



Tips for Successful Dairy Vending



Location

- Place vending machines in high traffic areas
- Don't forget the gym, locker rooms and other areas that will be used after school and in the evening



Visual Appeal

- Vending machines should be attractive and visibly display products
- Nutritious products must be attractively packaged and displayed to compete with non-nutritious products, for example: offer a variety of milks, flavored & in plastic re-sealable bottles
- Keep the machine clean, well maintained and full
- Manage your inventory to prevent being out of stock or overstocked

Product Selection

- Offer a variety of products and rotate some of the less successful items regularly
- Group dairy items with other healthy items so customers can create a well balanced healthy snack
- Be sure to offer a variety of calcium-rich 3-A-Day™ of Dairy foods

Milk: wide selection of flavors & sizes

Cheese: individually wrapped in different shapes & packages (string, cubes and squares)

Yogurt: squeezable, drinkable, smoothies & cups (don't forget the spoon)

- Pair smaller items with other non-dairy foods that will provide a well balanced snack

Whole grains: crackers, bagels, low-fat cookies & muffins

Fruits: whole fresh, dried, pre-packaged cups and fresh slices

Vegetables: Pre-packaged bite size choices are great (include dip & increase sales)



Marketing

- Keep track of sales and rotate in new products to replace those that don't sell well
- Remember dairy foods and fresh fruits & vegetables have a shorter shelf life than other items in your machine so check them frequently & remove out of date items
- Keep the machine full, especially if there is a special event coming up
- Set prices to compete with other less nutritious items
- Promote! Promote! Promote!

Promotion

- Contact us to order a vending promotion kit
- Kick-off your new program with a tasting party complete with milk mustache booth
- Stick to it—place "I Love Milk" stickers on some of the bottles, when a customer gets a bottle with a sticker, they win a prize, stickers can be ordered through our online catalog found at www.NewEnglandDairyCouncil.org
- Use announcements to generate excitement