

Americans Clean Up Eating Habits

REPORT INDICATES AMERICANS SNACKING MORE ON HEALTHY PRODUCTS

From www.amonline.com, July 12, 2006

While Americans feeding their addiction to munchies shelled out \$61.4 billion for snack foods in 2005, a greater portion of their cash outlay went to healthier products, according to "Snack Food Trends in the U.S.," a new report from Packaged Facts.

Whether from guilt by association, Americans also spent \$61 billion in direct health care costs to take care of obesity related issues, or due to a more accountable industry introducing "healthier-for-you" snack foods, America is paying attention to what we're eating.

Care free snacking is over, as evidenced by plummeting sales in certain segments. Cookies and bakery snacks have suffered the most, with sales down \$334 million from

2001 to 2005. The crackers and popcorn/rice cakes segments each experienced losses of \$45 million.

Yet Packaged Facts confirms that the trend toward healthier eating has been a boon for other segments, with yogurt snacks leading in dollar growth with gains of \$721 million. Food bars and nut snacks also saw healthy gains during the year-year period in which greater emphasis has been placed on heightened "natural" and nutritional tags such as "no trans fat" and "nothing artificial."

"In the last five years, snacking overall has increased by 1.5 percent as the trend for meals being replaced by snacks continues to grow," notes Don Montuori, the publisher of Packaged Facts. "Consumers are serious about these 'meals' being healthy.

Priced at \$3,000, this report is available from Packaged Facts. It is also available at www.MarketResearch.com.

POLL FINDS MOST AMERICANS CHECK FOOD LABELS

From www.amonline.com, July 5, 2006

People check the labels on food at the grocery store, even though it doesn't stop them from eating what they want, an AP-Ipsos poll found, according to USA Today.

Nearly 80 percent of Americans say they check food labels, looking for things like fat and calories and sugars. But 44 percent of people admit that even when the news is not good, they buy the food.

The AP-Ipsos survey of 1,003 adults, conducted May 30 to June 1, found:

- Women check labels more frequently than men, 65 percent versus 51 percent. They also place more importance on nutrition content, 82 percent to 64 percent.
- Married men are more likely to check labels than unmarried men, 76 percent to 65 percent.
- Younger people are more likely to look at calories on food labels: 39 percent of people between 18 and 29 said they look at calories first. Even so, 60 percent of younger people were more likely to buy foods that are bad for them even after checking the label.



July 26-27, 2006
ACE Planning Committee Meetings
 Sea Trail
 Sunset Beach, N.C.

July 26-28, 2006
NCVA Membership Event
 Sea Trail
 Sunset Beach, N.C.

Aug. 31, 2006
SCAMA Board of Directors & Winter Training Conference
 Committee Meetings
 Ramada Plaza Hotel
 Columbia, S.C.

Sept. 15, 2006
VAMA Board Meeting and Golf Tournament
 Tournament Players Club
 Virginia Beach



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Powerful Purchase Partners page 9



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NCVA NEWS

NCVA MEMBERSHIP APPRECIATION EVENT

There's still time to participate. This year is a two-day event scheduled for July 27-28, at Sea Trail Resort, Sunset Beach, N.C. All NCVA members are invited to attend and bring their families.

The event begins with the annual PAC Golf Tournament at 12:30 p.m. Proceeds benefit NCVA's PAC. This year, for those not wishing to participate in the golf outing, there is a fishing trip planned. We have also arranged shuttle transportation to the beach, where we have a sandcastle building class for both the kids, and kids at heart.

On Friday, July 28, we have a full schedule beginning with a continental breakfast, followed by educational sessions and concluding with board and committee meetings.

The educational sessions include a local orator who will talk about the area's history, a NAMA update including a legislative report and a speaker to discuss stress management in times of change. There is also a day trip to Wilmington planned for the spouses. At 11:30 a.m., there are concurrent committee meetings (committees will be notified), then from 1-2:30 p.m., a board of directors meeting. The rest of the afternoon is open, but please join us back at Magnolia's Lounge for a reception at 6 p.m.

NCVA is excited to announce that this event will feature the first-ever Poker Run,

which will begin at registration check-in. As you pick up your name badge, you will be offered the opportunity to buy into the hand for \$20. This is where you draw your first card. The decks will be at the Thursday dinner, Friday breakfast, educational sessions/spouse activity and the Friday reception. Participants will draw a card from the same color deck at each event to complete a hand. At the Friday reception, all card hands are revealed and the best will win a grand prize. In the event of duplicate winning hands, there will be additional deals.

Rooms at Sea Trail have been reserved and are still available at a special group rate of:

River Creek Mini Suite
(sleeps 2 or 4 – two beds): \$115
Royal Poste Guest Room
(sleeps 2 – one bed): \$91
Royal Poste One-bedroom
(sleeps 2 – one bed): \$163

Hotel check-in time is 4 p.m. and check-out time is 11 a.m. Call Sea Trail Resort at 800.624.6601 to make your reservations. Mention "N.C. Vending Assn." to receive the group rate.

Contact the NCVA office at 919.383.0044 or Email dana@imiae.com, to request registration materials.

NCVA GIFT BAG DELIVERY HELD

NCVA held its annual gift bag delivery on Wednesday, June 28, at the Legislative Building in Raleigh. This was a prime opportunity for members to be face to face with law makers, introduce themselves and inform legislators of the positive impact the vending industry has in North Carolina.

With the state's current financial position, it is important for NCVA members to discuss the vending industry with legislators and let them know how proposed legislation could affect the industry. It is imperative for members to "get to know" local representatives. Visit www.ncleg.com to view the legislators in your area.

This year's delivery was another success. Each year NCVA's suppliers make it possible to deliver overflowing gift bags by contributing their product. Please say thank you to the following companies who donated items for the bags the next time their representatives visit your office:

Hershey Foods
Kraft Vending & OCS
Vendors Supply
Vistar

We'd also like to acknowledge Food Express for coordinating the collection of product and allowing NCVA to utilize their warehouse to pack the goody bags. A thank you to everyone who helped pack and deliver the goody bags (Alvin Huffman of Northwest Food Service and Mia McDonough of Vistar). Your efforts help both the association and the industry, and are greatly appreciated!

WAKE COUNTY SCHOOL EMPLOYEE SENTENCED IN SCHOOL EMBEZZLEMENT

A former Wake County school employee faces at least three years and eight months in prison for stealing from the Garner High School cafeteria. The former cafeteria manager confessed to embezzling hundreds of thousands of dollars. Investigators say the once award-winning employee voided transactions, post-dated student accounts and stole money from vending machines

for over four years before school officials were alerted by a fellow employee.

Wake school officials have strengthened their internal auditing department and added several safeguards to prevent embezzlement. The former employee has repaid \$27,000 of the stolen money and the judge recommended work release so that the school system will continue to be repaid.

NCVA GAINS NEW MEMBERS

NCVA would like to welcome three new members to the association: Chet Cromer of Cromer Food Services in Anderson, S.C.; Chris Harrison of J.P. Vending in Lowell and Greg Sary of Sary Distributing Inc. in Edenton.



V A M A N E W S

16TH ANNUAL VAMA PAC FUND-RAISER GOLF TOURNAMENT SCHEDULED

The Annual VAMA PAC Fund-raiser Golf Tournament will begin with a shotgun start at 1 p.m. on Tuesday, Sept. 15, 2006, at the Tournament Players Club in Virginia Beach, Va. The annual event generates funds for the VAMA Political Action Committee and provides participants with an exceptional opportunity to meet with fellow operators and suppliers.

Please plan to join the VAMA Board of Directors for an open board meeting, prior to the golf tournament, at 10 a.m., at the Tournament Players Club.

The fee for golf is \$125 for each individual. Your company will receive a hole sponsorship sign for registering a complete foursome for the tournament. Fees include green and cart fees, a bag of practice balls, a box lunch provided on the golf cart for each participant and prizes.

Please complete the form below and mail with payment to: VAMA, P.O. Box 3159, Durham, NC 27715-3159. Please call the association's office at 919.383.0044 or Email info@virginiavend.org, with any questions.

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My company's policy prohibits contributions to political action committees. Please credit my registration to the VAMA General Fund.

STATE'S SCHOOL FOOD POLICIES GET A 'D'

Va. officials say group didn't consider health efforts at local level

By Tammie Smith, Richmond Times-Dispatch, June 21, 2006

A national group has given Virginia a "D" for its school food policies, citing use of what it calls weak federal nutrition standards as one factor.

Virginia officials say the poor grade doesn't consider efforts by local school districts to get kids more physically active and eating healthier. The Center for Science in the Public Interest, a Washington-based group critics sometimes call the "food police," evaluated states' policies for food sold in school vending machines and at school stores, at school fundraisers and as a-la-carte items in school cafeterias. The highest scoring state was Kentucky, which got an A minus. States with the best grades had stricter policies on beverages and foods sold in school. Twenty-three states got failing grades.

"With junk food tempting kids at nearly every other public place in America, schools should be one place where parents don't have to worry about what their kids are eating," Margo G. Wootan, the center's nutrition policy director, said in a statement.

Virginia and 12 other states use U.S. Department of Agriculture (USDA) nutrition standards, which the center feels are weak and outdated considering the rising rates of obesity in children. The center says the USDA needs to update its school food policy to address calories, saturated fat, trans fat, refined sugars and sodium, and have those policies apply throughout the school day. Virginia health and education officials said the D grade is misleading.

"It doesn't reflect what we are doing at a community level," said Jeremy Akers, a

registered dietitian and obesity-prevention nutritionist at the Virginia Department of Health. "Not a lot of stuff happens at the government level. The communities are doing a lot."

Bills introduced in the General Assembly to set statewide standards for school foods were continued to next year's session.

A report from state health and education officials on school nutrition standards was never formally implemented as policy. Schools are not waiting for mandates, however. Many are enrolled in the state's Healthy Virginians program that promotes healthy lifestyles. Madison Heights Elementary School in Amherst County enrolled in the program and was chosen the 2006 gold-award winner for its efforts to get kids eating healthier and moving more.

"Students now are looking at the labels on the backs of different foods," said Principal Darlene Mack, "before they would just open a bag of chips."

They've held nutrition workshops. Fundraising projects involving food are scrutinized for sugar and fat content. A number of recreational teams were started.

Agnor-Hurt Elementary School in Charlottesville has also been an award winner.

"Kids get low-fat milk, salad is offered every day, foods are baked not fried and there's lots of fruits and vegetables," said Jim Kyner, the school's assistant principal. The school also held taste tests during the year to introduce kids to fruits such as mango, kiwi and pineapple.

"It's helping them realize there is more than canned applesauce," Kyner said.



V A M A N E W S

VOICE HOLDS 28TH ANNUAL GENERAL MEMBERSHIP, BOARD OF DIRECTORS MEETINGS

On June 8, 2006, VOICE (Virginia Organized Industries for a Clean Environment) met for its 28th Annual General Membership and Board of Directors Meetings. VAMA has been a member of this organization for over 15 years.

During the general membership meeting Executive Director Chuck Duvall reported on VOICE's activities for the year.

He highlighted the following:

- Amendment of the Litter Control & Recycling Act to send 90 percent of the funds back to the localities;
- New recycling statutes adopted by the Commonwealth;
- New administration and key players in the administration;
- More need to work with local programs.

The board of directors meeting included discussion of the following:

Contact with National Restaurant Association

Thanks to the efforts of Julia Ciarlo Hammond, VOICE was alerted regarding a position taken by the National Restaurant Association that was in opposition to litter control and recycling programs similar to that in Virginia.

Duvall prepared information and forwarded it to Hammond, who in turn forwarded the information and material that she organized to the National Restaurant Association to show them the error of their ways.

Little Control & Recycling Fund

The Litter Control & Recycling Fund was reviewed in detail. Topics touched upon included the following:

- **Collections:** It was noted that last year there was a sharp increase in the litter tax (retail tax collections). The fund board and members of VOICE are following very closely what May and June tax collections bode with regard to whether or not this year's collections will equal the 2005 returns.
- **Local Participation:** It was noted that the VOICE membership needs to take a more aggressive and active role in participating with the local programs. Duvall is to provide the membership with the names of all the local coordinators so that individuals who desire to work closely with them can move forward in that direction.

DEQ Presentation

Michael P. Murphy, director of the Virginia Department of Environmental Quality's Division of Environmental Enhancement, gave an overview of the current litter control and recycling fund program.

He noted that the program was performing in a positive manner and thanked the board for the involvement of VOICE members across the Commonwealth.

Murphy also reviewed the new recycling statutes and the impact they may have upon recycling in Virginia.

To obtain a complete copy of the minutes and Duvall's executive director report, please contact VAMA's office at 919.383.0044 or Email info@virginiavend.org.

Welcome New Members!

VAMA would like to say welcome to the following companies who have joined in 2006:

Access Vending
Steve Mayes

C & A Distributors
Charles Armistead

DiSandro Vending
Mario DiSandro

Farley Enterprises
Kenneth Farley

Gubbs Vending Service
Howard Gubbs

Norlen Enterprises
Lenny Shedloski

River City Enterprise
Jerry Mitchell

Tibbs Vending Services
Gary Tibbs

U.C. Vending
Shawn Diasparra



SCAMANEWS

2007 SCAMA WINTER TRAINING CONFERENCE COMMITTEE MEMBERS

Gaye Tankersley, chairman
Food Service Inc.

Kenny Hinson, co-chairman
Rainbow Foods

Lance Roper, past-chairman
Canteen Vending Services

Ed Bornfleth
Coastal Canteen

Terry Durling
Vendable Systems Inc.

Tim Fritz
Pepsi Bottling Group

Kay Gentry
Brokers Unlimited

Mark Johnson
Five Star Food Service Inc.

Lisa Lovett
Burdette Beckmann Inc.

Blake Stevenson
Palmetto Vending of the Low Country

Brad Tomlinson
Coca-Cola Bottling Co. Consolidated

Ray Turner
Pee Dee Food Service

SCAMA BOARD AND CONFERENCE COMMITTEE TO MEET

The next SCAMA Board of Directors and the 2007 Winter Training Conference Committee meetings are scheduled for Thursday, Aug. 31, at the Ramada Plaza Hotel in Columbia, S.C.

The conference committee will meet from 9 a.m. until approximately noon. Continental breakfast will be served from 9 - 9:30 a.m. Both the conference committee and the board of directors will be invited to lunch at noon. Immediately following lunch, the board will meet.

For more information, please contact the SCAMA office at 704.948.6144 or courtneym@imiae.com.

Save the Date

THE 19TH ANNUAL SCAMA WINTER TRAINING CONFERENCE

will be held at the

Francis Marion Hotel

Charleston

January 25-28, 2007!



INDUSTRY NEWS

Sodexo USA Announces Seven Vendor of the Year Awards

From www.amonline.com, July 25, 2006

Sodexo USA recently announced its 2006 "Vendor of the Year" awards at a yearly meeting in McLean, Va. The awards, designed to honor the vendors who best exemplify Sodexo's corporate values, were presented as follows:

The Dannon Co. Inc.—National Spirit of Service Vendor of the Year

Performance Food Group/AFI Foodservice—Regional Spirit of Service Vendor of the Year

Edward Don and Co.—National Spirit of Progress Vendor of the Year

Gordon Food Service—Regional Spirit of Progress Vendor of the Year

Cargill Inc.—National Team Spirit Vendor of the Year

SYSCO Food Service of Los Angeles Inc.—Regional Team Spirit Vendor of the Year

Carla's Pasta—Diverse Supplier of the Year

All seven award recipients demonstrated partnerships with Sodexo that included customer education, technological innovation, training, marketing, communication and programs that add efficiencies and value to Sodexo's supply management process. These included

programs to increase customer awareness and get customer feedback; partnering for online ordering and systems for reporting. The award recipients were selected through a review process that included Sodexo marketing, culinary, compliance, supply management and operations support staff.

"We are pleased to honor these companies who have aligned themselves with Sodexo's values and have shown the highest levels of quality service and professionalism," said Marc Boesch, vice president of category and supply management at Sodexo, in a prepared statement. "We thank them for their continued partnerships with Sodexo and congratulate them for their innovation."

Lynchburg, Va. Bottles, Promotes its own Water

From www.amonline.com, June 26, 2006

The Lynchburg, Va. utilities department has ordered hundreds of plastic 16-ounce bottles of "Lynchburg's Own," filled with clear water right out of the city tap, and is selling them at public events and the utilities office for 60 cents apiece, according to The News & Advance in Lynchburg. The city claims its water is as good as commercial bottled water and is cheaper.

Norfolk, Va. Schools Plan Soda Ban In 2007

From www.amonline.com, June 23, 2006

Norfolk, Va. school officials said they hope to overhaul offerings in fall 2007, after the five-year contract with Mid-Atlantic Coca-Cola Bottling Co. ends, according to the Virginia Pilot, based in Norfolk.

The changes will affect about 175 vending machines under contract with Coke. An additional 16 machines run by the school's Child Nutrition Services department sell food and drinks that meet minimum nutritional requirements.

The goal is to eventually meet recommendations by the Virginia Action for Healthy Kids, which supports a nationwide effort to improve nutrition and physical activity in schools.

The school division brings in about \$215,000 each year in commission from the machines, said Frederick J. Schmitt, the school division's chief financial officer.

Sysco Center To Help Recovery in Southeast

Tax incentives attract companies to replace lost jobs.

By Jonathan B. Cox, Raleigh News & Observer, July 12, 2006

SELMA, N.C.—On Tuesday, workers at Sysco in Selma navigated forklifts between \$2 million worth of animal crackers, cereal and tons of other food.

They moved in and out of freezers kept at temperatures below zero and peeked outside as contractors put the finishing touches on their building.

A year ago, the facility, which will dis-



INDUSTRY NEWS

tribute food to restaurants, schools and hospitals, didn't exist. Within five years, it could be the town's biggest employer.

Manufacturing lost

Officials here and in other locales have bet that food production, distribution and similar industries that need to be close to their customers could be a salve for their ailing region. The area has lost thousands of manufacturing and tobacco jobs as traditional employers evolved or left.

To lure replacements, the communities are touting their locations between major East Coast markets and the interstate highways that connect them.

Today dignitaries will celebrate the official opening of Sysco. The Houston-based company agreed to build in Selma after state and local governments promised as much as \$10.2 million in incentives.

On Tuesday, the party will move about an hour east, where the Cheesecake Factory has built a \$16 million bakery in Battleboro, just outside Rocky Mount. It got \$4 million in tax breaks and other perks to do so.

"This is a tremendous win for the community," said John Gessaman, president of Carolinas Gateway Partnership, an economic development group that helped lure the Cheesecake Factory. "Jobs are sorely needed."

The bakery operation actually began in May and already turns out as many as 1,000 cheesecakes an hour to be sold in Cheesecake Factory restaurants and at retailers such as Sam's Club.

It employs just under 100 workers, but within six years expects to have 500 or more.

"This is a great area for this type of business," said Robert Michalski, plant manager for the bakery.

Sara Lee's presence

The presence of Sara Lee and other food product companies in the area has created a pool of talented workers, he said. And nearby Interstate 95 speeds finished goods to their destinations.

Even so, some have criticized government officials for awarding economic aid to a company that promised average wages of \$30,000 a year. They would rather see a commitment to exceed the status quo.

Supporters have argued that having the jobs at the Cheesecake Factory is better than the alternative. Plus, the positions might have more staying power than those in other industries. Manufacturers and distributors of many food products need to be relatively close to consumers. Limited product shelf or storage lives mean that those operations are less likely to move to faraway places. What's more, the industry seems to have ever-growing demand.

'People are going to eat'

"I don't know if anything is 100 percent," said Roy Willard, vice president of operations for Sysco Food Services of Raleigh. "But people are going to eat."

Willard and his staff began building inventory in the new distribution center about a week and a half ago. The center will begin shipping in late August, once the inventory of meats, produce and packaged goods reaches \$25 million.

Eighty people—38 of them hired locally—are getting the center ready for full operation. By September, Sysco expects to have 300 working at the site,

paid an average annual wage of \$45,000. Eventually, it could employ as many as 600.

"Anytime you can get a company, a Fortune 100 company, to come to your area, there are good things that will happen," said Rick Childrey, president of the Greater Smithfield-Selma Area Chamber of Commerce.

Kraft Foodservice Launches

SnackSearch Tool for Operators

From www.amonline.com, July 19, 2006

Kraft Foodservice is launching SnackSearch, an innovative and time saving way for operators to find Kraft products that meet their menu's nutritional requirements.

The search engine provides nutritional information for all Kraft Foodservice snack foods, including number of calories and grams of fat, sugar and sodium. While this new tool is useful for all foodservice operators, it is particularly helpful for school foodservice directors, who can access information on grain bread equivalent, percent calories from fat and saturated fat, and percent total weight from sugar, when choosing foods for students.

"It's a much-needed tool to help all foodservice operators address their customers' need for better for you snack options," said Karen Christopher, a quality specialist for Kraft Foodservice.

Operators can access this exciting new tool at www.kraftfoodservice.com. There are links on the Business Solutions main page and on the Snacks page found under Products and Brands.



ACE NEWS

Exhibitors



2006

These Powerful Purchase Partners support ACE and the sponsoring associations through their participation as exhibitors and remitting dues to NCVA, SCAMA and VAMA. Consider these industry suppliers when making purchases of products, equipment and services for your company.

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 C. Robert Hutchinson Co.
 Cannon Marketing
 Cantaloupe Systems
 Cathead Foods
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 Cheerwine - Carolina Beverage
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 CompuVend Inc.
 Con Agra Foods-Vend/OCS
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 Dean Sausage Co.

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