

Shopper 2 Merchandiser

Value Proposition 2013

Shopper 2 Value Proposition

SHOPPER 2

“Shopper 2 is the world market leading refrigerated solution to the profitable presentation and merchandising of perishable foods with outstanding reliability & reduced service costs.”



Shopper2 Value Proposition

Superior Visibility Attracts the Consumer

Supports Break Rush; Fastest Selection on the Market

- Automatic vend doors one-handed operation
- Two-way drum rotation increases selection speed

Superior temperature distribution and control

- 4.6C average distribution

Increased ROI, the Most Reliable Food Machine

- 10 years plus lifespan & easily refurbish able
- Configurable trays for planogram flexibility

Storage Compartment for Pre-Cooling



Shopper 2 – Lets customers “buy with their eyes”

- Nine selling levels, each with 5”tall (127mm) vend doors, providing optimum product visibility and easy access
- Powered vend doors at every level allow simple “one handed” removal of food items from compartments.
- Two way rotation of the food display for “shopping” convenience , speedy selection times and more sales.
- Each level comprises five large trays or “zones” ,each of which may be divided into one ,two, three, four or five product segments.
- Large items up to 9”dia. (229 mm) may be vended
- Cans , tetra paks & sandwiches may be displayed upright for improved product display & sales appeal
- Individual product pricing allows complete pricing flexibility
- Simple procedure to amend each level to offer more or less products per level to suit

Shopper 2 – Flexibility is the key to more sales

Standard drum capacity 115 items

- With a mix of items on each tray at each level

Minimum drum capacity 45 items

- All trays / zones with 5 large items per level

Maximum drum capacity 225 items

- All trays / zones with 25 smaller items per level



NB: The Shopper 2 features an internal food storage area that is also refrigerated to ensure additional, popular perishable items may be stored & pre chilled prior to refilling the Shopper 2.

This extra capacity & operator convenience is a unique feature.

Shopper 2 Merchandising Flexibility

Two - "Kicked"

- ❑ Long sandwich
- ❑ Vertical 12oz. Can.
- ❑ Complementary.



Five - Equal Divisions

- ❑ Vertical Carton.
- ❑ Vertical 12oz. Can.

Two - Split

- ❑ Hand snacks
- ❑ Lunchables.
- ❑ Vertical 12oz. Can

Single

- ❑ 9" Platter / large meals
- ❑ Vertical 12oz. Can.
- ❑ Complementary Products.

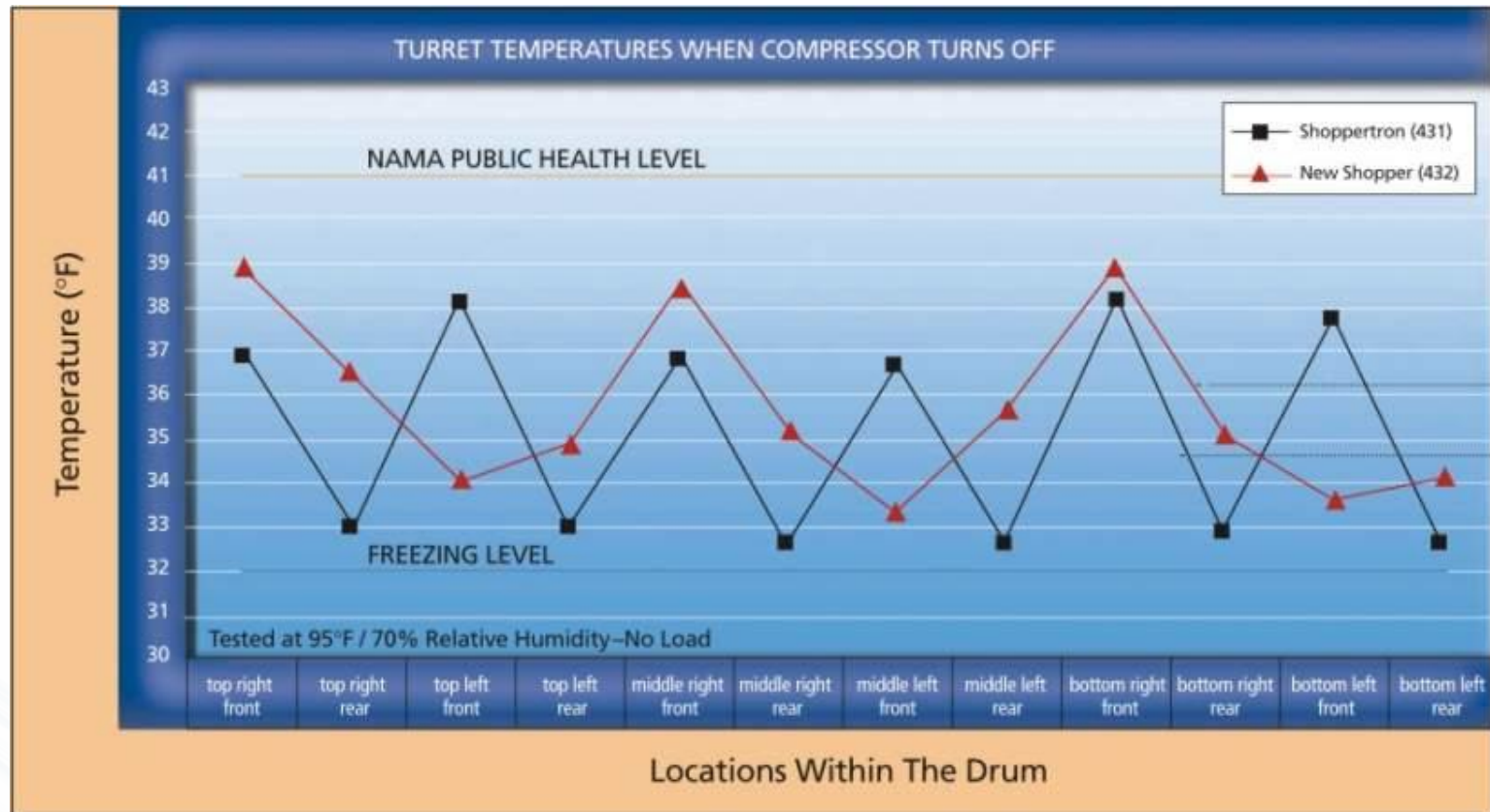
Three - Mixed

- ❑ 500ml Water/Soda.
- ❑ Snacks , fruit, etc
- ❑ Vertical 12oz.Can

Shopper 2 – Best in class

- Refrigeration design and even airflow throughout each individual compartment maintains product freshness & assures quality . All service via the front of the Shopper 2
- Operating temperature controlled by sensor at 3 degrees c .Sales are inhibited if temperature reaches 5+ degrees c by an automatic health timer.
- Shopper 2 operates well within the exacting standards set by EU regulations and NAMA public health.
- Temperature distribution within the cabinet is a tested industry best with only a - 4.6 degree f average distribution between locations inside the drum.
- Foam- in- place in the cabinet & door and heated vend doors at every level improves insulation & eliminates issues such as condensation.

Temperature Distribution comparison



New Shopper – 4.6° Average Distribution

Old Shoppertron – 5.6° Average Distribution

Nearest Competitor measured at – 12.8 ° Average Distribution



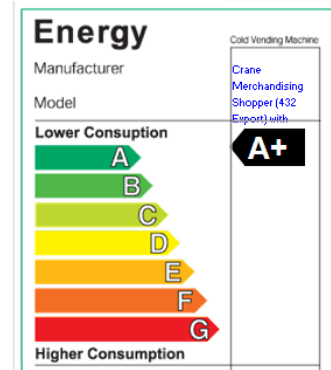
Shopper2 Green credentials

Shopper2 EVA-EMP A+ rated

The latest power save software reduces energy consumption whilst keeping the machine “vend ready”

Energy saving option to reduce energy by up to 56%

- Optional Power Saving modes available & programmable
- Daily , weekly or all day power saving periods.
- Up to 12 periods per day available
- Machine lighting may be turned off (saving up to 13%) by “time of day” events.
- Illumination will return on customer making any selection
- Further substantial power saving achieved by turning off door heaters, conditions permitting
- Potential for up to 56% saving in standby with lights and door heaters off.



Energy efficient LED lighting as standard – no fluorescent tubes!

- Enhanced life expectancy and durability results in minimal replacement
- Environmentally friendly (no mercury or pollutants)
- Highly energy efficient



Shopper 2 Green credentials

Shopper 2 is available with a **CarbonNeutral®** option – a first in the vending industry

- CMS has worked with The CarbonNeutral Company to calculate the unavoidable amount of carbon a Shopper2 machine uses over a 5 year period
- Under The CarbonNeutral Protocol the cost to offset this carbon is valued and available to purchase as a carbon credit
- Carbon credits fund global renewable energy projects; CMS carbon credits are supporting the Tieling Coal Mine Methane Project in China
- Captured methane from existing coals mines is used as an alternative energy supply for the local area and also reduces GHG emissions

A CarbonNeutral machine displays the CarbonNeutral® usage logo. A Certificate is also included with the machine.



Further resources are available on the CMS website (FAQs, Project Case Study, Environmental Statement):



Shopper 2 – Providing an “attraction”

- Shopper 2 is available as standard in two high quality powder coated paint colours to compliment other machines in the Crane MS range Silver and Metallic black door options
- The bottom machine panel may be specified with Abstract, Black or Ultra blue graphics
- A bespoke graphic panel may also be specified to reflect a client’s corporate design or logo.
- The “turret forward” design adds visual interest and sales impact whilst eye catching LED price displays clearly communicate product tariffs to customers.

Shopper2 Styling



Shopper 2 – Extensive product features to attract sales

Five zones

- Allows for excellent merchandising options

Timed events include

- Vend inhibits – predetermined food in all or selected zones may be reserved by time for shift personnel
- Discount periods – selected items in all or selected zones may be discounted by time to encourage sales & minimise waste

Customised messages –

- scrolling messages may be set to communicate promotional or special events to customers

Shopping modes include

- Prefer maximum – automatically returns the drum to display the zones with the most products remaining for sale

Tamper” check mode

- Prevents vend doors from being reopened at a previously vended position.

Shopper 2 – Superior electronics

Cabinet temperature

- Can be read from the front of the machine without opening the machine door

Self diagnostics

- Viewable when the door is opened

Prices

- Programmable by level, tray or selection – Maximum 25 Prices per tray

Sales data

- Can be recalled by each selection, tray level or zone.

Temperature data & door opening times

- Recorded for improved management & security.

Shopper 2 feature & benefits



- 5 inch tall vend doors at all nine levels

- ❑ Vend items upright for superior visibility & greater sales.



- “Kicked” Dividers

- ❑ Offer “odd” shaped items – burritos, hoagies, subs.- & meal deals

- Turret Forward design

- ❑ Improved consumer merchandising means stronger sales.



- Powered doors automatically open at each of all nine levels

- ❑ Offers customers a simple “one handed” operation.

Shopper 2 feature & benefits



- 5 zones for the flexible pricing, discounting and inhibiting of products.

- Large food capacity through individual product pricing



- Large “shop window” display - 45” vertical height



- Refrigeration design

- ❑ Allows up to 25 independently set prices per level rather than just 3 – no “rounding up” or restrictions.
- ❑ A combination of different products at different tariffs may be set on one level – no restrictions.
- ❑ Impressive visibility of products to encourage greater sales
- ❑ High efficient refrigeration provides the best air distribution system in the industry