

vendtalk

November 2010: Issue 22

Anyone for a skinny hazelnut latte to go?

We've recently been publicising the addition of flat white on our Sigma and Prelude models alongside the ever-popular frothy coffee twins, the cappuccino and latte. Well there's more good news for operators wanting to truly emulate the high street coffee shops with the introduction of flavoured coffee drinks.

In addition to the traditional mainstays of any drinks menu, you can now offer your clients speciality or exotic coffees with a small syrup shot of Amaretto, Vanilla or Hazelnut. These same flavours can also be added to lattes or cappuccinos or any coffee drink for that matter.

“Just like you would in a coffee shop”



In fact, on the Direct Choice version of the Sigma, the menu area can be transformed so that customers can actually choose or build-a-drink in a series of logical steps in the same way they would in a coffee shop; almost like a retail traffic light system but more intuitive.

By more closely replicating as opposed to just imitating the high street in terms of the drink selection process, evidence suggests it is far easier to sell premium coffee offer and justify higher drink prices....

Who says you can't compete with Starbucks, Costa and the like?!?

Keeping you updated on the latest news from Westomatic Vending Services Ltd
The UK's leading vending machine manufacturer



It's been a little while since we introduced

Flat White on to our hot drinks machine menu earlier this year and I must admit to being genuinely surprised at the level of interest, and the number of calls I've taken from operators following some recent press release activity on the initiative. Stronger than a cappuccino and less milky than a latte, it has been interesting to hear that Whitbread, the owner of Costa Coffee, recently reported that the drink had been the fastest growing part of its empire with its customers drinking it in spades. Starbucks of course already had their own version of the Flat White but have reported a similar uplift in demand.

My real point is that the Flat White in many ways has seemingly supplanted the cappuccino on the high street but is the vending industry taking note? You only need look at the furore created by the introduction of the Flat White by the large high street chains, so isn't it about time we had a new range of drinks to shout about to our customers?



Westomatic
The ultimate coffee house experience

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Prelude

More than just another tabletop



The Prelude is now striking a real chord with both clients and operators if sales growth over the last two quarters is anything to go by.

More and more customers seem to be looking for an 'operate-able' vending machine that doesn't necessarily look like the stereo-typical, 1.83-metre high, traditional vending machine. In many cases the Prelude is just the ticket. And while its cool retro looks and unobtrusive styling have always been strong selling points of the machine, the Prelude can still be easily adapted to suit bespoke corporate or branding requirements just like its larger counterparts.

In terms of door colour, we currently offer ever-popular metallic silver alongside a Costa Coffee inspired "urban red" finish. However, subject to order quantity and lead times, it is possible to offer bespoke door colours and branding to fit in with corporate house styles or interior décor.

Only recently, we have seen a large quantity of Preludes delivered to a renowned financial institution where the client insisted on matching Urban Red base cabinets. Equally, the Prelude can easily be transformed into a mini espresso bar with eye-catching branding on the machine and base cabinet.

More espresso bar
than just another tabletop!

The options are almost endless...



The savvy choice for 600ml bottles

OTIS - The perfect choice for new 600ml Pepsi bottles



Pepsi UK's plan to reshape the cola category by encouraging more consumers to make the savvy switch to its larger 600ml bottle for diet and no sugar drinks (for the same price as a 500ml counterpart) certainly seems to be having the desired effect. Supported by a multi-million pound marketing campaign, the new 600ml bottle is set to drive revenue and growth from no-sugar products including Pepsi Max and Diet Pepsi. Interestingly, Regular Pepsi and 7UP will remain in the current 500ml format.

While PepsiCo's promise to literally reshape the cola category continues to gather momentum, operators will be pleased to hear that the new 600ml bottle fits perfectly on all shelves of the OTIS400 without any need for re-spacing or shelf-reconfiguration. And yes, unlike other XY bottle vendors on the market, we really do mean ALL shelves are 600ml bottle-friendly so route operators don't have to worry about where 600ml bottles do and don't fit.

Good-bye Easy5000...Hello Easy6000

New drum vendor set to shake up the market

Following the product retirement of the Easy5000, we are pleased to announce the imminent addition of the Easy6000 Drum Merchandiser to the Westomatic machine portfolio. The Easy6000 will certainly appeal to those customers who like their machines to match up and has a near-identical look to that of our current Snackpoint range. Just as importantly, technical managers and service personnel will love the fact that the refrigeration system and many of the other components are the same as the SnackPoint Duo range – it will certainly help reduce your stock holding of parts.

Key Features

Same efficient and near-silent refrigeration system as per the SnackPoint Duo

Same cabinet size as SnackPoint Quattro / Duo M, just 900mm wide!

Consistent styling and banks seamlessly with all SnackPoint models for a strong family look

Retractable tray-mounted drums for easy product loading and reconfiguration

Long-life LED lighting as standard



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Get ready to chill out!

Are you looking to go 'top of the class' when it comes to school-friendly chilled refreshment? If you're looking for new profit opportunities, our new "JuiceBox" vending machine could be just for you and meets School Food Trust guidelines at the same time.

The JuiceBox is a revolutionary self-serve concept that delivers a delicious range of 100% pure fruit juice. We do this by making a premium quality concentrated juice. We press the juice from the fruit and then we remove all the water. After you've made a drink selection the machine adds high quality, freshly filtered water back into the product for the perfect pure fruit juice. No additives, no preservatives, no added sugar, just delicious healthy fruit juice packed with vitamin C.



"Drinks are School Food Trust Guideline compliant"



Conveniently for operators, the fruit concentrates are packaged in aseptic bag-in-boxes with a 12-month shelf-life and do not require refrigeration. This effectively eliminates the need for chilled warehouse storage and the added expense of specialised chilled transit provision for route operator vehicles. Nice!

With its fresh and eye-catching looks, the JuiceBox is tailor-made for the primary and secondary schools. And while the machine is capable of vending over 400 large 12oz clear plastic cups, for those schools that really want to flex their green credentials the 'JuiceBox' can also be set up for use with refillable drinking bottles to help eliminate plastic waste.



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