CAMA
Canadian Automatic Merchandising Association

ACAD
l'Association canadienne d'auto-distribution

COFFEE - MARKETS - VENDING

- November 26, 2026

NEWSLETTER



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

Issue 34 - November, 2026 *- Jim Jackson, President*

Fall 2026 - Message from Your CAMA President

As we approach the end of 2026, I am pleased to see the continued momentum within CAMA and across our industry. It has been a busy few months, with opportunities to reconnect with colleagues, welcome new members and prepare for what promises to be an exciting year ahead.

In October, CAMA hosted two successful Network Nights in Toronto and Montreal, bringing together industry colleagues for an evening of networking and conversation. Our staff and volunteers were pleased to welcome both familiar faces and new attendees from across the vending and unattended retail industries. I would like to thank everyone who attended, along with our generous sponsors—BUNN, Complete (an Avendra Group company), GlobalConnect, HAHA Vending, QM Distribution, PayComplete, Nayax, Red Bull and U-Select-It—whose support helped make these events a success.

These gatherings are a reminder of what makes CAMA so valuable. While our industry continues to evolve, the importance of building relationships and sharing ideas remains the same. Sometimes the most valuable conversations happen outside of a formal meeting, and I encourage everyone to take advantage of these opportunities whenever possible.

I am also pleased to welcome our newest members, *HAHA Vending*, and *Regional Vending* to the association. It is encouraging to see new companies joining CAMA and contributing to our growing community. A strong and diverse membership helps us better represent the changing needs of our industry, from traditional vending and office coffee services to micro-markets and emerging technologies.

Many of you are aware that CAMA has recently engaged the services of Essentient Management as our new CAMA Association Management Company. Please extend a warm welcome to Constance, Heidi and their team. It has been a pleasure working with them in the past couple of months as we work through the transition. You as members can expect to see new benefits and value-added propositions added to your membership when you renew for 2027. As we move forward you will be seeing a lot of positive changes happening in our association so please keep tuned in to our website for updates to our association and your membership.

We would also like to extend a big thank you to BB&C and their team for the decades of loyal service that they had provided to our association. We wish them all the best.

Looking ahead, planning is well underway for the 2027 CAMA Show, taking place March 9–10, 2027 at the Toronto Congress Centre, alongside the Convenience U CARWACS Show. This continues to be one of the most important events on our calendar, bringing together operators, suppliers and industry professionals to discover new products, explore technology and build business relationships.

CAMA Show 2027 Registration Is OPEN!

If you are considering exhibiting, I encourage you to plan early and reserve your booth space. CAMA members benefit from preferred exhibitor rates, and there are options for both tabletop displays and traditional booths. Registration for tabletop exhibits and attendees opens December 1, 2026. We are also looking forward to offering professional development and networking opportunities throughout the two-day event.

We have also launched our 2027 Annual Sponsorship Program, offering companies opportunities to support CAMA and increase their visibility within the industry throughout the year. In addition, sponsorship opportunities are available for the 2027 CAMA Show, including our networking reception, educational programming and other activities. I encourage companies interested in supporting the association to explore these opportunities.

As always, I would like to thank our Board of Directors, committee volunteers, sponsors and members for their continued support. CAMA is your association, and its strength comes from the people who participate, share their knowledge and contribute their time to moving our industry forward.

There is much to look forward to in 2027, and I am excited about the opportunities ahead for both CAMA and our industry. I encourage you to stay involved, take advantage of the programs and events available to you, and continue sharing your ideas with us.

I look forward to connecting with many of you at the 2027 CAMA Show in March.

On behalf of myself and our Board of Directors we would like to wish all of you a Very Merry Christmas and All the Best in 2027

Jim Jackson
President
Canadian Automatic Merchandising Association

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Issue 34 - November, 2026 *- CAMA Team*

Become a CAMA Show Sponsor

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D COVER. CONNECT. INNOVATE

M h 9–10, 2027 | Toron Congress Centre

R stratio the CAMA 2027 Show is now open, and we invite you to be part of one of

Co-located with The Convenience U CARWACS Show, this is your opportunity to discover

Put Your Brand in the Spotlight at the 2027 CAMA Show!

What's Happening?

March 9–10, 2027 | Toronto Congress Centre

- **CAMA Professional Development** – Gain industry insights and explore emerging t
- **CAMA Networking Reception** – Connect with industry colleagues on March 9.
- **CAMA Breakfast & Networking** – Start your day making valuable connections.
- **Trade Show** – Discover the latest products, technologies and innovations.

Looking to increase your brand's visibility and connect with key decision-makers in Canada's

The **2027 CAMA Show** offers exciting sponsorship opportunities to showcase your company,

Sponsorship Opportunities Include:

- **CAMA Networking Reception Sponsor – $5,000**
- **Professional Development Sponsor – $3,000**

CAMA Members Save!

Membership has its advantages! **CAMA Supplier Members enjoy exclusive exhibitor ra**

Save $1,505 on a 10' x 10' booth! CAMA members pay just $3,995 compared to the regu

Not yet a member? Join CAMA today and take advantage of exclusive savings and other v

- **Networking Sponsor – $2,000**
- **Show Program Sponsor – $1,500**
- **Refreshment Break Sponsor – $1,500**

All sponsorship packages include brand recognition on the Show website, onsite signage, the official Show program and audiovisual displays, with additional benefits depending on the package selected.

Don't miss this opportunity to put your brand front and centre!

Explore the sponsorship packages and find the right fit for your company.

EXPLORE SPONSORSHIP OPPORTUNITIES

Issue 34 - November, 2026 *- Jeff Schiller*

Coffee Corner: Let's keep the 'Fun' in Coffee

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Somewhere along the way, I fear some of us may have forgotten something rather important coffee. It's supposed to be fun!

Recently, I heard the CEO of a coffee company make a comment that stuck with me. He wan bring fun back to coffee. It was a simple statement, but one that got me thinking about our ind and how much things have changed.

Spend any amount of time reading the news headlines and articles and things can get depres quickly. Green coffee prices, market volatility, geopolitical tensions, shipping cost, climate ch availability, margins and the ever-increasing cost of doing business. There is certainly no sho of challenges, and none of them should be underestimated.

On the green buying side, buying has become increasingly complicated. Finding quality, mar costs, unpredictable and volatile markets, diffs, and input cost take the enjoyment out of disco something truly wonderful.

For roasters, the challenge is balancing quality, consistency and creativity while navigating unpredictable input costs. Let's not forget the OCS companies, vending operators, retailers a café owners and the constant pressure of keeping customers happy while maintaining pricing dealing with staff shortages and overall business viability.

But what happened to the excitement? What happened to the thrill of finding that exceptional from a new origin, developing a new blend or sharing a great story and a laugh with a custom

Coffee is an incredibly diverse and fascinating industry. It not only connects farmers, exporte roasters, baristas, retailers and consumers. It creates an opportunity to connect people in a w where connections have become more and more digital. There are extraordinary people, sto flavours, and experiences at every stage of the journey.

Is it possible we have become so focused on the business of coffee that we sometimes forget coffee itself?

It goes without saying that fun does not mean ignoring the commercial realities. After all, bus have to make money, and the challenges facing our industry are very real.

Let's make sure we never lose the excitement we felt when we enjoyed our first cup of coffee, the first sip of a new blend, let's celebrate great roasting, share knowledge, support innovation and remember that great coffee is about much more than the price of a cup. It is more than a commodity. It is about real connection, discovery, hospitality and quite simply, it is about the people we work with, the customers we meet and the stories we share over a cup. It is about pleasure.

Michael Cheung, President, TFI Food Equipment Solutions

The industry will always have its ups and downs. Markets will remain volatile, and new challenges will emerge, but perhaps it is time we stopped letting the headlines define our industry.

Member Spotlight: TFI Food Equipment Solutions

Let's make sure as coffee leaders we keep enjoying coffee as much as the business.

Fully Automatic, Fully Connected: How Franke Is Reshaping Coffee in Canadian Foodservice and Convenience

Jeff Schiller, National Accounts Manager

Heritage Coffee Co. Ltd.

Coffee has become one of the most important profit drivers in convenience retail, quick service, workplace and self-serve foodservice. Consumers expect café-quality espresso drinks wherever they stop, and operators are being asked to deliver that quality consistently, at speed, often with minimal staff and high turnover. Fully automatic coffee equipment has moved from a nice-to-have to the backbone of a modern beverage program, and Franke Coffee Systems has been at the forefront of that shift.

Consistency at scale

Franke's A-line fully automatic machines are built around a simple premise: the perfect cup should not depend on who is working the shift. Grinding, extraction, milk texturing and cleaning are automated and controlled, so a latte poured at 6 a.m. in one location matches the one poured at 9 p.m. across the country. For multi-site operators, recipes can be developed once and then rolled out across an entire fleet of machines, eliminating the drift in quality that comes from site-by-site setup.

Intuitive touchscreen interfaces make the machines easy for staff and customers alike, which matters in self-serve environments where the equipment is the barista. Automated cleaning routines reduce labour and protect in-cup quality, and the machines are designed to be straightforward to maintain, keeping them in service longer.

Franke, sold direct in Ontario and Atlantic Canada

TFI Food Equipment Solutions, powered by Elevate, holds exclusive sales and service rights for Franke Coffee Systems in Ontario and Atlantic Canada, selling direct to

operators across the region. With more than 70 years in commercial foodservice equipment, TFI supports Franke customers across the full lifecycle: program design, equipment specification, installation, staff training, and ongoing service and parts. For operators, that means a single accountable partner who understands both the equipment and the realities of running a high-volume beverage program.

TFI Service, Franke Digital Services and the move to predictive service

The traditional service model is reactive: a machine goes down, a call is placed, a technician is dispatched, and sales are lost in the meantime. Connected equipment changes that equation. Franke Digital Services is a cloud-based platform that provides real-time insights into machine performance, drink sales, cleaning cycles and operational status across all connected locations. Operators can also change drink menus and recipes and run promotions across their fleet remotely, without a site visit. On the service side, remote health checks and software updates help avoid unnecessary on-site interventions. TFI's team of roughly 76 certified technicians pairs that machine data with field expertise, using alerts, usage trends and cleaning compliance to spot issues before they become failures, schedule maintenance around actual demand, and arrive on site with the right parts the first time. The result is a predictive service model that protects uptime, lowers total cost of ownership and keeps coffee revenue flowing. The impact can be significant: Franke reports that one European petrol station operator using connected A800 machines saw coffee sales rise 16.5% while total operating costs fell 13.7%.

Beyond the equipment: what Elevate adds

TFI is part of Elevate Service Group, a Canadian facility services platform with more than 150 technicians and nationwide coverage. That relationship lets TFI offer equipment and service customers something few equipment providers can: a single partner for the broader facility. Alongside Franke equipment and service, Elevate delivers HVAC, refrigeration, plumbing, electrical and general maintenance across a customer's portfolio, backed by 24/7/365 emergency service and defined response and resolution standards.

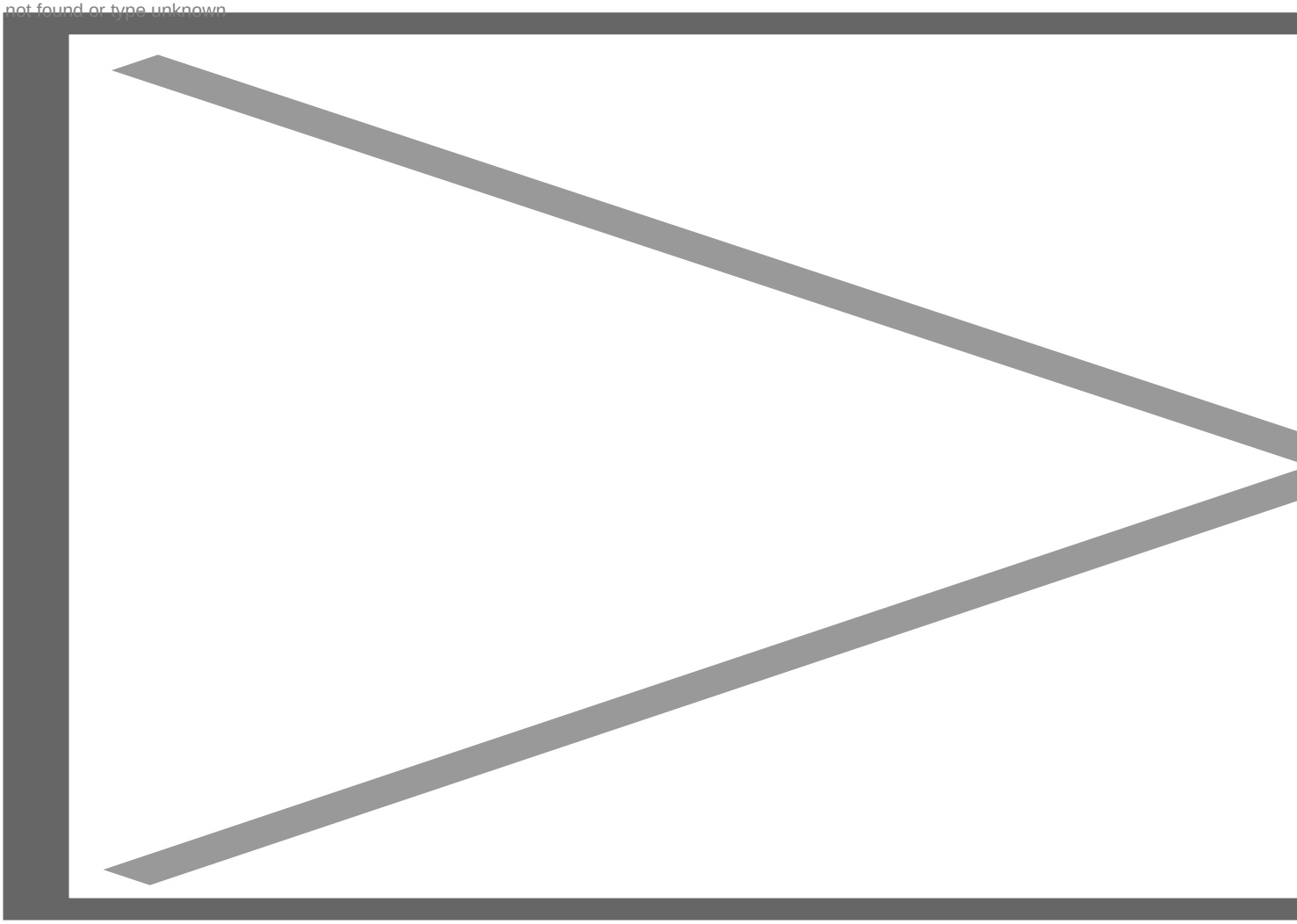
For multi-site operators, this consolidation creates real value. Fewer vendors mean simpler procurement, one point of accountability, consistent service standards from site to site, and better visibility into the total cost of keeping locations open and productive. The same proactive mindset that drives predictive coffee service extends to the rest of the building, so issues are caught and resolved before they affect customers.

The bottom line

Fully automatic coffee equipment is no longer just about the machine. It is about consistent quality, connected data, and a service partner who can keep every location running. Through TFI, powered by Elevate, operators in Ontario and Atlantic Canada get Franke's equipment and digital platform direct from the exclusive distributor, backed by predictive service and a facilities offering that extends across their entire portfolio.

NEW: 2027 Annual Sponsorship Program

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Become a 2027 CAMA Annual Sponsor and help shape the future of Canada's automatic me

The Canadian Automatic Merchandising Association (CAMA) is pleased to announce opportu industry visibility, build meaningful connections, and demonstrate a commitment to the contin

As our industry continues to evolve, CAMA remains focused on bringing professionals and or and business growth.

Why become a CAMA Annual Sponsor?
CAMA's Annual Sponsorship Program is designed to provide participating organizations with merchandising community.

Whether your organization is looking to increase brand awareness, develop new relationships, or demonstrate industry leadership, annual sponsorship offers a meaningful way to align your business objectives with the association's mission.

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Workplace Safety & Prevention Services (WSPS)

Benefits of becoming a CAMA Annual Sponsor include:

- **Year-round brand visibility:** Increase awareness of your organization within Canada's automatic merchandising community.
- **Industry connections:** Build relationships with professionals, businesses, and industry stakeholders.
- **Industry leadership:** Demonstrate your organization's commitment to supporting innovation, collaboration, and growth.
- **Community engagement:** Align your brand with an association dedicated to advancing the industry.
- **Supporting industry growth:** Help make possible the events, educational initiatives, networking opportunities, and programs that benefit CAMA members and the broader industry.

Your sponsorship makes a difference

CAMA's Annual Sponsors play an important role in supporting the association's work throughout the year. Annual Sponsors help CAMA deliver valuable industry events, facilitate networking and collaboration, and provide initiatives that strengthen the automatic merchandising community across Canada.

By becoming an Annual Sponsor, your organization is making an investment not only in its own visibility and connections, but also in the future of the industry.

Join us as a 2027 Annual Sponsor

CAMA welcomes you to become part of our 2027 Annual Sponsorship Program. We encourage you to explore the 2027 Annual Sponsorship Guide to discover the available opportunities and select the sponsorship option that best aligns with your organization's goals.

Looking ahead, HAHA VENDING will remain focused on AI Smart Coolers and strive to become the world's preferred partner for AI retail.

Interested in becoming a sponsor or learning more? Contact Heidi Loney at heidi@vending-cama.com and/or download the 2027 Annual Sponsorship Guide.

Welcome New CAMA Members

HAHA Vending

Founded in 2017, HAHA VENDING is a global leader in smart cooler solutions. Today, HAHA VENDING operates in more than 20 countries and regions, including the United States, Canada, Europe, and others. The company has deployed over 150,000 devices worldwide and serves more than 30,000 customers, including over 4,000 operators in the United States.

As a pioneer in AI retail, HAHA VENDING introduced the world's first AI Smart Cooler and has focused exclusively on this field for nearly a decade. The company holds over 80 patents, offers 50+ product models, and has extensive experience in global deployments.

HAHA VENDING employs more than 500 people, including 200+ R&D engineers. With fully integrated in-house development of SaaS platforms, smart hardware, AI algorithms, and manufacturing, the company delivers complete end-to-end retail solutions.

Our in-house facility operates 10+ specialized laboratories and has an annual production capacity of 300,000 units. Supported by 100+ service engineers, 30+ warehouses, multiple service centers worldwide, including 1,134 service locations across the United States, and 365-day online customer support, HAHA VENDING ensures fast and reliable global service.

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Regional Vending is a family-run vending company in Mississauga, serving workplaces since 1971. Machines are installed, stocked and serviced at no cost to the business, with no long-term contracts

Avoid violent encounters at work: 4 expert tips to safely handle a person in distress

Read the full article HERE