

VENDING & MICRO MARKETS

marriner marketing

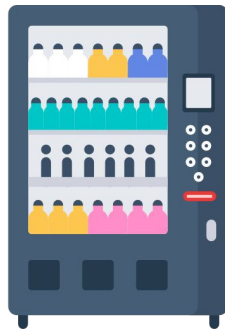


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what are micro markets?

definition + benefits



define micro market

A micro market is “an unmanned retail space where individuals can purchase food and beverages. Micro markets can include a wide variety of fresh and healthy items that are restocked regularly. They are popular additions to employee break rooms, where they can be custom-fit to the size and shape of the area and packed with enticing options to keep employees both happy and healthy”



source: avanti markets



benefits of micro markets

1. no contact, touch free transactions
2. safety & security
3. healthy food options
4. entice employees back to the office
5. versatile and convenient
6. not affected by service labor shortages





segment overview

industry revenue + segments + product mix + challenges



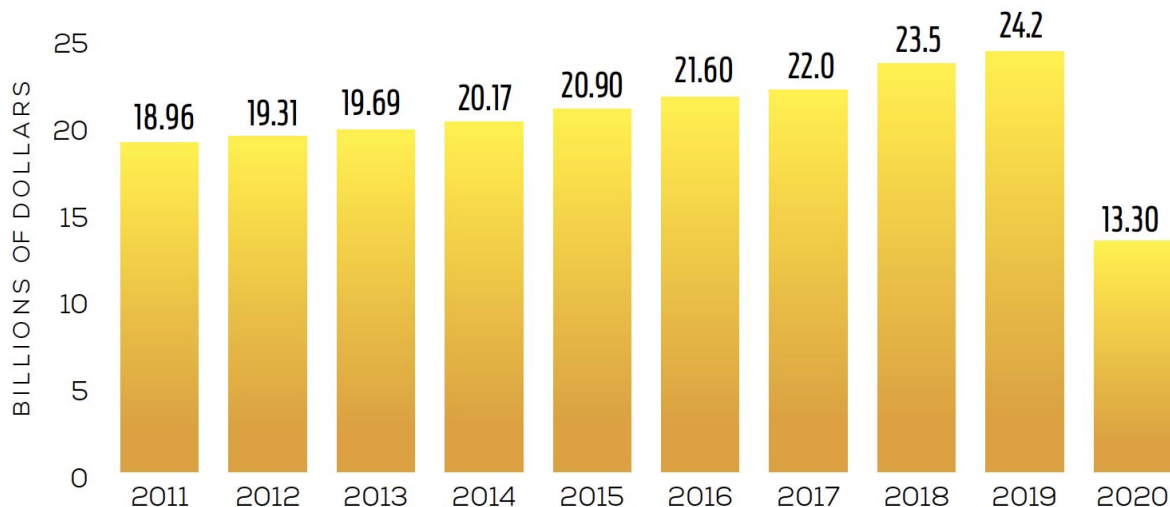
industry revenue

united states

\$13.3
BILLION

total industry
revenue 2020

-45% from 2019



source: vending marketwatch
2021 state of the industry report july 6, 2021



share of revenue

share of sales by service category

	2017	2018	2019	2020
Vending	66.2%	63.8%	50.1%	49.7%
Micro Markets	15	15.8	11.1	14.6
OCS	7.3	9.3	7.2	7.0
Water service	4	2.3	2.5	2.5
Other	2.9	1.4	8.0	8.5
Pantry service	-	2.9	4.1	3.1
Bulk vending	1.6	1.6	3.4	3.1
Manual foodservice	0.2	0.8	4.4	3.1
Music	0	0.8	2.8	2.5
Games	0	0.8	4.1	2.9
Janitorial Supplies	0	0.5	2.2	3.0

projected sales by category

VENDING PRODUCTS	2020	MICRO MARKET PRODUCTS	2020
Vended ice cream/frozen	\$0.1 (B)	Micro market ice cream/frozen	\$0.1 (B)
Vended food	0.4	Micro market food	0.3
Vended candy	1.2	Micro market candy	0.2
Vended hot beverages	0.4	Micro market hot beverages	0.1
Vended healthy	0.5	Micro market healthy	0.1
Vended confections	0.9	Micro market confections	0.2
Vended snacks	1.2	Micro market snacks	0.2
Vended cold beverages	2.0	Micro market cold beverages	0.5
Vended other	1.8	Micro market other	0.2

“Micro markets remained profitable in 2020, with 68% of operators reporting profit margins of 10% or more, compared with 52% in 2019.”

active locations



micro market

2018 - 23,339

2019 - 26,094

2020 - 23,746

-9.4% from 2019



vending

2018 - 2,084,500

2019 - 2,175,756

2020 - 1,740,604

-22.2% from 2019

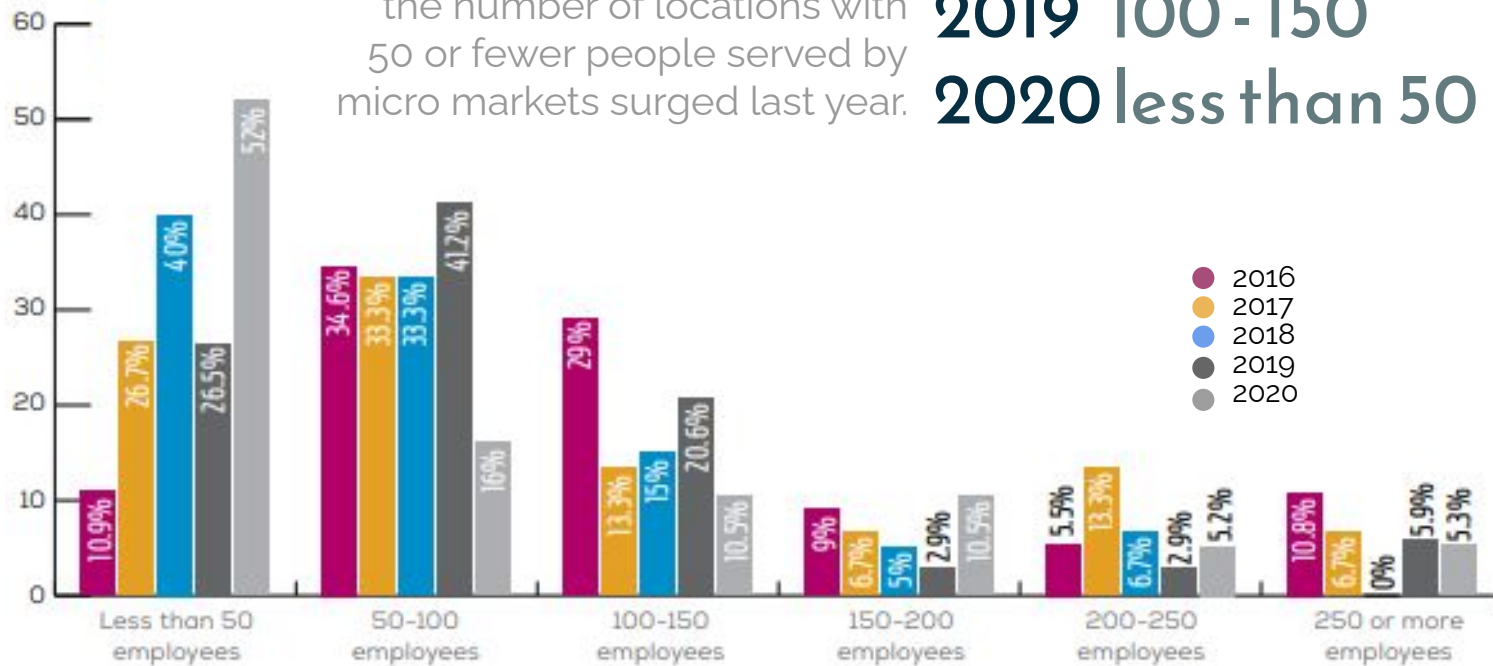
source: vending marketwatch
2021 state of the industry report july 6, 2021



employees per location with a micro market

the number of locations with 50 or fewer people served by micro markets surged last year.

2019 100 - 150
2020 less than 50



source: vending marketwatch
2021 state of the industry report july 6, 2021

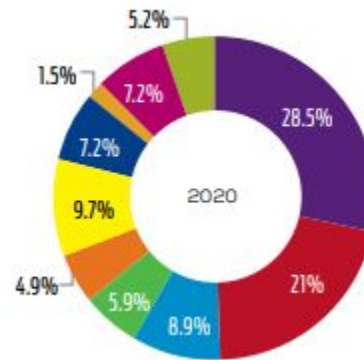
segment breakdown

overall, operators that served locations with **essential workers** onsite held the line, and in some cases increased total sales.

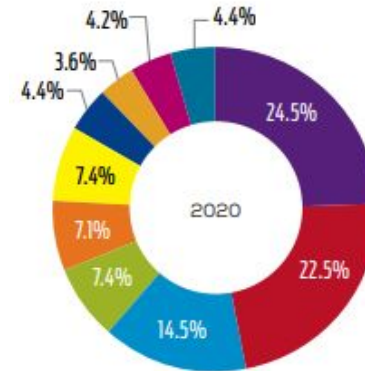
key

- manufacturing
- offices
- retail sites
- hotels/Motels
- schools
- hospitals, nursing homes
- universities, colleges
- correctional facilities
- military bases
- restaurants, bars, clubs

micro markets



vending machines



source: vending marketwatch 2021 state of the industry report, july 6 2021

increases occurred in **manufacturing** sites, as well as in **hospitals, healthcare facilities** and other **semi-public locations**, including large **apartment complexes**. Office locations declined considerably



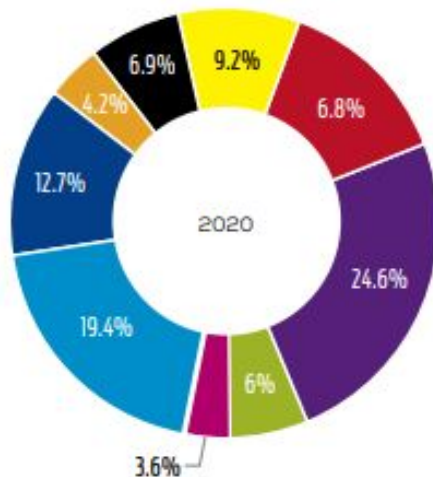
product mix

sales of **fresh foods** and **frozen** increased market share in the micro market space.
packaged **cold drinks** held their prevalence among vendible categories last year in machines and markets

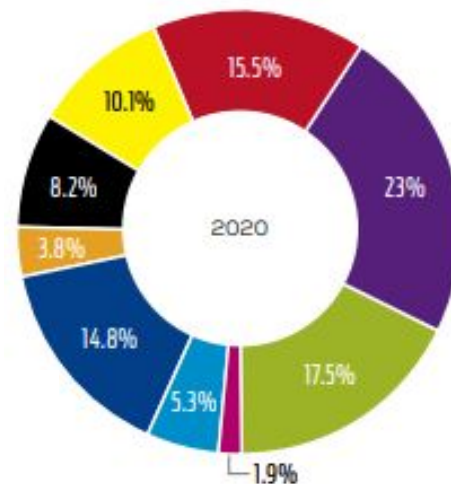
key

- cold beverages
- snacks
- candy
- confections
- healthy
- food
- hot beverages
- ice cream/frozen
- other

micro market



vending machines



source: vending marketwatch

2021 state of the industry report july 6, 2021



“do you think micro markets could replace
workplace cafeterias in some cases?”

DEFINITELY

86%

POSSIBLY

13%

NO

0%

source: vending marketwatch
micro market q&a february 25, 2021



challenges



theft

built in webcam &
external cameras can
deter theft.



up-to-date trends

looking for up-to-date
trends/solutions for
micro markets



healthy products

offering healthy products that
“everybody wants but doesn’t buy”
& spoilage of healthier food

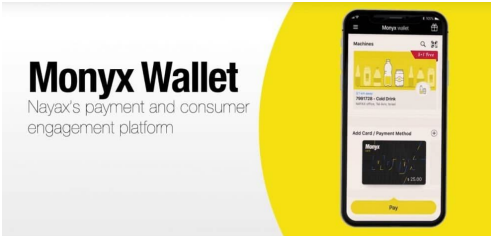


technology trends

payment technology + smart coolers



technology



payment tech

trending apps:
monyx wallet and nayax

store payment information for
easy purchases

employers can create staff
discounts, digital punch cards
and "happy hours"

operators can keep track of
purchases, offer refunds and
promote specific products

smart coolers

trending brands:
metroclick and faytech

coolers display full HD content
to promote products on cooler
via micro markets

software manages user
interface and collects data on
each interaction

communication capabilities
include advertising, promotion
and customizable content





contract companies

what are they + vending benefits



contract companies

The big three



contract companies

ARAMARK

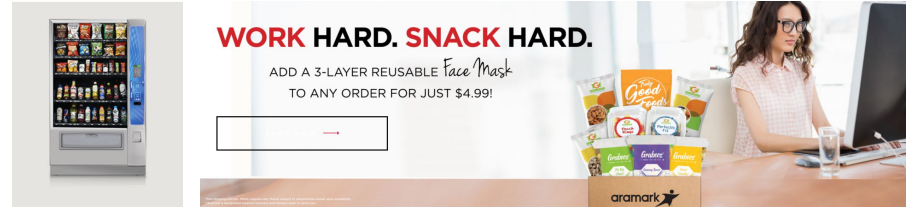
american food service, facilities and uniform services provider to clients in areas including education, healthcare, business and more.

micro markets

- “healthy for life 20 by 20” initiative promise to reduce product calories & increase fruits, veggies & whole-grains by 2020.
- **Easy-to-use self-checkout technology,**
- **Temperature control technology to keep food fresh**

vending

- vending machine & installation
- rep to keep vending machines stocked



WORK HARD. SNACK HARD.

ADD A 3-LAYER REUSABLE Face Mask
TO ANY ORDER FOR JUST \$4.99!

aramark

Office Snacking Stats

91%

91% of Americans snack multiple times a day

20%

Employees who are offered free food at work are 20% more likely to be "very happy" with their job

61%

61% of people globally eat snacks for an energy boost



contract companies

SODEXO

french food services and facilities management company
headquartered in paris serving private corporations,
schools, healthcare, military bases, and more.

micro markets

intuitive easy-to-use kiosks:

- secure cashless payment, rewards and facial recognition platform

partnership with **“My Fitness Pal”** food tracking app.

- scan products auto-link to MFPal app

bite by sodexo app for C&U, Healthcare & B&I

- order pick-up, delivery or to-table.
- menu control: search for items by food type, calories, allergens, distance & more.

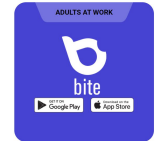
vending

SPOT vending machines:

- swipe credit card to open the door + products taken will be charged automatically

OPT vending machines

- better-for-you products feature nutritional info before they buy

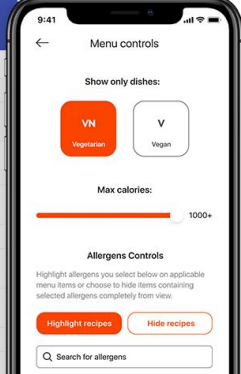
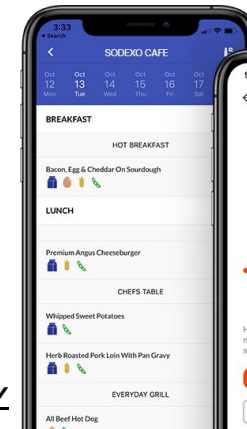


myfitnesspal™

Sodexo Workplace - Peanut Truffle Brownie Bites

1,660 Cal 46% Carbs 47% Fat 7% Protein

LOG FOOD



<https://www.breakwithsodexo.com/>



contract companies

CANTEEN

british multinational contract foodservice company
headquartered in England serving offices, factories, schools,
universities, hospitals, major sports and more

micro markets

- customized high-quality fixtures that fit any space
 - rewards- loyalty programs that support healthy choices
 - offer multiple setups-
 - kiosk: 200+ people
 - tablet: 100-200 people
 - mobile: 25-100 people
 - “smart market” control access doors & extra security
- ease of process

vending

enr.g vending machines

- sustainability promise
- motion sensor dimmers
- each product boasts 3 or more better-for-you qualities:
all-natural, organic, vegan, gluten-free, kosher, non-gmo



contract companies

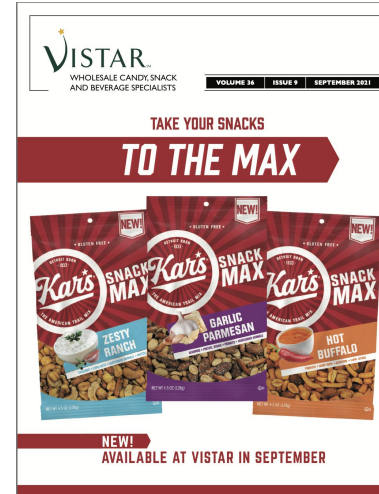
VISTAR

Vistar is the only national distributor to the vending and micro market industries

Operators can choose their snacks and drinks from Vistar's catalogs.

What they offer:

- Better-for-you and fresh items
- Non-food items like utensils, trash liners, gloves, paper towels and more
- Outsource equipment



snack delivery service

ARAMARK

- **snack box delivery**
 - delivered themed boxes for companies to send employees at home
 - brands include: frito-lay, mondelez, late july
 - promo: add 3-layer face mask for \$4.99



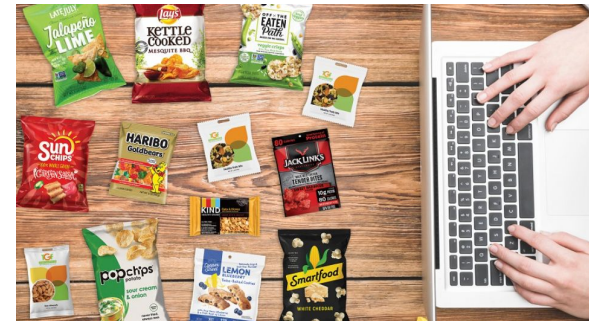
CANTEEN

- **snack boxes**
 - build your own snack boxes or a selection to choose from
 - COVID-friendly boxes following CDC guidelines



SODEXO

- **crunch time** snack box delivery program
- includes "favorites" including" Goldfish Crackers, Kellogg's, Frito-Lay among others.





Questions?





appendix

sources



sources & stats

mondelez

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- the hartman group; organic & natural 2014* base: all respondents ("better for you snacks")

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