

# THE MICRO MARKET IMPACT

## Why Micro Markets Work

**88%** of Americans Are Willing To **Pay More** For Healthier Food



Micro markets offer a large selection of healthier snacks to consumers - **91% of Americans** consider nutritional content before selection



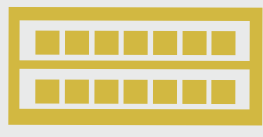
A mixture of:



coolers



freezers



snack racks

Means micro markets can be customized for virtually in any space

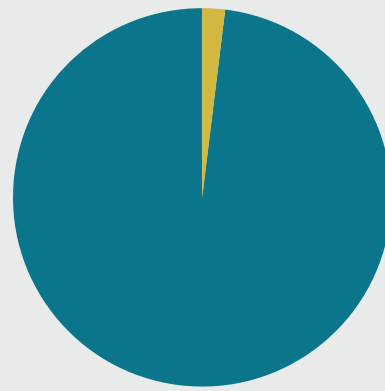
Micro Markets work best in areas with **50-200+** Employees



## Security



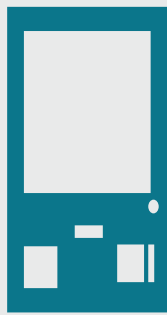
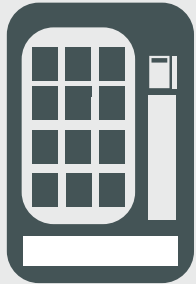
A combination of built-in **webcams and CCTV** surveillance cameras deter theft



The majority of vending operators reported **shrinkage & THEFT** in micro markets as less than **2%**

## Real World Results

Replacing vending with a micro market **INCREASES** sales on average by **80%**



In a location with **125 employees**, an operator can average about **\$1000/week**

## Backend Management



Dynamic routing, prekitting, and managing multiple business lines in one system **increases operational efficiency** and **decreases micro market service time**

Product merchandising and optimization tools **increase overall micro market sales**



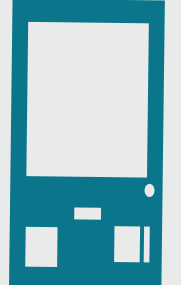
## 200 EMPLOYEE LOCATION

\$300



**\$600** monthly

\$300



**\$5100** monthly

One operator replaced two vending machines with a Parlevel micro market and experienced more than a **8x increase in sales**



Parlevel study of deployed Parlevel Micro Market kiosks

<http://automaticmerchandise.epubxp.com/i/697335-jun-jul-2016>

<http://www.forbes.com/sites/nancygagliardi/2015/02/18/consumers-want-healthy-foods-and-will-pay-more-for-them/#d4ee1f144f62>

<http://www.foodinsight.org/sites/default/files/2015-Food-and-Health-Survey-Full-Report.pdf>