



FRESH HEALTHY VENDING PARTNERSHIP PROPOSAL

Fresh Healthy Vending, Inc.
www.freshandhealthy.org

INTRODUCTION

FRESH HEALTHY VENDING AND THE SNACK FOOD INDUSTRY

COMPANY OVERVIEW

Founded in February 2010

Over seven years of experience in Healthy Vending

Founder of the Healthy Vending Industry

Headquartered in San Diego

34 employees

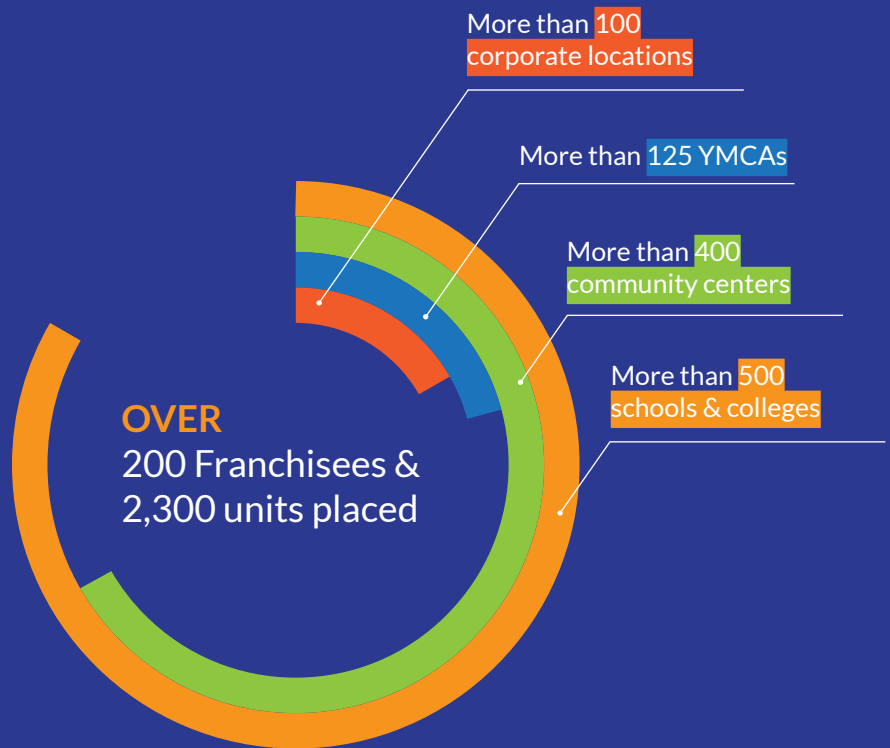
Locations Department

New Products Department

Healthy Vending Coach

Customer Support and Operations Department

FRESH HEALTHY VENDING CORPORATE



MARKET LEADING NORTH AMERICAN FOOTPRINT

Fresh Healthy Vending has a footprint of approximately 2,300 locations

43 states, Puerto Rico, the Bahamas and 5 Canadian provinces

Leading industry player with the most healthy vending machines placed



THE HEALTHY CHOICE

OUR HEALTHY VENDING PROGRAM

OUR MISSION

At freshandhealthy.org our ultimate goal is to inspire people to choose **healthy food over junk**. But that very important choice can only be made when healthy choices are available. That's why we have made it our mission to provide communities across the country with state-of-the-art vending machines stocked with only **healthy, delicious, and natural foods**.

We understand that old habits die hard, but we - at the very least - plan on placing a healthy machine next to every junk machine in an effort to **give consumers the choice they deserve**.

The freshandhealthy.org initiative was established with up to **\$1,000,000 in grant funds** and incentives to encourage communities to bring healthy vending machines into local schools, businesses, and organizations.



OUR HEALTHY VENDING PROGRAM - FOCUSED ON THE CUSTOMER

FREE DELIVERY AND INSTALLATION

Fresh Healthy Vending will make sure we get in and out as quickly as possible without disrupting your students, faculty, staff, or visitors.

EXCELLENT SERVICE AND SUPPORT

Our White Glove service is professional and efficient. All Fresh Healthy Vending operators are trained professionals who understand vending from your perspective.

ONLINE REPORTING

Our online reporting system informs Fresh Healthy Vending via text or email when machines require restock or service.

INSURANCE

Fresh Healthy Vending and any of its affiliate operators carry a \$2 million commercial general liability policy on each of its machines.

FREE PRODUCT SAMPLING EVENTS

Your Fresh Healthy Vending Operator can visit your location and provide your students, faculty, and staff with free product samples, giving everyone the chance to taste our great products.

OUR MACHINES

Built to order with fresh, clean, and colorful graphics.

The Guaranteed Delivery and Health & Safety systems guarantee reliability and peace of mind.

Environmentally friendly and energy conscious, Fresh Healthy Vending machines are a great fit in any facility!

All machines are equipped with health sensors that render a perishable product un-vendible if the internal temperature rises above a specific threshold.

Students and staff will never receive spoiled products.

Machines are made in the U.S.A. and are Energy Star rated.



FRESH HEALTHY VENDING SNACK AND BEVERAGE MACHINE

Our healthy snack machine stocks **only fresh, natural products** for a healthy alternative to traditional junk food machines.

The top two rows are ambient room temperature and perfect for products such as **organic bars, chips, dried fruit, and dozens of other healthy snack foods.**

The bottom three rows are chilled to 38° F or lower, meeting health and safety guidelines required to carry refrigerated food products—making it perfect for **100% fruit juices, organic yogurts, fresh fruit smoothies, cold waters, and organic milks.**



SMART SNACKS IN SCHOOL

The new Smart Snacks in School rules set limits on calories, fats, sugar and sodium and encourage the consumption of dairy, whole grains, protein, fruits and vegetables. Schools must comply with these rules by July 1, 2014.

Take simple steps now to ensure you don't have to rush to comply with these new standards at the last minute. You can have a healthy vending program added to your school seamlessly right now! The great thing about our healthy vending machines program is that we work with you to create a menu that fits your needs!

All products meet & exceed nutritional guidelines.

HEALTHY NATURAL DRINKS

BARS



FRESH JUICES

SNACKS





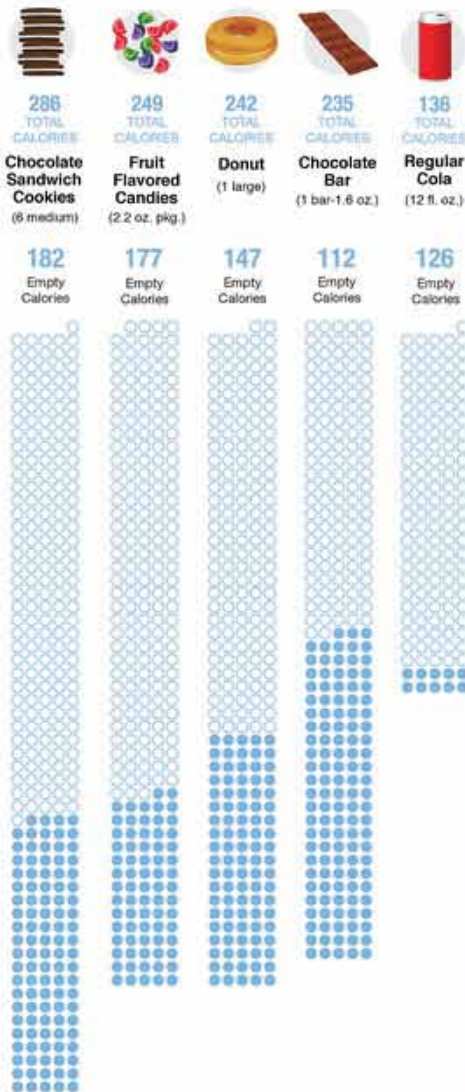
United States Department of Agriculture

SMART SNACKS IN SCHOOL

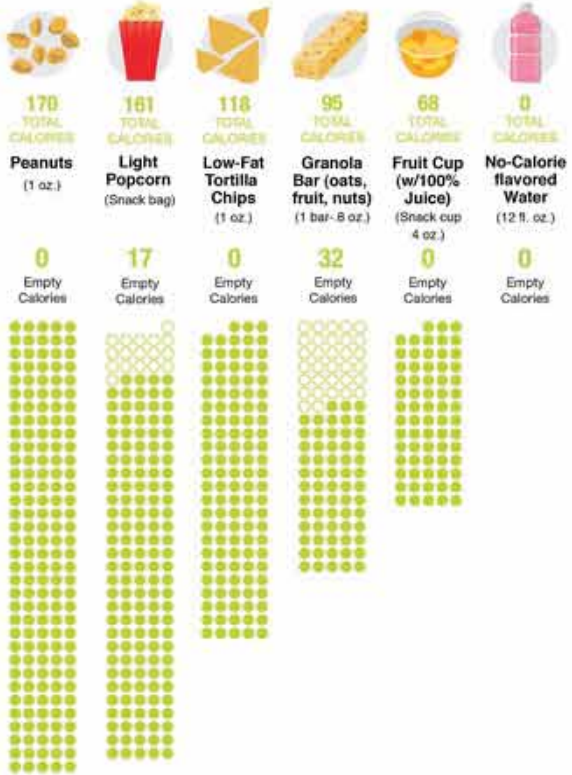
The Healthy, Hunger-Free Kids Act of 2010 requires USDA to establish nutrition standards for all foods sold in schools—beyond the federally-supported meals programs. This new rule carefully balances science-based nutrition guidelines with practical and flexible solutions to promote healthier eating on campus. The rule draws on recommendations from the Institute of Medicine, existing voluntary standards already implemented by thousands of schools around the country, and healthy food and beverage offerings already available in the marketplace.

● Equals 1 calorie ○ Shows empty calories*

Before the New Standards



After the New Standards



*Calories from food components such as added sugars and solid fats that provide little nutritional value. Empty calories are part of total calories.

USDA is an equal opportunity provider and employer.



CUSTOMIZED MENUS - WE MAKE IT WORK FOR YOU!

Fresh Healthy Vending has the **only in-house Products Department in healthy vending.**

Utilizing the largest **e-commerce website** for natural products in the United States - our **Products Department** will create a specialized menu for your school, stocking it with nationally-recognized brands.

With our vast experience with various location types nationwide, we follow **market trends** to know what consumers are buying and recommend the **best selling products** - ensuring the machines will always be stocked with the products your students, faculty, and staff will love.

We also make certain that every product in your machine will meet or exceed any **mandated nutritional guidelines** and support wellness.



OUR GUARANTEED PROGRAM - WE WILL NOT BE BEAT!

With more healthy vending machines placed in schools, businesses, and rec centers around the world than any other company, **Fresh Healthy Vending** is the undisputed leader in the industry.

FRESH HEALTHY VENDING OFFERS:

- Free machines (as many as needed)
- Dedicated, uniformed, professional operators
- Access to over 6,000 healthy snacks of your choice
- Sampling events
- Remote monitoring - monthly sales reports, product trending reports
- Generous monthly commissions

