



Recommendations

- Machine Location
 - Place machine in high traffic area with all-day access
 - Location outside of cafeteria should be considered to take advantage of sales opportunities before and after school and weekend events.
 - According to one school's survey of students, the favorite time to buy was after school.. After school access is critical to maximize sales.
 - Be flexible and willing to change locations if needed
 - Location flexibility is an advantage. There seems to be no real consistency for best location.
 - Sometimes to find success, you may need to try several different locations to determine the best spot for an individual school.

Recommendations



- Promotions

- Promotions add excitement and help to sustain sales
 - Signage is a simple way to attract attention to the machines
 - Contests, games, etc. should be done periodically
- Product sampling is one of the more effective means of returning students' attention to the machines

Recommendations



- **Operations**

- Stocking and maintenance of the machine can be successfully done by school foodservice or a vendor operator
- Rotate products frequently and stock machine and order product according to sales
- Try a variety of products
 - Most products do well initially and students like “new and different” choices
 - Rotate products on a frequent basis. Alternate flavors and product offerings to bring attention to the machines
 - The dairy industry is constantly introducing new products – choices do not have to be limited
 - Milk: variety of flavors, sizes, fat levels
 - Cheese: many types of cheese are now available in single serve portions
 - Yogurt: portable hand-held yogurts, traditional cup yogurts, drinkable yogurts, yogurt smoothies, etc.

Recommendations



- Partnerships

- Enthusiastic and knowledgeable partners are needed
 - School foodservice people are the key to success
 - Employees and management must be enthusiastic and willing to manage and promote the vending machine
 - Perhaps the most valuable asset you can have in dairy vending is support from others in the school; such as, nurses, administration, teachers, PE/athletics, student groups, etc.
 - Dairy processor, product suppliers and vend operators must also work in partnership with schools to assure a successful operation