

# THE VENDING MACHINE

Dispensing news and views of the vending industry

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 "adopt a pet today" 

by Tony L. Buckholz

## THANK YOU !!!!!!!!!!!

We just wanted to send out a big thank you to all of our customers for your continued confidence and patronage during the difficult times we are all experiencing. Of course you know the vending industry has and will be just as susceptible to economic downturns and increased costs as any other concern might be given the current economic climate. We appreciate your loyalty and understanding in these recent times as well as your strong support in the past. Thank You !!!.....And don't forget, even though we think we are the best game in town, we know we are not perfect. If you ever have any concerns, issues, or suggestions regarding our services please let us know. Our owners and managers are available to meet with you on any day at any time.

## COFFEE CONFUSION

There sure seems to be a lot of confusion out there in offices and places of business about single serve coffee systems. Some of our competitors offer Keurig brewing systems and K-cups. There seems to be a huge movement in our industry away from the K-cups now that everyone can buy home Keurig units. It seems a lot of K-cups are "walking" from business offices and being used at home.

Here at Goodman Vending and Café to You, our coffee service and delivery company, we have never ventured into the whole K-cup thing. We do however have lots of different alternatives for you when it comes to single serve coffee systems. So if you are having a headache figuring out which system is best for you, please give us a call. You are welcome to visit our office where we have all of them set up, or we will come to you and demo them for you. We have several different systems to resolve any problems you might be having.

Lattes, Dove and Milky Way, hot chocolate, delicious coffees, exotic teas, the list goes on and on. Give us a call today and we will design a successful hot drink program just for you.

## CONTEST TIME

How would you like to win a 5 pound Hershey Bar ?? That's right, five pounds of delicious Hershey's chocolate. It looks just like the normal size bar, and it's very cool.

All you have to do to be snacking on this delicacy is to be the big winner of our latest contest. Oh, and this time we are picking several winners, not just one, so your chances of winning just went through the roof!

This is about the easiest contest we have ever had. You don't have to get out your calculators to figure anything out, you don't have to write an essay, all you have to do is call our contest line and enter. To enter our contest just call our contest line at 610-926-8135 Ext. 444. Don't forget to leave your name, phone number, and where you work. Anyone who enters the contest will be entered into our special drawing for the Hershey Bars. Deadline to enter is February 15, 2012.....Good luck !!!

## PRICING AND CONVENIENCE

Have you ever stopped to think about the pricing and convenience of vending services?

Vending companies bring the products right to you. No jumping in your car and running to the "convenience store". Now let's talk price. When it comes to convenience stores, they are asking you to come to them, and then they ask you to pay a much higher price than you can find in your local vending machines. The funny thing is, that vendors have the added cost of bringing the products right to you.

Sure, the C-stores may occasionally have a great deal on something to get you in the door, but have you really compared vending prices to C-store prices lately? Sure, all vendors, including us at Goodman Vending need occasional price increases to keep up, but if you take a look and compare pricing you might be shocked. We just completed our latest review of all major convenience store pricing in the areas in which we served. Here is what we found at the C-stores. Bottled soda priced from \$1.49 to \$1.60. Regular size candy bars at \$1.10 to \$1.20; King size candy at \$1.30 and higher; and Tasty Kake and other pastry products at a whopping \$1.59.

What does all this mean? It means the vending industry provides a valuable and very convenient service at prices far below those found at other outlets. When you think about it, your vending machines are your convenience store at work. How bout a big Hurrah for the vending companies!

## DID YOU KNOW?

Since, at press time, President Obama is about to deliver the annual State of the Union Address, we thought we would throw some more Presidential trivia your way:

- ~ Barack Obama is our 44th President but we have had only 43 Presidents. Cleveland was elected for 2 nonconsecutive terms and he is counted twice, as our 22nd and 24th President.
- ~ The tallest President was Lincoln at 6' 4".
- ~ The shortest President was Madison at 5' 4".
- ~ James Buchanan was the only President never to marry.
- ~ George Washington was the only President that didn't represent a political party.

## SNACK TIME

Just how much time do Americans spend consuming foods and beverages? According to the U.S. Department of Agriculture, about 67 minutes a day as a main activity. This excludes snacking while engaging in a secondary activity like sports, watching television, and working. That means the average American is eating and drinking for what amounts to 16 full 24 hour days every year. That being said, where is the closest Goodman Vending machine??