CAMA
Canadian Automatic Merchandising Association

ACAD
l'Association canadienne d'auto-distribution

COFFEE - MARKETS - VENDING

- December 18, 2025

NEWSLETTER



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

Issue 30 - December, 2025 *- Jim Jackson, President*

December 2025 - Message from Your CAMA President

It's Time to Close a Chapter and Start a New One

It is that time of the year when we close the chapter in our lives known as 2025 and plan and look forward to starting the next chapter know as 2026. In talking with many of our members throughout the past year I am comfortable in saying that 2025 has been a good year for our industry. In saying that, we don't want to move into 2026 resting on the successes of the past year, we need to continue working hard and be open minded towards new opportunities that will be presented to us. Our industry is vibrant and everchanging with new technology and opportunities for growth and development.

For those of you that don't know me personally, I am an operator in Winnipeg that proudly works with two of my son's, Jeremy and David. We have and continue to attend industry events so there is a good chance many of you have met all of us. David oversees business development, and I want to quote a post he recently made on Linked in.

"It's easy to get caught up in the day to day of your business. "I don't have time" is an easy excuse for not attending networking events, trade shows, or participating in industry associations. We have seen time and time again that this participation pays off. Putting yourself in front of the right people can lead to invaluable relationships, leading to your business being on the national stage. If I walked into a Costco and offered our services, I'd be a nobody…but here we are installing a micro market at one of the biggest Costco stores in Canada."

I have taught my boys the importance of networking and they "get it".

Everyone has heard the phrase, it's not what you know, it's who you know. There is proven truth to that phrase and being connected to our industry suppliers and fellow operators will always be an asset to your business plans for growth and development. So, if you have not been engaged in our industry, now is the time to get started. You can start by becoming a CAMA member (if you are not) and make plans to attend our in-person events like our annual trade show in March. Make 2026 the year to get engaged in our industry and benefit by the relationships it has to offer. Keep a close

eye on our website for posted events and updates on what's happening in 2026.

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 2026.

As we all get ready to start a new chapter, let's plan on making networking a priority. Keep in mind that CAMA is your association, and your continued support is needed to keep it strong and working for its members.

Where Will You Be On March 10th & 11th

Book it into your calendar now: the 2026 CAMA Show returns on March 10th-11th; once ag

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

Building on the success of 2025, we are thrilled to have so many exhibitors returning for the n
engaged industry professionals across Canada's vending, micro market, office coffee, and co

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

For newer operators, or anyone considering purchasing their first machine, this is the ideal pla
and our members provides access to trusted guidance, best practices, and experienced opera
business from the start.

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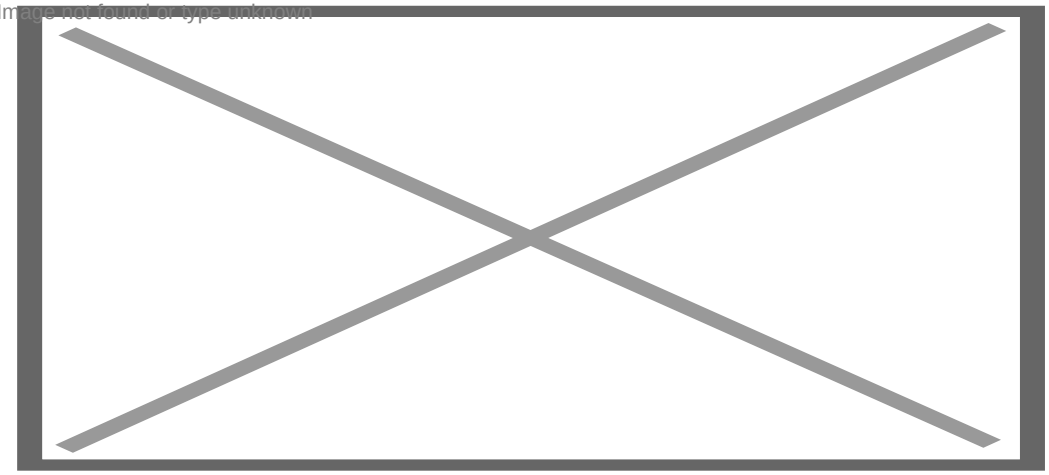
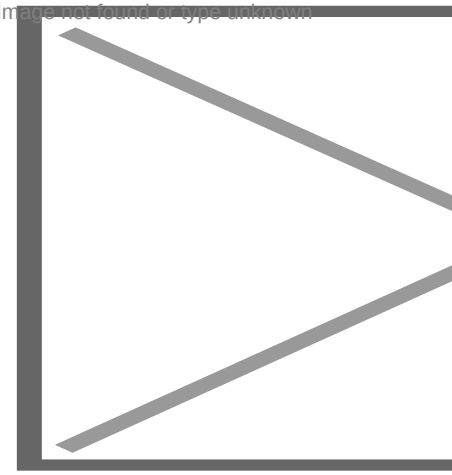


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CAMA Members can register free of charge, granting access to the largest Trade Show Floor
evening Networking Reception.

Network with prospective new suppliers and your industry colleagues, explore the latest produ
business upwards with CAMA!

- 5000+ Attendees
- 400+ Exhibits
- Dedicated Vending, MicroMarkets & OCS Program
- Exclusive Networking Reception
- Brand New Products, Tech & Demos

Get more information and register now:

Click Here for More Details & Registration

Issue 30 - December, 2025 *- CAMA*
If you have any questions, contact admin@vending-cama.com

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Coffee Corner: 2025 in Coffee Headlines

Despite a turbulent year in the global coffee industry, reports from CAMA Members have been of increased demand and fast expansion in the OCS sector. Changing consumer habits, crop yields, and alternate exports have dominated reporting in 2025; but now that we can look back on one of the most uncertain years since the pandemic, has a bigger picture emerged? Let's look at the headlines:

1. **Record high prices with more increases on the horizon.**

Coffee prices have surged significantly, up by 28% in August compared to the same time in 2024, leading to price hikes at popular chains like Tim Hortons.

In the US, ground roast coffee reached $9.14 per pound in September; adjusting for inflation this is still short of the spikes seen in 1986 and 1994, but represents a 50% increase in the last decade.

One of the buzzwords of 2025, tariffs have been a sizeable factor. Although the US government recently relaxed the 40% tariff on exports from Brazil, both the sudden changes to global trade agreements and the resulting "elbows up" buy-Canadian push here at home have forced the industry to reconsider supply chains, partnerships and public perception.

2. **Climate impacts for the necessary harvest conditions.**

Coffee needs stable, consistent climate conditions. Although there is variation between the different types, generally coffee thrives in a moderate tropical climate at altitude. Most major harvests exist in the "bean belt," which lies between the Tropic of Cancer and the Tropic of Capricorn.

Extreme weather conditions in major coffee-producing countries, particularly Brazil and Vietnam, have severely impacted coffee supply. Droughts and heavy rains have disrupted harvests, leading to reduced production.

Brazil, the world's largest coffee producer, has seen its reserves dwindle, contributing to the price increases.

3. **Consumer behaviour is changing.**

Many consumers are adjusting their coffee consumption habits due to rising prices. Some are opting for home brewing instead of purchasing coffee from cafes. Plus, with potentially huge markets like China seeing demands for coffee grow, competition for international buyers is on the rise.

Adapting to Our Changing World…One Bite at a Time

The trend towards specialty coffee continues, with a growing interest in unique flavours and ethically sourced beans. A focus on health and wellness is also growing - recent studies highlighting coffee's protective effects against liver disease further promote its health benefits among consumers.

We sat down with Braedyn Phipps, National Account Manager at PepsiCo Canada to learn ab how one of the world's leading food manufacturers and innovators has been raising the bar ar staying ahead of the curve when it comes to how and what Canadians choose for snack time.

4. **Innovations in the coffee industry practices are developing alongside consumer behaviour.**

New brewing techniques and health-focused beverages, including coffee infused with vitamins and adaptogens, are responding to consumer trends in wellness and the demand for specialty coffees.

Question: How does PepsiCo identify current and future trends?

Sustainability, in the form of eco-friendly packaging and practices in coffee production and distribution, has demanded significant investment in the industry to keep up with changing legislation and more public awareness.

Answer: We pride ourselves on our ability to identify current (and future) consumer trends by constantly talking to our consumers, collaborating with best-in-class partners, and drawing insights from our diverse global portfolio. Central to this process is our world-class research a development, and culinary teams, which helps us stay ahead of emerging trends and innovations. Our team also works within a global innovation network that combines our culina know-how with real world consumer insights. In addition, we also pay attention to evolving tas preferences of consumers and use this as a key influencer to guide product development. Thi ensures our offering excites consumers and reflects the latest in food culture. Every new prod undergoes a journey; from chef tastings to flavour profile analysis. This is so we can deliver authentic, and memorable experiences that resonate across different markets.

Overall, what picture does this paint for coffee going into 2026? The likelihood of an immediate future where demand outpaces supply, prices continue to rise and operators in the OCS industry will be balancing the costs of business in both traditional and specialty coffee markets. Coffee is ingrained into our collective consciousness so the odds are that demand will continue to grow. Industry operators that are able to navigate the troubled waters of global supply and adapt to the rise of new brewing technologies might just be facing a very busy new year.

Question: What are some of the most exciting innovations that PepsiCo has added to your portfolio over the past 5 years?

Answer: It's very hard to pick just one, and of course I have my personal favourites. For example, we have worked to expand Lay's with increased variety of flavours inspired by worldwide palettes, Doritos with Flavour Collisions, and most recently, Miss Vickie's collaborations with beloved local restaurants across Canada.

Question: We have noticed that PepsiCo has been innovating to support health trends (i.e. Quaker Protein Pancakes). Can you provide any additional insights into other healt forward initiatives that PepsiCo is working on?

Answer: I can't give away too much, but I can share that we are continually evolving our portfolio in all areas, which includes products that help to support a growing consumer interes wellness and nutrition. The goal we are working towards is to be part of consumers' meal and snack choices across a wide range of dietary preferences and nutritional needs. A couple of products that reflect our commitment to this goal, include the expansion of our Quaker portfoli with items like Quaker Chewy Low Sugar Granola Bars and Quaker Low Sugar Instant Oatme

Question: Without releasing any secrets, are you able to share some ideas about Pepsi product innovations that we can expect to see over the next 12 – 18 months?

Answer: We absolutely have some very exciting innovations being launched over the next ye and what I can share is that they are all very tasty. While I won't spoil any surprises, you can expect to see some fantastic new products across many of our brands, driven by what we kno Canadians want. Our research and development team is very in touch with what people want and its's something that we are very proud of…their insights and culinary expertise are always on point for what's next. This is a continual goal for us; constantly innovating to meet evolving consumer needs while bringing joy to households across the country.

Question: Why is it important to keep classic and beloved items in your vending / micro market operations?

Answer: It's important to know what customers are looking for and create an offering that addresses their preferences. As such, PepsiCo is proud to have a portfolio of incredible and trusted brands. In fact, Quaker stands as the #1 trusted food brand in Canada, and 2 out of 5 macro snacks purchased daily come from PepsiCo. On average, Canadians enjoy a PepsiCo food product 110 times a year, that's about 9 times a month! This strength is built on the powe of our fan favourite items, which consumers consistently seek out.

Question: What advice do you have for operators in adapting the latest trends and products into their product offering?

Answer: Operators have amazing insights into how consumers shop and what they're looking for. Paired with the market knowledge from PepsiCo, there is an opportunity to merchandise a promote product innovations into their business.

Thank you Braedyn for sharing these insights with us, we greatly appreciate your time and expertise.

Issue 30 - December, 2025 *- CAMA*

NAMA 2026

Registration is open and Early Bird pricing is now live for the NAMA Show 2026!

Join NAMA in Los Angeles, April 22–24, 2026, delivering the insights, technology and innova ahead of the market. With LA as the backdrop, expect a touch of Hollywood magic woven thro Every year, Canadian operators and companies head south to the largest vending tradeshow as an Early Bird!

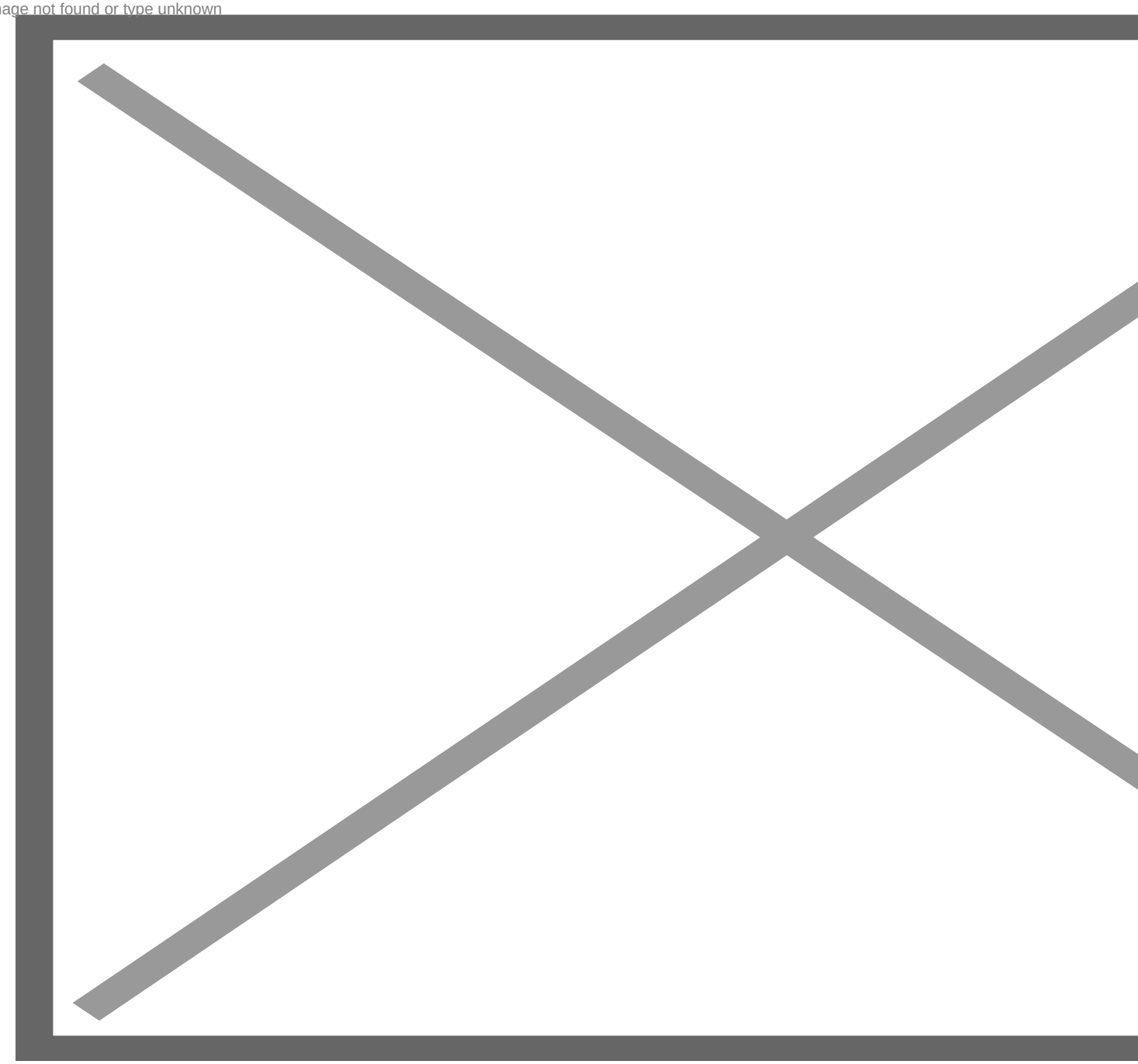
can use our exclusive code to save $200 USD on registration. Book before February 13th

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About Braedyn Phipps:

Braedyn has worked in various roles for PepsiCo since 2018, including marketing, sales and account management. In his current role as a National Account Manager, Braedyn specializes helping operators identify the perfect mix of classic products and current innovations that drive consumer excitement, while helping operators maximize profits. Dedicated to helping Comple Purchasing Services (“CPS”) / GESPRA vending business members thrive, if you are looking assistance in maximizing the profitability of your office coffee, vending and/or micro market business, please speak with your dedicated CPS or GESPRA Account Manager about connecting with Braedyn or another member of the PepsiCo Canada team. *Not yet a member CPS/GESPRA?* Please visit eCPS.ca to learn more.

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See the Floorplan here

Find out more information and register on their website here:

Go to The NAMA Show 2026

To get the CAMA Member code, email admin@vending-cama.com.

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Tech Corner: 2025: The Year of AI

A decade from now, will we look back on 2025 as a landmark year for unattended retail?

Regardless of the fact that the “AI” of today is not the artificial intelligence of the sci-fi movies we grew up with, “AI” as a catch-all label for technologies that offer automated judgement has been the hot topic of 2025.

It would seem obvious that this is the next step in our industry. By definition, unattended retail depends on technology that allows operators to manage their machines, locations and sales without being there to oversee every transaction. The more tasks that can be performed by a machine, the easier it becomes (in theory) to run your business and provide an elevated customer experience.

On the supplier side of our membership, we can see that businesses are already exploring the advantages of AI, from stock management, to theft detection, to customised interactions with the end user. Smart machines can now monitor stock levels and feedback the real-time data on when and how each sale is made. Internal monitoring tracks maintenance issues and can even prompt inbuilt software diagnostics and simple fixes. How much time would it save if your machines could reliably clean themselves during quiet periods? How much less waste would there be if you could reliably track products with shorter shelf lives? Access to these benefits without having to increase an operator’s physical presence with the machines promises a boon for unattended retail.

So what happens next? Analysts are predicting continued escalation in the mass adoption of AI technologies, but with a catch: huge investment is needed to create the necessary infrastructure to support it.

AI systems like Google’s *Gemini*, OpenAI’s *ChatGPT*, Meta’s *Meta AI*, and Microsoft’s *CoPilot*, have been at the forefront of the conversation on AI and the most openly available systems to use. ChatGPT reportedly had over 900 million weekly users in 2025, more than double its 2024 numbers. The infrastructure needed to support this type of growth is beyond current resources – and the world is rushing to catch up in key areas:

1. Energy production

One AI data centre is predicted to need more energy per year than the total used in the entire province of Ontario. With ten of these centres approved for construction in the US alone, energy production needs to increase dramatically to meet demand. In the UK, three new Small Modular Reactor (SMR) nuclear power stations were announced this year to address the needs of AI infrastucture, and it's expected that more countries will turn to nuclear power.

2. Water supply

Data centres need massive amounts of water for cooling systems. It's been reported that some current data centres in the US have placed such high demands on the local water supply that it's been causing droughts in the nearby towns. Innovation in cooling technology and water reclamation are priorities for both developers and governments.

3. Hardware availability

AI programs need a lot of advanced hardware: the physical drives, chips and motherboards that sit inside the neat package of most machines. But one type of component - random access memory or RAM – is causing a crisis. RAM demand had been increasing before AI, with use in all laptops, phones consoles and cars, and older formats recently being retired pushing companies to both purchase new and replace old stock.

With the AI boom, and its vast RAM requirements, the supply of this vital component can't meet demand and has sent prices skyrocketing. It's not going to improve any time soon – one of the big three manufacturers announced its exit from the retail market to serve its largest commercial contracts exclusively from January.

Looking ahead to 2026 and beyond, with so many advantages for the unattended retail market in the adoption of AI tech, both operators and suppliers will be investigating every opportunity. It will be important to keep ahead of the news, to help predict potential fluctuations in pricing, parts and reliability.

With these considerations in mind, this is the beginning of an exciting era in tech - and the industry is about to take a ground-breaking step into the future.

Ergonomics explained: Find out how it can help you prevent injuries and boost productivity

Simply put, ergonomics is about designing jobs and workspaces to fit the people doing the work. And when applied correctly, can help prevent injuries, boost productivity, and support your business's success.

What is ergonomics?

"Ergonomics is the science of designing work to fit the worker," says Don Patten, Specialized Consultant (Ergonomics) with WSPS. "It looks at how people interact with their tools, tasks, and work environment." Ergonomics takes into account physical movements, mental demands, and how work is organized, which may negatively impact these demands. Certified ergonomists use this knowledge to make work safer, more efficient and more productive.

Ergonomists can help prevent problems before they happen. "If you're planning new equipment, workstations, or processes, involving an ergonomist early can help avoid future injuries, downtime, and costly changes," says Don.

If an incident or near miss happens, ergonomists can investigate what went wrong and suggest changes to prevent it from happening again. For instance, if an employee lifts something heavy and is almost injured, this is a near miss, and the same injury could happen to others.

Ergonomics: Not just for offices

"While ergonomics is often associated with office setups, or safe lifting, its application spans all sectors, including retail, manufacturing, and logistics," says Don. "Ergonomists assess how work is performed and identify design improvements that reduce risk and improve productivity."

Key areas where ergonomics directly impacts safety include:

- **Visibility and lighting:** Poor visibility can lead to errors and accidents. Ergonomists assess lighting levels to ensure workers can see hazards and perform tasks safely.
- **Vibration:** Prolonged exposure to vibration, whether it's using a hand tool or operating a lift truck, can lead to musculoskeletal disorders and other health issues. Ergonomists can quantify exposure and recommend tools and administrative controls to reduce exposure and protect worker health.
- **Fatigue:** Fatigue is a major contributor to workplace incidents. Ergonomic interventions, such as job rotation, improved workstation design, and better shift scheduling, help reduce fatigue-related errors
- **Slips, trips and falls:** Handling materials on ladders can increase the demands on the body, and in some cases, more than lifting the same items while on the ground. Ergonomists can provide suggestions on how item characteristics and item placement on shelves could increase the risk of falling from heights. Carrying large items can also obscure vision, leading to more slips and trips.

5 tips to get started with ergonomics for your business

1. **Conduct ergonomic assessments**

   Regularly evaluate workstations, tools, and workflows to identify hazards that lead to MSDs. “Use checklists or bring in specialists to assess forceful exertion posture, repetitive motions, and workstation setup,” recommends Don. “This helps tailor solutions to individual needs and job roles.” Ergonomics assessment also has other benefits such as:

   - improved productivity
   - enhanced work quality
   - increased employee engagement
   - higher job satisfaction
   - reduced absenteeism
   - lower turnover rates
   - better safety outcomes
   - support for an aging workforce
   - improved accessibility
   - greater inclusivity
   - reduced cognitive load

2. **Invest in the proper equipment**

Equipment required to complete work tasks is essential to prevent exposure to MSD hazards, yet it can have many benefits that extend beyond MSDs. The proper

equipment, especially if it is adjustable, that fits the worker and allows them to perform work comfortably, will improve productivity, efficiency and quality while reducing MSD hazards.

3. **Promote movement and breaks**
   "Encourage employees to take short, frequent breaks to stretch or walk to reduce strain from prolonged sitting or repetitive tasks," says Don.

Consider implementing:

- **Microbreak policies.** These are short breaks that last from a few seconds to several minutes. This allows workers to break up long periods of sedentary behaviour. Build these breaks into your work process to allow muscles to recover between movements. Design work so that microbreaks are built into the process.
- **Sit-stand workstations.** Providing more options for different postures is important.
- **Wellness programs.** Providing resources, support, and activities for physical, mental and emotional health that include movement breaks. And encouraging a fit and healthy workforce by providing onsite gyms or subsidized fitness memberships.

4. **Provide your team with ergonomics training**
   Educate staff on proper posture, lifting techniques, and workstation setup. "Empowered employees are more likely to adopt safe practices," notes Don. Training can be delivered through workshops or eCourses. It can also be helpful to include visual guides in work areas.

5. **Involve employees in ergonomic solutions**

Invite feedback and suggestions from employees about their workspaces. Collaborative problem-solving ensures solutions are practical and well-received, and it fosters a culture of safety and continuous improvement.

Additional Resources

- MSD Prevention Awareness (1 hour, FREE eCourse)
- MSD Prevention Guideline for Ontario (CRE-MSD)
- Safe lifting guides for workers, employers and supervisors
- 3 expert tips to prevent repetitive strain injuries at work (article)

- MLITSD material handling inspections on now: Spotlight on young workers (article)
- Safe Lifting: 10 tips and videos
- Business in Motion: Managing Material Hazards

Personalized help

- Free assistance with Hazard identification - Reach out and a WSPS consultant will visit your workplace (in-person or virtually) to help you identify your hazards and complete a high-level action plan at no cost.