



GROW

your business not your lines

Part 1



A day 1 plan: Ready to Serve

INTRODUCTION

In an increasingly competitive marketplace, small, artisan, and mid-sized ice cream brands face significant challenges in scaling their operations.

One of the most challenging issues in today's economy is the recruitment and retention of reliable staff. As brands strive to grow, they must explore innovative solutions to streamline their sales processes and enhance customer reach.

Automated retail and vending solutions offer a compelling answer by providing a sales channel that operates 24/7/365 with significantly lower investment than traditional expansion.

This white paper explores the benefits of unattended retail solutions for ice cream sales. It aims to help you grow your business - not your lines - with insights from Fastcorp Vending. Fastcorp is a leader in the field, known for partnering with major global ice cream brands such as MARS, Dippin' Dots, and Nestlé as well as niche brands such as Katie's Ice Cream, 40 Below Joe, and Molly Moon's.



START
WRITING YOUR OWN
SUCCESS
STORY
TODAY





THE BENEFITS OF AUTOMATED RETAIL AND UNATTENDED RETAIL SOLUTIONS

1. CONTINUOUS OPERATION

Automated retail machines work around the clock, ensuring your ice cream products are always available to customers – meet them where, and when, they scream for ice cream. This is particularly beneficial for small and mid-sized brands that may not have the resources to maintain extended store hours. With a small investment, and low ongoing costs, your brand can achieve continuous sales, enhancing both revenue and customer satisfaction. Think of it as your Cash Cow in a Box!

Automation can also help to smooth the demand peaks and troughs – reducing the risk of customer loss due to wait times and long lines.

2. NEVER COMPROMISE ON YOUR BRAND

You've spent a lot of time, money, and emotional effort building your brand. You want every retail channel, from store front to website and packaging, to reflect that. From branded wraps inside and out, to attractive web-enabled user interfaces, vending machines can provide 24/7/365 advertising for your brand.

Think of your machine as a billboard with delivery options - from instant gratification to impulse sales for home delivery.

3. EASE THE CHALLENGE OF STAFF RECRUITMENT

A reliable staff is an essential part of your business. It represents your brand and ensures customer satisfaction. In today's economy the issues relating to recruitment and retention of staff are changing. Today's workforce expects a different structure to that of the past. Flexibility of schedules and work locations only serve to exacerbate recruitment and retention and make scheduling a daunting task. Technologically advanced unattended retail reduces the staffing need, reduces overheads and operational complexities, and also enables growth in economically unstable times when recruitment may feel risky.

This is how the big brands play; leveraging automation to streamline their operations and focus on RISK-REDUCED growth.

4. ADVANCED TEMPERATURE CONTROL

One of the most important features for ice cream vending is the machine's ability to maintain absolute consistency at various temperature settings, including refrigerated, frozen, and ultra-cold (cryogenic) temperatures. This flexibility ensures that your ice cream products are stored in optimal conditions, preserving quality and taste.

A quick shout-out here for Fastcorp – experts in the field.

Their automated retail solutions are known for their reliability at lower temperatures, feature FIFO (First in First Out) stock control and remote monitoring, and hold their temperature even in a power outage.

5. RELIABILITY AND HIGH CAPACITY

Fastcorp machines are also known for their high capacity and storage bin flexibility making them a dependable choice for growing brands. With the ability to store a significant quantity of products, these machines reduce the frequency of restocking, allowing for more efficient operations.

6. ADJUNCT SALES CHANNEL

Unattended retail solutions provide an adjunct sales channel that can help small and mid-sized brands reach a wider audience. By placing machines in strategic locations, such as malls, parks, event venues (and even right outside your farm gate), brands can increase their visibility and access new customer segments. This is an opportunity to level up the playing field and compete with larger brands.



PROJECT ICE CREAM

A DAY 1 PLAN:

Ready to Serve

ORGANIZE NOW

ICE CREAM

for the people

The figures may vary between research companies, but there is no doubt that the overall trend for growth in the ice cream vending market is on a steep trajectory between 2021 and 2031 with Predicted Compound Annual Growth Rate of between 6.45% and 10.7%. Why is this important to your ice cream business?

You may not be considering automated retail as an additional sales channel - but you can be sure that your competitors are.

ARE YOU BEING LEFT BEHIND?

ICE CREAM VENDING MACHINES ARE GROWING IN POPULARITY
Growth in installations of Ice Cream vending machines between 2016 and 2020

+850%

2016

2020



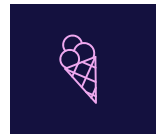
Global Vending Machine Statistics - World Metrics Report 2024
<https://worldmetrics.org/vending-machine-statistics/>

YOU MAY NOT BE THINKING ABOUT VENDING - BUT YOUR COMPETITORS ARE

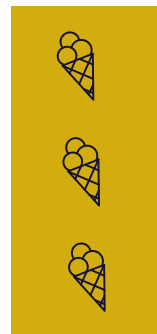
GLOBAL VENDING MARKET

Predicated Compound Annual Growth Rate of 10.7%

2021



2030



Retail Vending Machine Market Size & Trends Report, 2030
<https://www.grandviewresearch.com/industry-analysis/global-vending-machine-market>



INITIAL CHECKLIST

FOR CHOOSING A MANUFACTURER

Consider the following to ensure you make an informed decision:

FASTCORP 3, LLC

ALTERNATIVE

- Temperature Control Capabilities:** Can the machine reliably maintain refrigerated, frozen, and ultra-cold temperatures?
- Can it hold temperature even in a **power outage**.
- Product Capacity:** Opt for machines with high capacity storage and **FIFO** to minimize restocking frequency.
- Reliability:** Is the company known for its reliability and the longevity of its machines?
- Customization Options:** Can the machine be wrapped inside and out with graphics that proudly represent your brand 24/7/365.
- Operational Support:** Consider the level of support the company can provide, including maintenance and the location of their customer service.
- Proven Track Record:** Fastcorp has 30,000+ machines in the wild in over 52 countries for global brands like Dippin Dots,[®] MARS[®], and Nestlé[®]
- Technological Innovation:** do the machines you are considering have the latest technology to connect to the Internet of Things (IoT)



CONCLUSION

Automated retail and vending solutions present a unique opportunity for small, artisan, and mid-sized ice cream brands to expand their reach and streamline their operations. By partnering with a reputable manufacturer like Fastcorp Vending, brands can enjoy the benefits of continuous operation, brand-enhancement, advanced temperature control, and reliable performance. Now is the time to invest in these innovative solutions and prepare for a successful summer sales season. Level up the playing field and join the ranks of the big brands with automated vending solutions.

WHY TRUST FASTCORP?

Fastcorp Vending, with over 20 years experience, stands out as a premier choice for automated retail solutions. Known for their partnerships with major global ice cream brands, they bring a wealth of experience and expertise to the table. Their machines are not only technologically advanced but also highly adaptable to the specific needs of your brand.

PREPARING FOR NEXT SUMMER

Now is the perfect time to plan for 2025-2026 sales. By investing in automated vending solutions now, you can ensure your brand is well-positioned to capitalize on your peak ice cream sales season. Get your order on the books early to avoid any delays and guarantee your machines are ready to go when demand spikes.

- ☑ For more information on Fastcorp Vending and their range of automated retail solutions, visit their website fastcorpvending.com
- ☑ Download a detailed guide to configuring your vending machine or use their online guide to work up your business case and get a quote.





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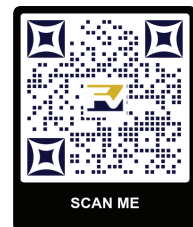
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