

Working with Vendors

A good relationship with your vendor(s) will help to make healthy vending a success. Below is a list of suggested topics to discuss with your current or potential vendors. You may also wish to include these topics in the final vending contracts.

Goals

Discuss your organization's goals and plans for offering healthier foods and beverages in vending machines. Ask your vendor:

- Do you have any feedback about our specific goals or plans for healthier vending?

- What is your experience with offering healthier products? Can you share any tips you have learned from your experience?

Healthier Product List

A vendor who is willing to look for and offer products that align with “Sell More” items on the [Healthier Vending and Snacks](#) resource, respond to customer feedback, and include new products as they become available can make healthier vending easier. Ask your vendor:

Are you willing to maintain a list of products that:

- aligns with the “Sell More” items on the [Healthier Vending and Snacks](#) resource?
- are economical?
- can be ordered in suitable quantities?
- responds to customer feedback and requests?
- expands as new products become available?

Can you create a “Customized Order Form” based on [Healthier Vending and Snacks](#)?

Stocking Patterns

Product placement and stocking frequency are factors that can help make healthier vending a success. Work with your vendor to find strategies that meet both your needs. Ask your vendor:

- Can you stock healthier items more often?
 - Do you have any concerns with placing “Sell More” items in the most prominent slots or with following the Planogram on pg. 3 of [Healthier Vending and Snacks](#)? If so, how can we work together to help make healthy products more visible to customers?
 - Do you have other people who stock your machines? If so, how will you ensure that products are placed according to our planogram?
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Pricing and Promotion

As with product placement, pricing and promotion strategies are key to the success of healthy vending. Ask your vendor:

- Are you open to collecting customer feedback to inform healthier product choices? How can we work together to survey customers?
 - Can you offer smaller portions of less healthy products?
 - Do you have any concerns with pricing healthier items lower to promote their sale?
 - If you are concerned about overall profits, are you willing to raise the price of less healthy items?
 - How do you think we can best market healthier foods and drinks?
 - Can healthier items or physical activity images be used to promote vending?
 - Can we use product signs on the front of your machines or place markers on machine slots to highlight “Sell More” items?
 - Can healthier items be promoted with taste tests or samples?
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Contract

Contract terms with the vendor may impact the scope of changes you can make to products, price, placement, and promotion strategies. The vendor may incur higher operating costs with increased stocking frequency or lower price margins on healthy products. Discuss contract terms with the vendor. Ask your vendor:

- Do you have any conditions that you need to include in your contract, such as the minimum length of contract or vendor exclusivity?
- How will our commission be impacted with these changes?

Other Comments or Notes
