

new flavor shot dispenser is a cash machine

Call it what you will – an old-fashioned soda fountain or a new trend in soda vending – flavor shot drink dispensers may be the next cash cow.

IMI Cornelius, industry leading manufacturer of beverage dispensing and cooling equipment, estimates a 10-15% sales lift to those offering flavor shots, based on brand and flavor shot portfolio. Their FlavorFusion™ machine is the newest entry to the market.

Offering unlimited drink combinations, FlavorFusion™ houses 16 brands (14 chilled) – each position is 100% flexible for carb or non-carb drinks. Dedicated bonus flavor nozzles can add up to eight additional flavors. A traffic-drawing illuminated merchandiser with customized graphics beckons to customers. And all this in a space-saving 30" footprint.

So how does theirs compete with other dispensers already on the market?

As product manager for FlavorFusion™, Chris Dagiantis, says, "With FlavorFusion™, customers are in control." Unlike other machines, FlavorFusion™ allows consumers to decide when, which—most importantly—how much bonus flavor goes into their cup.

Recent research reveals consumers crave this freedom. When asked specifically whether they'd like to "customize their own drink and be in control of the amount of syrup" or "have the machine decide how much and mix it for you," almost all participants chose the customization option. Bad news for Lancer's Flavor Select, which lacks this capability.

Cornelius engineers kept store owners in mind, too. FlavorFusion's drip trays retain 20% more capacity than current models—reducing area mess.

Its flush valves rinse and clean after every activation, and the dispenser can accommodate a top mount icemaker using and integrated adapter kit. Programming flavors is turn-key, too—done directly from the board with no special tools.

Research shows FlavorFusion's interface panel is easier for consumers, too.

"It's pretty self-explanatory," said one person.

Cornelius sees the decision to buy FlavorFusion™ that way, too.

For more information on FlavorFusion™, call 800-238-3600 or visit www.cornelius.com

