtains of 2023 are slowly closing and the Christmas season is quickly approaching, w all need to take some time to reflect on all the positive changes that we have experienced in t past year. We all have so much to be grateful and thankful for. Our members are reporting tha they are having banner years in sales and opportunities. It is good to see that our industry is once again thriving with a positive outlook and ample opportunity for growth and success. Wh opportunity, growth and success are present in a business then owners, operators and suppli feel encouraged and motivated to be engaged in supporting our industry and attending the in- person events that our association hosts over the year. Being able to shake a hand and talk w our members in person is a very gratifying experience and is always at the top of my list.

We can all look forward to our in-person events in 2024 which will be Canada Night at NAMA Dallas TX in May, our Ontario Golf Tournament in Toronto in June, and our Trade Expo in Toronto in March. The Expo will be co-located with the Convenience and Carwacs Associatio like we did in 2022. It is a great partnership for our association and offers an abundance of opportunity for both supplier and operator members.

December is typically known as a month for giving. We have all been blessed with so much, b 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 less fortunate in any way they may be able to. Let’s be reminded that this is not a seasonal ne it exists year-round.

I would like to thank all our advertising sponsors that have supported and made our CAMA newsletter a huge success over the past year. We couldn’t have done it with out you. We look forward to your continued support for another successful year in 2024.

As we all get ready to say goodbye to 2023, let’s all welcome in 2024 and help to make it a fantastic year for our association. Please keep in mind that CAMA is your association, and yo continued support is needed to keep it strong and working for its members.

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

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

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Issue 18 - December, 2023 *- Safa Saidani*

Engaging your Customers in Proactive Coffee Equipment Maintenance

Building Bridges to Improve Overall Quality

Complaints about the quality of coffee can sometimes come down to the health of the equipment. If there is a calcium buildup, accumulation of coffee oils and residues due to lack of cleaning, etc. office coffee operators know this can impact the taste and quality of their product, and ultimately would be a poor reflection of your brand and service. Furthermore, it can open up the door for a competitor who will gladly point out your shortcomings which could cost you the account. While not all customers may be eligible for daily or weekly visits it's important that the account is reflective of your brand and the quality of coffee in in between your service visits.

How can we address this? It starts by building strong and trusted relationships with your key account contact. There may be some light equipment maintenance and cleaning that needs to take place between service visits.

While we don't want to burden our clients, it should be important to all stakeholders that the end goal is achieved: making a great cup of coffee available to employees hereby helping to improve productivity and the office culture. And, as an added benefit, it will help to ensure that your equipment will last longer and function better.

Knowledge is Key

How can you get your customers to participate in the maintenance of your equipment? Education is another key. Consider creating informative pamphlets or digital materials that detail simple tasks such as regular cleaning, proper usage, and how to report issues promptly. By providing some simple tools to your customers they can help

contribute to the performance and longevity of your equipment.

Implementing Simple (and Effective) Reporting Systems

Implementing a user-friendly reporting system is crucial. While the initial setup may appear labour-intensive, the long-term benefits will make it worthwhile. An easy-to-use reporting system that allows customers to quickly notify your company of any issues or malfunctions is a good place to start.

There are many simple tools and systems that can help you modernize the communication process such as mobile apps or QR code scanning. The idea is that you want something easy to use for the customer and to streamline reporting and service calls for your team. Additionally, think about adding some fun incentives to your toolkit such as rewarding customers who proactively report machine issues, or, for customers who are excellent in caring for your equipment. Establishing a loyalty program that appreciates customers for their contribution can help to further your goal of customer participation in the longevity of your equipment.

Take Advantage of New Technologies

To stay ahead of potential issues, think about integrating Internet of Things (IoT) sensors into your coffee machines. This technology can enable real-time monitoring and automatically generate maintenance alerts for you and/or your customers. A proactive approach can help with more timely interventions before any major issues arise, reduce the risk of costly repairs and downtime, and demonstrate to your customers that they choose the right partner who can anticipate challenges *before* they arise.

Staying Proactive and Connected to Your Customers

By fostering a proactive relationship with customers through education, partnership, rewards, and the use of technology, you should be able to significantly reduce the frequency of machine breakdowns and associated repair costs. Moreover, you can ensure that you are using every opportunity to stay in close contact with your customers thereby ensuring that you are always going to be their first (and most trusted) choice to provide the solution they are ultimately looking for; giving their employees a great cup of coffee everytime they pour one.

71% of Consumers Prefer Bean-to-Cup Beverages

Looking for products and ideas for your vending, office coffee, or micro-market operation? Let Complete Purchasing Services (CPS) Vending help you to find the perfect mix of products for your customer base. Take advantage of CPS' "Best Value" pricing on hundreds of essential items and assistance from a dedicated locally-based Account Manager, in addition to a wealth of easy-to-use tools and helpful resources to help you run your business more efficiently and effectively.

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

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

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For more information on our lease-to-own program*, please contact your Mother Parker's Tea 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.

About the Author:

Safa Saidani is the Digital Marketing Manager for Complete Purchasing Services Inc, a leading supply chain solutions provider for non-commercial clients and hospitality organizations across Canada. Safa has a passion for leveraging technology to drive efficiency while enriching the customer experience, in addition to a great cup of coffee. Learn more about how Complete Purchasing Services can help your organization by visiting eCPS.ca

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Issue 18 - December, 2023 *- Workplace Safety & Prevention Services (WSPS)*

Road Safety: Winter Edition

Travelling on snow and ice-laden roads to deliver training and consulting to firms across the province for over 100 years, Workplace Safety & Prevention Services (WSPS) consultants kn a thing or two about the perils of winter driving.

"People who drive for work and to work, face the same winter risks," says Sandy Ibbitson, WS Health and Safety Consultant and retired driving instructor. Among the hazards: black ice, slippery surfaces, snowstorms, reduced visibility, and the bad habits of other drivers.

“Training is understood and accepted for other workplace hazards, like confined space entry o working at heights” says Sandy. “But many don’t realize how dangerous driving can be.” According to the WSIB, motor vehicle collisions on Ontario roads are one of the leading cause of worker fatalities.

Here are some tips to help you and your employees stay safe behind the wheel.

Develop policies

Driver safety policies and procedures set out rules and expectations around responsible drivin and include training, support, monitoring, and reporting.

“If employees drive more than 500 km each year for work, you may consider having them tak defensive driving course,” says Sandy.

To keep all workers safe, implement an inclement weather policy for closing the facility in advance of severe weather. Also, ensure your employees have a safe place to shelter, should they need to. Consider, does this travel have to happen now? Can this meeting be a Zoom c

Create awareness

As with all workplace hazards, ensure you consistently talk about road safety to keep it top of mind.

Anyone who drives can benefit from information and advice on how to stay safe on the road. When the weather turns, consider including reminders in your Safety Talks or newsletters, or posting information on staff bulletin boards or Intranet.

Vehicle safety tips

Ensure your vehicle is ready to hit the road and you're equipped with what you need in case o an emergency.

- Regularly check defrosters/heaters, antifreeze levels, brakes and battery.
- Ensure lights and indicators are working.
- Use snow tires. Winter tires use specialized rubber compounds, unique tread designs, biting edges engineered to maximize traction in freezing temperatures and on snowy a icy surfaces. "Increased traction means you can stop in shorter distances and have greater control when steering," advises Sandy.
- Invest in winter-specific wiper blades (if available for your make and model) and carry extra windshield washer fluid.
- Check road and weather conditions before you head out. "Ontario 511 shares real time traffic conditions and is a great resource for planning your route," suggests Sandy.
- Completely clean-off the outside of your car before heading out; chunks of ice and sno can pose a hazard to you and others.
- Keep your gas tank at least half full to prevent moisture in the fuel line.
- Carry winter survival gear including a blanket, first aid kit, food that won't spoil (e.g. granola bars), water, matches, extra clothing and boots, a shovel, flashlight, flares, and booster cables.
- Ensure your cell has a full charge. And consider investing in a portable power bank for added safety and security.

Winter driving tips

- Slow down and adjust your speed for weather and road conditions. If necessary, allow more time to get to where you are going.
- Understand how your car reacts in winter. All-wheel, front-wheel, and rear-wheel drive vehicles handle differently. "Front-wheel drive vehicles are most common," says Sandy "These vehicles hold most of their weight at the front, giving the front tires more traction
- Keep a safe distance from other cars. "Most of the time we recommend leaving a 2 second following distance; however, in the winter months, 4 or 5 seconds should be yo norm."
- Stay alert and don't get distracted. Avoid talking on cell phones, reading, texting, grooming, eating and drinking. Also, pay close attention to other drivers who appear distracted.

Access free resources

In addition to road safety, there are other seasonal health and safety considerations. Check o the Winter Safety page on WSPS' Resource HUB for information and resources.

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 a 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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