



## Milk vending - a new option

### **Consider the benefits**

School milk vending can be a healthful and profitable option for schools, though not as lucrative as ‘exclusive’ soda contracts. The primary reason for having milk vending in your school is to provide a nutritious vending choice for students. Most importantly, it can help them bridge the calcium gap as four out of five children don’t consume enough calcium to build strong bones.

### **Big opportunities**

The availability of new vending machines that allow students to view the product coupled with the advent of new flavored milks in colorful, resealable plastic bottles make school milk vending a market waiting to be discovered. In 2001 a school milk vending test revealed that kids would eagerly buy milk from machines. The nationwide test demonstrated a demand for school milk vending, with average weekly sales in test schools at 280 units with 68% of the students purchasing milk. While machines are most profitable in large middle and high schools, they can also be feasible in schools of 300 depending on access, marketing and local preferences.



### **Developing a vending channel**

There is no single approach to school milk vending. What options are available to your district will depend on where you are located, the size of your district and if you can form a cooperative agreement with a local dairy and/or vending company. Most current options require the school to purchase or lease milk vending machines, though some vending service companies or milk processors supply machines.

### **Possible vending options**

*Self-operation* – In this case, the school buys or leases the machine, arranges for service (training or limited service is provided by some vending machine distributors), purchases product and stocks it. In this situation the school gets the most profit.

*Vending company* – Some vending companies (with refrigerated trucks) will provide the machine, service and stock it. The vending company and school would share in the profits.

*Milk processor/vending company/school* – A few milk processors are involved in cooperative vending agreements with vending companies or schools. Profits vary depending on the agreement.

# Milk Vending Contacts in Illinois

This should not be viewed as a complete list of vending options or an endorsement of these companies by Illinois Nutrition Education & Training program or the U.S. Department of Agriculture.

\*Vending machine manufacturers

\*\*\*Vending company

\*\*Vending machine distributors

◆Milk processor vending

## **\*U-Select-It International**

8040 University  
P.O. Box 1395  
Des Moines, IA 50311  
800-247-8709  
www.uselectit.com  
*Contact: Chuck Hollen*

## **\*Dixie Narco®**

Dixie Narco Boulevard  
P.O. Drawer 719  
Williston, SC 29853  
803-266-5000

## **\*Vendcraft Corporation**

8617 Clinton Road  
Brooklyn, OH 44144  
800-321-7849  
*Contact: Doug Skor, Sales Manager*  
773-384-2300

## **\*\*American Vending Sales**

750 Morse Avenue  
Elk Grove Village, IL 60007  
847-439-9400

## **\*\*Atlas Distributors**

2001 Estes Avenue  
Elk Grove Village, IL 60007  
847-952-7500

## **\*\*Signature Sales and Service**

1530 Wiley Road  
Schaumburg, IL 60173  
847-285-3300  
*Contact: Jerry Horan, Vice President Vending*

## **\*\*\*Triple S Vending**

25W102 Ramm Drive  
Naperville, IL 60564  
630-978-2010  
*Contact: Jerry Stegmann, Vice President*

## **\*\*\*Robertson Vending**

1764 North Illinois Avenue  
Carbondale, IL 62901  
618-549-4931  
*Contact: Rick Robertson*

## **\*\*\*Webster Vending**

PO Box 117, 107 Railroad Street  
Benton, IL 62812  
618-439-6336  
*Contact: Mike Mercer*

## **◆Oberweis Dairy™**

951 Ice Cream Drive, Sweet One  
North Aurora, IL 60542  
630-801-6100  
Works cooperatively with local vending companies.  
Areas of Operation: Chicago, Bloomington,  
Springfield and Peoria

## **◆Nestlé® Nesquik®**

866-QUIK-VEND (784-5836)  
www.vend.nesquik.com  
Works with vend operator and food service partners  
throughout Illinois and nationwide

## **◆Prairie Farms**

800-421-5601  
Rleinenbach@prairiefarms.com

Several milk processors provide flavored milk in resealable plastic bottles. Check with your school food service supplier or local dairy on availability of products suitable for vending in your area. *Note: Many of these products are ultra-pasteurized and have a longer shelf life than regular milk. Also, not all of these products are low fat, so select carefully to minimize excess fat and the calories it provides.*

## **NET**

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