

# Tips for a Successful Milk Vending Machine Program

**It's location-location-location!** Make sure your milk vending machine is in the best possible location. The machine will produce more milk sales in a well traveled area. If the machine is in the cafeteria, the cafeteria area should be accessible during all school, after school and weekend activities. Away from the cafeteria, the best spot for the machine is the hall students frequently walk through before, during and after school.

**Keep it totally cool!** Milk in single-serve plastic bottles must be delivered directly to the school and properly stored to maintain quality and flavor. For best quality, keep milk below 40°F at all times.

**Have it come your way!** Coordinate milk deliveries with the school food service department for convenience and cold storage. Single-serve plastic pints of milk can be included on the milk bid to negotiate the best wholesale price available. Some processors currently offer extended shelf life products that can last (under refrigeration) for 45-60 days, allowing schools to consider larger volume deliveries if storage space is available.

**Time is money!** Milk vending machines offer students a great chance to buy milk at times when it is not normally sold at school. Be sure your machine is operating and full before and after every school day. Plan to check and refill the machine on Friday afternoon for weekend sales.

**Price for value!** Set milk prices to be comparable with other vended beverages. A national study of milk vending success indicates that pints of milk should be sold for \$1 each to net a sufficient profit in most schools.

**The eyes have it!** Keep the machine clean, well stocked and in good operating condition to attract and keep customers. Repair if malfunctions occur. Use a preventive maintenance program to avoid breakdowns and keep it running all the time. Clean the inside and outside of the machine daily.

**Great taste means more filling!** Research indicates that flavored milks sell best in vending machines. Be sure to stock the machine with a variety of flavors. Check often with your milk supplier to keep current about new products that may become available.

**Promote for profit!** Milk sales will drop after the machine is in the school for a short while and the novelty wears off. You can keep sales up by conducting simple promotions to market the milk in the machine. Contact Western Dairy Council for promotional ideas.

