

Vistar Of N.E. Adopts 2-Day Show Format, Breaks Attendance Record

MARLBOROUGH, MA — Vistar of New England hosted its annual trade show here at the Best Western Royal Plaza Trade Center, inaugurating a two-day format on Wednesday, September 20 and Thursday, September 21.

The event kicked off at 2:00 PM on Wednesday with a choice of concurrent seminar tracks. One brought operators up to date on cashless vending advances, and on developments in ice cream vending. The other addressed coffee pods and new brewers that accommodate them, and then offered an overview of school nutrition issues.

The exhibit was open from 3:00 PM to 5:00 PM, and was followed by a lively reception that gave Vistar of New England customers the chance to chat with the distributorship's staff and supplier representatives in a relaxed and convivial atmosphere.

On Thursday, the exhibit reopened from 8:00 AM to noon. It was followed by a repeat of the seminar program, which concluded at 1:00 PM.

"The idea of the split hours is to give operators the flexibility to take advantage of late afternoon or morning hours," said general manager Walt Abele. "The show and seminars were both well attended; we enjoyed our best show attendance to date. We plan to run a similar format next year, with some tweaking."

The ice cream vending seminar was presented by Dan Kozlak of Specmark brokerage; the school nutrition overview was led by Karen Alarie of the John Stalker Institute. The coffee pod segment dealt with Wolfgang Puck/Reunion Island coffee pod equipment, and was delivered by Wolfgang Puck Coffee's Don Stoullil. The cashless vending update was presented by John McLaughlin of USA Technologies.

During the show, Vistar of New England spread the word about its new relationships with Reunion Island Coffee, Timothy's Coffee and Danamark, all of which have partnered with Vistar of New England to distribute their products in the New England and upstate New York market.

Reunion Island roasts premium coffee and supports its partners with an extensive marketing program, including lead generation, sales literature, mailings and company image makeovers. Reunion Island and Vistar of New England are promoting programs for office coffee service, vending and convenience stores using the roaster's Reunion Island and Donut Shop brands, accompanied by eye-catching point-of-sale merchandising materials.

Timothy's, also a premium roaster, has been a pioneer in North American specialty coffee. Its coffee is now available through Vistar of New England in Keurig K-Cups, as is its novel Canarino hot lemon beverage (a favorite in Italian espresso programs).

According to Vistar's Abele, both Timothy's and Reunion Island adhere to exceptionally high standards, accepting only beans from the top 5% of the world's coffee harvest.

New Vistar partner Danamark offers a full line of water treatment products and is marketing and distributing its Danapure point-of-use water coolers and Danapure water filters to the workplace services industry through its new relationship with Vistar. They're moderately priced, durable and engineered for maximum ease of use.

Also making its debut at the show was Café XPress, a new single-cup OCS pod brewer from Newco Enterprises, Prestigious coffee roasters planning to offer a program — including pods optimized for the machine — include Reunion Island and Wolfgang Puck Coffee Co.

Other new products sharing the spotlight at the Vistar of New England open house included Jack Links meat snacks; Eagle chips and nuts; Pierre's Get Fresh line of commissary-style sandwiches and Mia Bella pizzas; Yo on the Go shelf-stable smoothies; Nesquik 8-oz. flavored milks; Kraft's instant macaroni and cheese cups and Jell-O and pudding cups for vending. Also showcased were Grandma's holiday cookies, available in Iced Gingerbread and Cinnamon Sugar, which are slated for shipment in November.

"It was a busy but fun couple of days, and I think we achieved our objective of creating value for both our supplier and customer partners through deals, product bookings and the discussion of business solutions," Abele concluded.

For more information, contact Vistar of New England at (800) 688-7702.

www.vendingtimes.com



SALES AIDS: Tim Cook (l.) and Greg Rusciollelli (third from left), Reunion Island Coffee, and Vistar of New England's Walt Abele (second from left) and Rich Conrad team up to showcase operator marketing support that underpins Reunion Island Coffee's program for workplace service operators. Reunion Island can supply custom-designed portfolio of direct mail, leave-behind, kit stuffer and POS material to help operators convey professional image and quality commitment to clients and prospects. Vistar of New England show story is on Page 80.



WATER WORKS: Danamark Industries' Syed Qadri (left), a new Vistar partner, provides specifics on economical, easy-to-use water treatment systems for Richard Falcone, Happy Days Vending & Rental (Guilford, CT) during Vistar of New England open house. Danamark's POU filtration units are NSF certified for cyst, lead, asbestos, particulate, chlorine off taste and odor reduction, while retaining essential minerals found naturally in water. Full Vistar coverage is featured on Page 80.



TASTE OF ITALY: At Vistar of New England open house, from left, Steve Murphy of Atlantic Coffee (Marshfield, MA), Keurig's John LaRocca, Timothy's World Coffee's Mike Westover, Atlantic Coffee's Brian Magner and Burdette Beckmann's Jeff Terban discuss Canarino hot lemon beverage, a classic Italian lemon-peel infusion now available in Keurig K-Cups exclusively through Timothy's. In the spotlight was new Keurig B-200 brewer for midsized offices (see VT, September). More Vistar of New England photos appear on **Page 80**.