



EUROPEAN
VENDING ASSOCIATION

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What is Vending?

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If I tell anyone in Germany that my business is Vending they ask me: "What is vending?" I tell them that "we are Operators" and so the next question is: "What is an operator?" "Hmm, we sell hot drinks, like coffee and hot chocolate in automatic machines". "I see, automatic machines, why didn't you say so sooner?"

Only insiders in the business are familiar with the term "vending" in Germany (and so a problem also exists with defining vending in the German language). "Vending" does not aptly define the sale of a product from an automatic dispenser, nor does it accurately define the service we offer.

Meanwhile our machines produce the same quality hot drinks as Starbucks, Mc Café ...and so forth. "Coffee Shop" is the recognized and accepted term that people use for this kind of coffee shop chain. . .

But what about vending?

Even if our "Vending Machines" operate 24 hours a day, 7 days a week, people are not aware of the term used to define our sector. Customers expect their transaction to work every time, but they don't see the work that goes on behind the machines. Quality and service is not a slogan, it's our daily work. We produce high quality drinks like Café Crème, Espresso, Cappuccino, Latte Macchiato, and Hot Chocolate and spend a lot of money and manpower on our service ...and that at an affordable price.

There are not many rewards for being cheap . . Is this the image we want to project? No.

It's the advertisements and the atmosphere that make the difference with coffee-shops.

The atmosphere is something we can't always change for our vending machine customer. But we can try it.

How about more publicity for our sector? It's a must!

That way, in future, people will relate to our business by saying: "Oh, vending, I understand."

By Michael Maurer, Owner of ASM GmbH, and EVA's EC Member | Posted in | Tagged | Comments (0)

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