

**3 REASONS WHY**

# Offering Nutritional Facts Boosts Consumer Engagement





**Vending Machines have come a long way from being viewed as soda machines**, to now offering healthier options like yogurt cups and even freshly made sandwiches. This is largely due to operators deciding to cater their product mix to consumer demands and not just stock it with traditional SKUs. With an increasing number of consumers trying various diets based on their nutritional needs and the realization of the health hazards of excessive sugar consumption, the one-way operators could keep consumers from coming back to the machines is with ensuring transparency of what goes into the products they stock.

The transparency trend is not just true for vending but for even the fashion and electronics industry. Consumers expect transparency in how **ethically** the **raw materials were sourced** and how **humane** the **production facilities** are. In this guide, we present 3 reasons why offering nutritional information at the **point-of-sale**, prior to making a purchase, can help **boost consumer engagement** at vending machines.



## ONE

# Mindfulness, the New Consumer Attitude

Consumers are more mindful than ever about what they are putting in their bodies. **Mindfulness is about the quality or state of being conscious or aware**, and young consumers everywhere are influencing new food and beverage trends daily. Consumers want to know and understand the ingredient list before they purchase a product, so by **providing caloric information on a digital screen** you can support their growing needs. Not every consumer is going to choose a healthier product over a non-healthy product, but when you give them the ability to make an informed choice, they tend to engage better with you. Each person has different dietary needs and by allowing them to be informed at the point-of-sale, you can ensure that they are equipped to make the best decision for their personal needs.

### Pro-Tip#1 to Boost Consumer Engagement

Consumers want to know the ingredients that go into a product before they purchase it. Provide caloric information on a digital screen at your vending machines.





## TWO

# Building Trust with Your Customer

Often times perception of a vending machine is that it only offers junk food and is a destination of last resort. However, if your customers see that you are enabling them to view nutritional content before they make a purchase then you are **not only informing them, but building trust** with that customer. The more they trust your service or product, the more likely they **will become a repeat customer**. This is especially true when your vending machine attracts the same target audience, for example, an office location or closed environment where you have a known group of employees using the machines.

### Pro-Tip#2 to Boost Consumer Engagement



Display nutritional information on your vending machines and build trust with your customer. The more they trust your service or product, the more likely they will become a repeat customer.



## THREE

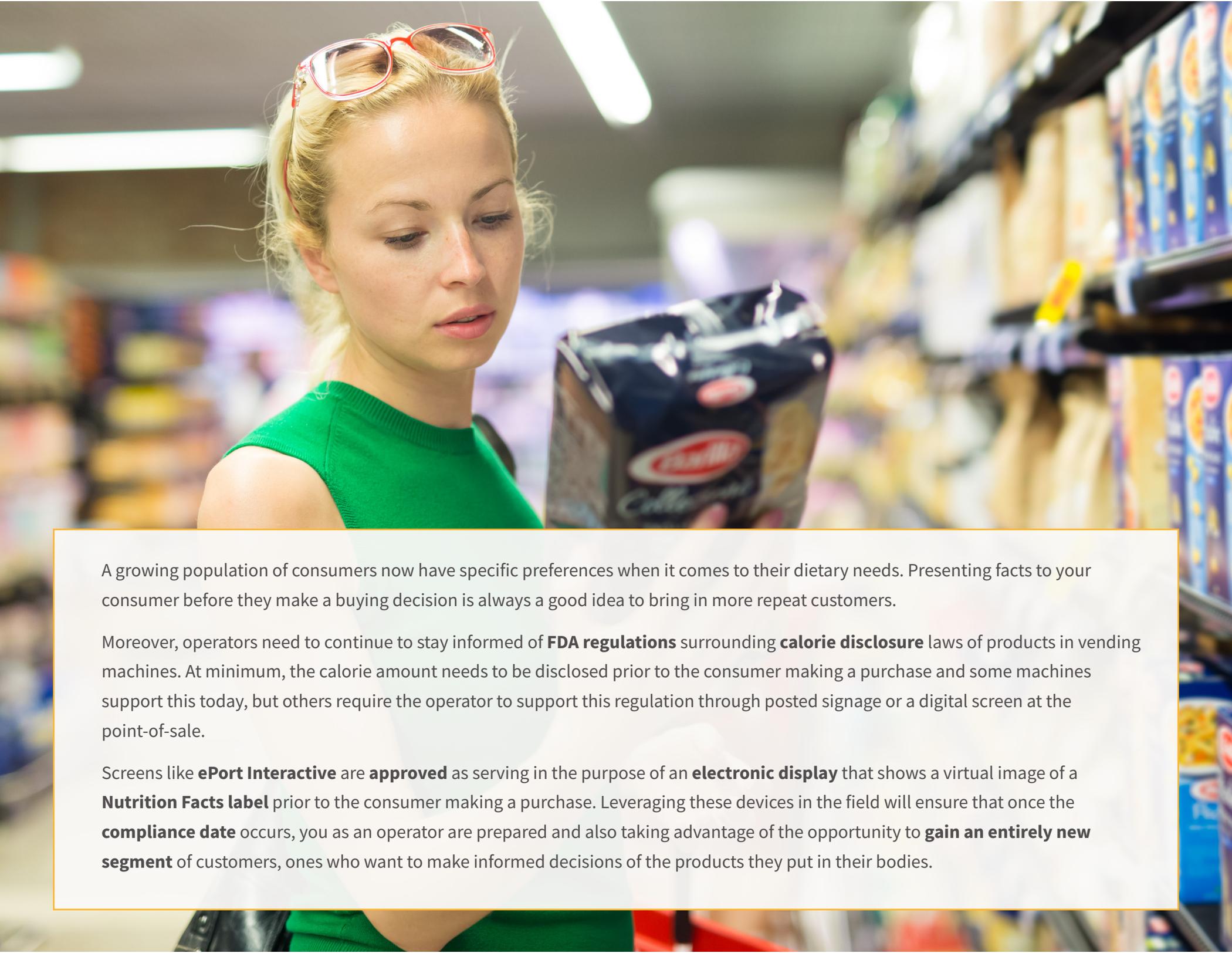
# Leverage a Digital Screen for Calorie Disclosure

Digital screens are not only flashy but offer a digital draw to a consumer who may have just passed by the machine without even noticing it was really there. This digital screen can also serve as the **device that informs the customer of the products** inside the machine and their **nutritional content** prior to making a purchase. Not only are you informing a customer of the products that reside in the machine, you are also attracting them to come to the machine. This can help **boost sales by drawing in new customers** to your machine.



### Pro-Tip#3 to Boost Consumer Engagement

Use digital screens for calorie disclosure. Digital screens serve the dual purpose of informing the customers and attracting them to the machines.



A growing population of consumers now have specific preferences when it comes to their dietary needs. Presenting facts to your consumer before they make a buying decision is always a good idea to bring in more repeat customers.

Moreover, operators need to continue to stay informed of **FDA regulations** surrounding **calorie disclosure** laws of products in vending machines. At minimum, the calorie amount needs to be disclosed prior to the consumer making a purchase and some machines support this today, but others require the operator to support this regulation through posted signage or a digital screen at the point-of-sale.

Screens like **ePort Interactive** are **approved** as serving in the purpose of an **electronic display** that shows a virtual image of a **Nutrition Facts label** prior to the consumer making a purchase. Leveraging these devices in the field will ensure that once the **compliance date** occurs, you as an operator are prepared and also taking advantage of the opportunity to **gain an entirely new segment** of customers, ones who want to make informed decisions of the products they put in their bodies.



## ePort Interactive

ePort Interactive can provide additional benefits to both the operator and the consumer if installed on a machine. Some of these benefits include: running promotions, advertisements, and loyalty programs that ultimately help to increase revenue. You can find more information on the ePort interactive here:

[www.usatech.com/products-services/eport-connect](http://www.usatech.com/products-services/eport-connect)



## About USA Technologies

USA Technologies, Inc. is the leader in integrated cashless and mobile payment technology for the self-service and unattended retail markets. The company's industry-leading customer engagement platform, ePort® Connect, has powerful synergies with Cantaloupe Systems' Seed Cloud™ Platform for cashless vending operations, combining to create the first truly comprehensive enterprise platform for the self-serve retail space. With 73 patents and agreements with Verizon, Visa, Chase Paymentech, and others, USAT is powering better experiences between brands and consumers and actively reshaping the new, consumer-driven retail environment.

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This case study was created during the Company's tenure as USA Technologies, Inc. The Company rebranded to Cantaloupe, Inc. April 19th, 2021. For contact information please visit [www.cantaloupe.com](http://www.cantaloupe.com).

