Increase *your top category sales* with the Power of 2

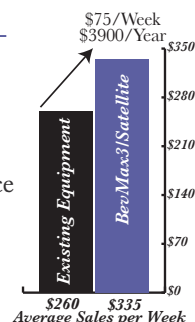## BevMax3™ + Satellite Snack

▶ $3900 SALES LIFT

The Test Results Are In.

Putting BevMax3/Satellite to work at your locations increases SAME LOCATION SALES (SLS) by $3900 per year. And since every 1% increase in SLS leads to a 20% increase in profits*, it can dramatically grow your bottom line.

* Courtesy of Bachtelle & Associates.

$75/Week
$3900/Year

Bar chart axis: $350, $280, $210, $140, $70, $0

Existing Equipment — $260

BevMax3/Satellite — $335

Average Sales per Week

▶ Increased Sales.

Thanks to its C-store design, this pair influences consumer purchase behavior resulting in more traffic, customer value, and per-customer spend.

BETTER MERCHANDISING
- ▶ Glassfront viewing advertises product and speeds up shopping time
- ▶ Accommodates premium-sell product sizes
- ▶ Side-by-side categories spur impulse sales
- ▶ Retail styling draws attention and communicates convenience

INCREASED VARIETY
- ▶ Captures more consumers
- ▶ Augments time-of-day purchases
- ▶ Leverages pricing strategies with more price point options
- ▶ Increases planogram options
- ▶ Add healthy and specialty items without sacrificing best-sellers

CENTRAL SELECTION & PAYMENT
- ▶ Encourages total-bill spend
- ▶ Increases impulse buys
- ▶ Faster transaction times

MULTI-VEND
- ▶ No fuss vending – pay once and vend as many items as credit allows
- ▶ Entices multi-item purchases from both machines

"MAKE IT A COMBO"
- ▶ POP graphics promote drink and snack combo buys
- ▶ Programmable discount combo mode for more profit potential

CURRENZA® RECYCLER
- ▶ Conveniently captures higher price points
- ▶ Promotes multiple purchases
- ▶ Never miss a sale

What's the Secret?

▶ Increased ROI.

Two Machines — One Smart Choice

- ▶ Purchase as a package, or add a Satellite to an existing self-owned or bottler supplied BevMax3
- ▶ Using one payment system for two machines saves $700+ on your initial investment, and reduces maintenance and service costs
- ▶ Currenza adds $600-$800 back into your cash flow by reducing float
- ▶ Provides flexibility over product selection, product costs, pricing, and profitability versus receiving a free stack machine through a bottler agreement

Savvy Solutions

BevMax3/Satellite PACKAGE

OR

Satellite ADD-ON

BUY NEW. Satellite costs about the same as a used snack machine.

▶ Increased Capacity.

Satisfy More Customers (and Gain an Operational Edge)

BevMax offers more inventory and facings than competitive glassfronts, generating higher sales volumes, superior customer satisfaction, and reduced service intervals.

- ▶ Up to 28.6% more capacity
- ▶ Five more selections
- ▶ Fewest out-of-stocks

Source: CVS Field Testing

Number of Sold-Out Columns at 10 Cases of Sales per Week:

BevMax3 | 9 Sold-Outs
80% of total facings remain
[45 selections, 360 capacity]

Royal | 25 Sold-Outs
37.5% of facings remain
[40 selections, 280 capacity]

Vendo | 13 Sold-Outs
67.5% of facings remain
[40 selections, 320 capacity]

CRANE VENDING SOLUTIONS

Is the age of your snack or soda machine setting you back?

Increase Same-Location-Sales Growth with BevMax3™/Satellite

	NEW BevMax3/Satellite Snack	Older Drink & Snack Models*
1. Attract traffic through superior merchandising	• Large window area beckons users from a greater distance • Always looks full until the last selection item is vended • Customers trust buying products they can see • Brands pop thanks to superior lighting • Modern styling reinforces quality products	• Dated appearance and poorly lit machines are perceived as dirty, and the product inside poor quality • Updating looks requires costly refurbishment, and high-visibility replacement parts – even if new – may still be dated in design
2. Increase product variety and capacity	• High variety and capacity • Better manage core, cycle, and choice items • Mix in nutritious and trendy items with ease • Accommodates modern product packaging • Provides space for expanded time-of-day offerings • Multi-face key sellers – without sacrificing variety • Offer multiple price points and capture higher price points • Health timer safely vends perishable items	• Limited beverage variety reserves most of the selections for core items, sacrificing time-of-day offerings and preventing planogram rotation and maximization • Limited beverage variety means fewer price points – decreasing sales opportunities • Adapting to modern packaging trends may be costly or impossible
3. Increase cross-category impulse buys	• Central selection and payment • Multi-vend encourages more spending – and it's quick • Discount combo-vend entices a second item purchase	• User must visit each machine separately for a drink and snack purchase, decreasing their impulse to buy both
4. Offer a more convenient purchase process	• Order with the Currenza® recycler • BevMax is up to 3x faster delivery than competitive glassfronts	• Added costs to replace current payment system
5. Deliver improved satisfaction	• Standard with guaranteed delivery • Beverages are carried to the delivery area at a comfortable height – with no messy fizz-ups	• Must purchase and install retrofit kit for guaranteed delivery
6. Raise value – raise prices	• One compelling value proposition	• A tough sell

* May vary by manufacturer, make, and model

| Specifications | Model | Dimensions | | | Shelves | Avg. No. Select | Avg. Capacity | Ship Weight | Electrical Specs | Listings |
		H"	W"	D"						
BevMax3™	DN 5800	72	47	32	5	45	360 (16/20 oz. bottles) or 405 (12 oz. cans)	764 lbs.	120V, 60Hz, 12A	UL Listed, CE, FCC Part 15
Satellite	937	72	33.5	35	5, 6, or 7	32	502	495 lbs.	115V, 60Hz, 3A	UL Listed, NAMA Listed, FCC Part 15

Learn how BevMax3/Satellite can increase your profitability. Call your sales representative today to schedule a free financial evaluation of your snack and beverage business.

CRANE VENDING SOLUTIONS

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