

CASE STUDY



Katie's Ice Cream
Family owned and operated,
handcrafted ice cream
Dickson, TN
katiesicecream.com

**Customer excitement
about having a vending
ice cream machine has
generated more traffic
than we imagined.**

— Tom Costa, Owner

Now Open 24/7

32 flavors of fresh, handcrafted ice cream

For anyone who has ever craved premium ice cream at midnight but had no place to go and get some from, Katie's Ice Cream had you in mind. Katie's Ice Cream is a family business inspired by Tom Costa, his wife, and four children. To maintain family time for himself and his staff, Katie's is closed on Sundays.

"Family and recreational time are important for all of us, but I wanted to allow customers to come by on Sundays and after-hours, and still be able to enjoy a few scoops of delicious ice cream. I began researching **after-hours retail** and came across **Fastcorp Vending**. I worked directly with Fastcorp's vice president, Colleen Morris, who assured me Fastcorp could design and manufacture a versatile, efficient machine that could vend 'nicely frozen ice cream'. The machine's configuration focused on 2 container sizes: a single-serving cup with a wooden spoon and lid, and a take-home pint container. The ease of operation allows me to continually modify the flavor options. Our robotic server offers over a dozen flavors of Katie's fresh, fan-favorite flavors.

The 24-hour robotic storefront accepts cash and cashless payments and sits next to our front entrance. In addition to vending, the machine assists with marketing. The lid of each single-serving container has a promotional coupon for \$1 off a purchase from our brick-and-mortar store. Customer engagement has been a great added bonus in both our physical location and social media.

It has exceeded my expectations, a few hundred dollars each Sunday and, even vending ice cream during our open business hours."



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8 Inspiration Lane | Chester, CT 06412 USA | www.fastcorpvending.com

t: 203-739-0301 | e: info@fastcorpvending.com

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