

NANMA®

2015 China
International
Vending and Kiosk Show

National
Automatic
Merchandising
Association

Jeff R Parks

President

Southern Refreshment Services,
Atlanta GA

Vend Food Services, Athens GA
USA

Background

- Holly's: Busboy/Dishwasher, Cook, Trainee, Assistant Manager, Manager
- ARAMARK: Production Manager, Location Manager, Conference Center Manager, Vending Supervisor, Sales Director, Division Manager, District Manager, Division General Manager
- Marriott: District Manager
- CL Swanson: Vice President, Chief Operating Officer, President
- Parks Strategies LLC: Principal/Owner
- Southern Refreshment Services, Vend Food Services : President
- California Coast University: BS/BA

Southern Refreshment Services Vend Food Services 2012-Present

- President
- 60 vending routes, 8 office coffee routes, 5 micro market routes, 6 cafeterias
- 40-45 million dollars revenue
- 200 personnel
- Equipment re-manufacturing center
- Atlanta and Athens, GA USA

NAMA

- National Automatic Merchandising Association
- 79 years of service
- Over 1500 members, operators, suppliers, brokers, distributors, manufacturers, consultants.
- USA/International

NAMA

- Assists with industry growth
- Trade Shows (One Show & Coffee, Tea & Water)
- Improve industry perception
- Social media
- National Voice of Vending in the USA
- Legislation/Regulation/Taxation Federal, State, Local
- Education (Executive and Supervisor Development)
Publications
- Industry Research, Wellness, Statistics
- Member cost savings, guidance
- Certification "NCE" (NAMA Certified Executive)
- CCS (Certified Coffee Specialist)
- Office Coffee Service/Dining Service



THE ONE SHOWSM

NAMA

NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION

VENDING • COFFEE SERVICE • FOODSERVICE

NAMA

Trade Shows/Education

Coffee, Tea & Water

- Washington, DC USA
- November 2nd-4th 2015

One Show

- Chicago Illinois USA
- April 12th-15th 2016



NAMA – Statistics in USA

- Machines on location – Over 5,000,000
- Automated kiosks on location- 10,000
- Annual Vending Sales – More than \$25,000,000,000
- Cashless Payment Sales-11% of total sales
- Operating Companies- over 13,000
- Approx 2,000,000 customer locations

NAMA

Operating Companies – Annual Sales	
Less than \$1,000,000	75%
\$1,000,000 - \$4,999,999	18%
\$5,000,000 - \$9,999,999	4%
More than \$10,000,000	3%

NAMA Member's Sales Information

Hot Beverages	9%
Cold Beverages	54%
Snacks	23%
Food	7%
Other	7%

NAMA Location sales Information

Manufacturing	10.5%
Office	35%
Retail/Public	34.5%
Education	4%
Health Care	4%
Other	12%

NAMA

- Website - www.vending.org
- Chicago, Illinois USA

NAMA

Serving the Vending, Coffee Service and Foodservice Management Industries



Challenges facing American vending operators

- Profitability Pressures, Price Increases
- Selling business/consolidations
- Automated convenience stores, Micro Markets
- Telemetry
- Pre-kitting
- Cashless

Challenges (continued)

- Government imposed cost increases
- New Equipment
- Office coffee, single cup brewers
- Reevaluate business “top to bottom”
- Eliminate waste

Vending Costs

- Product costs 40-50% of sales
- Total Labor Costs 22-30% of sales
- Building Rent 1-3% of sales
- Commissions 4-10% of sales
- Profitability 1-10% of sales
- Average selling price per unit less than \$1.00

Pantry Services

Employer provided complimentary beverages and snacks

- Employee Benefit
- Focus on Healthy selections
- Cold beverages provided via reach in cooler
- Hot beverage selections match geographic markets
- Snack selections available in baskets and retail merchandising



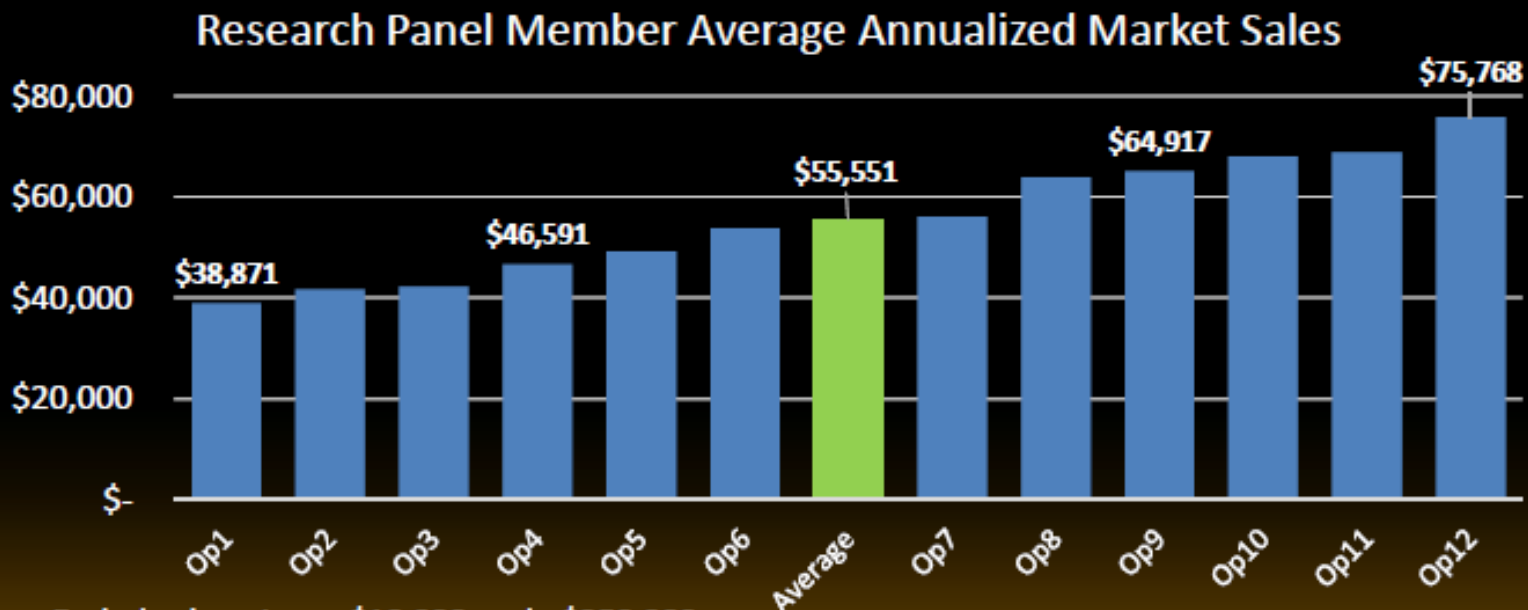
Automated Convenience Stores
Micro Markets





Average Operator Location Sales

Excluding the very large/small locations, the Research Panel Operator members averaged 53 Micro Market installations and relatively strong and consistent average Market sales levels.



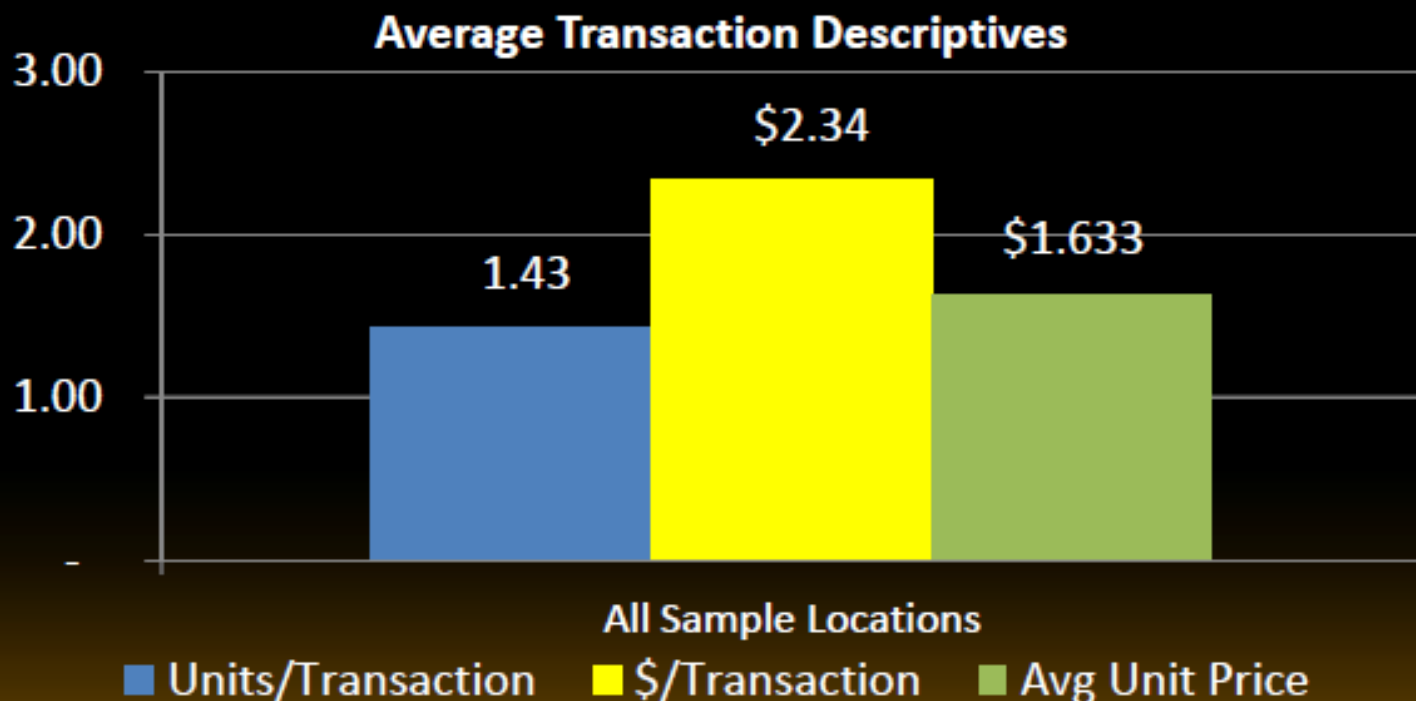
Note: Excludes locations <\$10,000 and >\$250,000.

Average Micro Market Transaction

Average Unit Sell Price – \$1.633

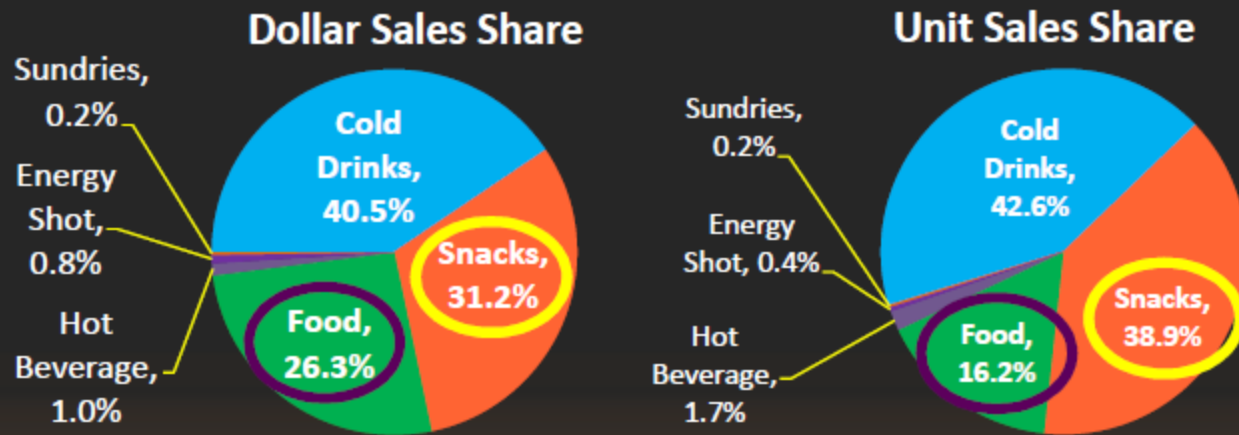
Average Transaction (Ticket) Sale Amount – \$2.34

Average Transaction (Ticket) Units Sold – 1.43



What Consumers Buy

Food, Cold Drinks and Snacks represent 98% of Micro Market dollar and unit sales.



The Food Category accounts for one out of seven units sold and more than one of four sales dollars.



TOP Selling Snacks and Soda Georgia, USA

- 1.Coca Cola 20oz Bottles
- 2.Coca Cola 12oz Cans
- 3.Dasani Water 20oz Bottles
- 4.Mountain Dew 20oz Bottles
- 5.Peanut M&M
- 6.LSS Ruffles CH/SC
- 7.Coca Cola Dt Coke 20oz Bottles
- 8.Snickers
- 9.Honey Buns
- 10.Diet Coke 12oz Cans
- 11.LSS Nacho Cheese Doritos
- 12.Coca Cola Dt Coke 12 oz cans
- 13.LSS Lays Reg
- 14.LSS Cheetos

Thank You!

- Any Questions?
- I will be available in the NAMA Booth