



ALL-IN-ONE GUIDE TO MICRO MARKETS





YOUR ALL-IN-ONE GUIDE TO MICRO MARKETS

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A photograph of a retail store checkout area. In the foreground, a white and blue 'avenue' self-checkout kiosk is visible, featuring a screen, a bill acceptor, and a receipt printer. Above the kiosk, a monitor displays a security camera feed of the store's interior. To the right, a refrigerated display case with a 'Pepsi' logo is visible. A large, semi-transparent blue circle is overlaid in the center of the image, containing the word 'INTRODUCTION' in white, bold, sans-serif capital letters.

INTRODUCTION

ABOUT BERNICK'S



HISTORY

Over 100 years ago, Charles Bernick and his wife Elizabeth bought a tiny soda pop bottling operation in the heart of St. Cloud, MN. When they first got started, they had only 200 cases of soda and each bottle was filled individually using a “crown cork and seal” machine. Their fresh, carbonated soda was delivered as far as 30 miles away – all transported by a horse and wagon or sleigh.

Things took off for the Bernicks in 1925 and into the 1930s. Charles and Elizabeth’s business increased production and they began working with a variety of brands of soda. Eventually, they made their way into the beer business too. The 40s, 50s, and 60s meant new partnerships, increased growth, new team members, and exciting efficiencies for Bernick’s. And it didn’t stop there. The 80s and 90s brought new innovations and continued expansion. By 2000, Bernick’s reached a milestone of serving one million customers, and counting.





The Bernick's name, brand, and family have expanded into the Twin Cities, across Minnesota, and into western Wisconsin. Our company distributes beer, soft drinks, alternative beverages, grocery items, and paper products – as well as a full line of food and vending options. Our team has over 700 individuals and a fleet of nearly 400 vehicles. Bernick's continues to be proudly family-owned, operated by fourth and fifth generations, and supported by the active participation of team members.

At Bernick's, we don't just focus on success; success is merely a byproduct of our strong team, commitment to service, and focus on relationships. Over the years, we've made it our mission to be a preferred partner in our industry by following the clear path of our values: building long-term relationships with our team members and customers, being involved in our communities, and continually striving for excellence in every way possible. When our customers are happy and successful, we are happy and successful. We are incredibly proud to be a true partner for businesses of all shapes and sizes.



OUR MICRO MARKET

Micro markets are a quickly growing trend within the vending industry. In fact, the biggest change the vending industry has seen during the last few years has been micro markets. In 2015 alone, 51% of operators who expanded into new services invested in micro markets. According to Vending Market Watch, micro markets reached over 10% of all vending sales revenue in 2015. In addition to supplying all that a traditional vending machine offers, a micro market allows food and beverage choices to be stored in coolers and on shelves for easy, self-serve access. The on-site store model that a micro market is largely based on truly allows users to take advantage of a wide selection of products. They get what they want, when they want it – without having to leave work.



When micro markets were first developed in the early 2000s, they were a concept that seemed unattainable and complicated to business owners. Since their conception, however, micro markets have quickly gained traction and are proving to be a viable and realistic option for companies of all shapes and sizes. **Bloomberg Business** reports that there are nearly 10,000 micro markets within break rooms and on company campuses across the US.

Bernick's has been in the vending business since the 1960's and has kept up to speed with the trends and advancements in vending, including micro market technology and offerings. Over the years, Bernick's has acted as a micro market partner to companies looking to provide easy, convenient, healthy options to their employees. To date, Bernick's has installed and supported hundreds of micro markets across the Midwest. With dedicated micro market staff experts, Bernick's is a leading industry provider; they offer the latest technology, the newest products, and use state-of-the-art design equipment to customize each micro market to fit the individual needs of each company.





EVERYTHING

YOU NEED TO KNOW ABOUT

MICRO MARKETS



WHAT IS A MICRO MARKET?

By definition, a micro market is a custom designed vending market or mart with a self-checkout kiosk. Micro markets can replace current vending programs, or act as a supplementary option for employees and staff. Micro markets provide users with a convenience store feel with vending options and prices.

Each micro market offers a more extensive line of products than a vending machine but less than a full grocery mart. Micro markets provide users with an on-site, self-checkout store experience, while retaining vending options and prices. They focus on the combinations of needs and preferences from each businesses' group of consumers and tailor micro market offerings accordingly. Micro markets are known for their range of **Better For You** items and products which include a variety of seasonal veggies, beverages, salads, sandwiches, and in-season fresh fruits - bringing a new level of selection, service, and satisfaction to the workplace.

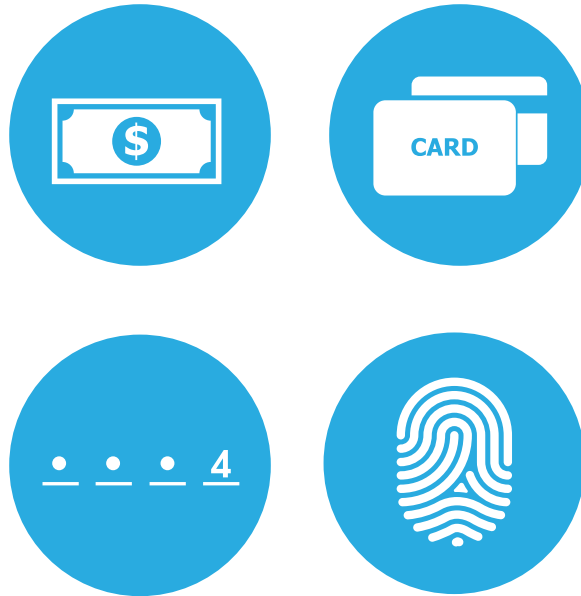


91%

of Americans consider nutritional content before choosing their food.

88%

of consumers are willing to pay more for healthier food.



One of the biggest differentiators of a micro market is the use of self-checkout kiosks. This advanced technology means no staffing or maintenance is required from a business and also allows patrons to be efficient and quickly access whichever items they need throughout the workday. Instead of carrying cash or change to purchase items, micro market users can also charge items to an account set up within a micro market or use a credit card. In some cases, micro market self-checkout kiosks can also accept fingerprint payment. You can think of a micro market account similar to your child's cafeteria account – you add money when you need it based on your use. Micro markets keep things easy, quick, and convenient.



Micro markets don't necessarily have to replace vending machines or current vending offerings. In fact, micro markets can often be a supplementary option for employees and staff. Vending machines are still great for public areas with less space, and micro markets are great for staff break rooms. Both of these options can work together as well as separately, depending on the needs of your business.

“In contrast to traditional vending machines, items in a micro market aren't protected or behind any forms of security. However, theft in micro markets have a much lower reoccurrence rate than previously thought”. According to a survey hosted by Vending Market Watch, the majority of vending operators reported shrinkage and theft in micro markets as less than two percent.

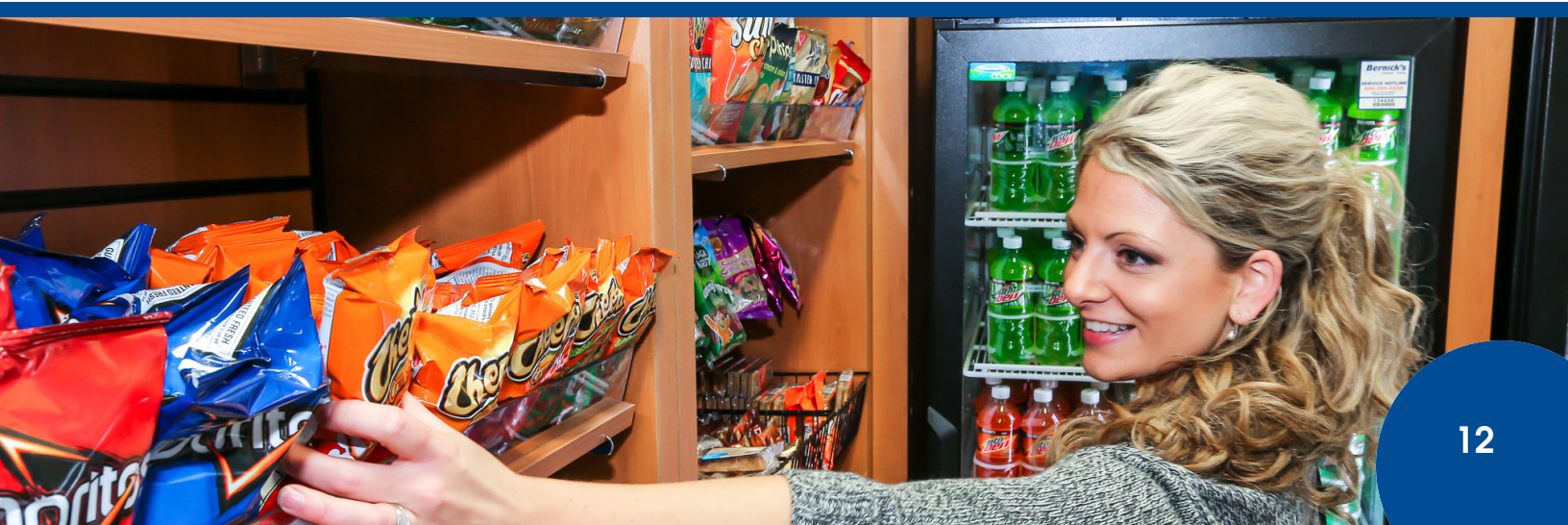




WHAT ARE THE BENEFITS OF MICRO MARKETS?

According to a study done by the [Minnesota Department of Health](#), vending machines are reported to be the most common source of worksite food. Currently, roughly two-thirds of larger employers provide vending options, while about a quarter of smaller employers do. Keeping your employees happy and fed is important – how are you making it happen?

These convenient and technologically advanced micro markets take business vending and employee options to a new level. Along with increased product selection, micro markets offer a host of additional benefits to not only the company who chooses to provide them, but also to the employees and staff who have access to them.





MATCHING THE NEW WAY PEOPLE EAT

A big part of why micro markets have been so successful is due in part to the shift of how people are eating. People are choosing healthier options for all meal choices and in between snacks and beverages. And, they're being unapologetic about searching out food options that meet their criteria. Since micro markets offer a larger selection of healthier options, they're continually meeting the needs of changing customer preferences.



MASSIVE, CUSTOM PRODUCT SELECTION

Micro markets allow users to choose from hundreds of different products including snacks, beverages, fresh food items, and sundries. Because micro market models are individually customized to each business and space, they are not limited by design or layout – which makes their offerings and selections vast. Micro markets offer convenience, flexibility, and versatile fixtures to optimize whatever style of space, arrangement, and branding you choose. One of the greatest benefits of a micro market in the eyes of users is their ability to offer fresh, healthy items such as wraps, salads, and sandwiches.



SEAMLESS INVENTORY SYSTEM

The advanced technology integrated within a micro market carefully traces each sale to help monitor inventory. Micro market inventory technology notes when and which products need to be restocked in your micro market, making the integration of a micro market seamless and hassle-free for your business. This seamless system also helps with the customization of products and product numbers for customer satisfaction.



USER EFFICIENCY

Because micro market customers use the self-checkout kiosks to pay for items, they can purchase multiple items at once, making them more efficient. Micro markets offer quick, easy access to the items your employees need throughout the day when it is most convenient for them.



CONSUMER SATISFACTION

Many of these benefits point to an overall plus: satisfaction of your employees. When individuals have a wide variety of products they can choose from, along with convenient payment methods and a system that allows them to make better use of their time, how can they be dissatisfied? Micro markets give consumers choices and show your investment in their overall health and well-being. Keeping your staff happy is vital to productivity and a positive work environment.



CONVENIENT, INNOVATIVE TECHNOLOGY

Using a touch screen, those who use a micro market have a variety of payment method options – all of which are guaranteed to be convenient and secure. Micro market payment choices include debit card, credit card, fingerprint, barcoded cards, and cash.



NO COST TO YOU

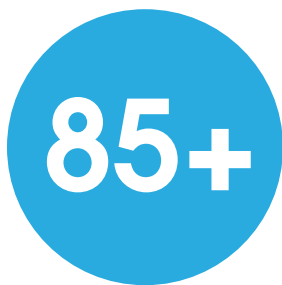
When businesses partner with Bernick's for their micro market, everything is investment-free. That's right, micro markets are installed and maintained at no cost to you. This will include any repairs, delivery, service improvements, and even security cameras. It's an all-in-one deal. There's no purchasing and no leasing – it's that simple.

A photograph of a convenience store interior. In the background, a Pepsi vending machine is visible. To the right, there is a coffee machine. In the foreground, shelves are stocked with various snacks including bags of chips, boxes of candy (Snickers, M&M's, Twizzlers, etc.), and boxes of cereal. A large blue circular overlay is centered on the image, containing the text 'A MICRO MARKET PARTNERSHIP'.

A MICRO MARKET PARTNERSHIP

IS A MICRO MARKET REALLY RIGHT FOR MY BUSINESS?

We know a big question you might ask is “is a micro market right for my company?” and rightfully so. Aside from talking through your current vending solutions and how it is and isn’t working for you, we’ve outlined a few ways to classify if a micro market is a good fit for your business.



Your Company Size is 85+

If you have your heart set on a micro market but only have 70 employees, don’t worry. Employee size of 85+ is not a hard and fast number we go by. However, to make it a mutually beneficial partnership, it’s a general guideline we look at to best serve you and your needs. Each micro market is customized, so they can be as big or small as they need to be. Regardless of your hours, location, company size, or food and beverage preferences – if you think a micro market is right for your business, we’re here to help you forge ahead for free.



You Value Employee Satisfaction

Some businesses offer catering services on a weekly or daily basis, some have flexible break periods, some have multiple vending machines – whatever it is, the most important thing is to provide your staff with the food and beverage options they want. A micro market can be all of these things for you. Micro markets focus in on the preferences and needs of your staff and offer a wider variety of items. Employees get what they want, when they want it. Micro markets can include **Better For You** products that are increasingly desired. Over and over again we hear how pleased users of micro markets are. They love the options, prices, ease of use, and the access. If you’re looking for a way to ramp up employee satisfaction and show your commitment to your team and their time, a micro market might be your answer.



You Can't Make a Big Investment

When businesses choose to explore the option of a micro market, many assume they are about to make a massive financial investment. Not true. We've mentioned it before, but it's always worth repeating: micro markets have zero costs associated with them. Zero. None. They won't cost you anything. In fact, micro markets run off less electricity than traditional vending machines, so they may even save you money.



You Trust Your Employees

A big question we get about micro markets – because they use a self-pay system – is about theft. Although we cover the cost and installation of security cameras to eliminate this issue, trusting your employees to be honest and not take advantage of the micro market is important. All we ask of you is that should theft occur, a disciplinary plan be in place. If you trust your employees and know that they'll appreciate a micro market – you'll be set. Theft has never been an issue in our micro market partners' experience.



Your Company Has Health Initiatives in Place

According to a study conducted in 2012, roughly 63% of companies have initiatives and values built around the health of their employees. A micro market is a great measure you can take to support healthy movements. In our micro market you can customize products to a number of seasonal fruits, vegetables, sandwiches, wraps, and salads. In some service areas, these are made locally. Regardless, micro markets allow businesses to offer food items that simply aren't feasible (or fresh) in a vending machine. Although the healthy aspect of micro markets is a huge benefit to you, this is by no means a requirement of a business in order to set up a micro market.



You Like to Keep Things Simple

Micro markets are a modern concept for the workplace – but that doesn't mean they're complicated. They provide the convenience of a mini-mart without any of the cost or hassle of monitoring products. On the equipment side of things – Bernick's will handle any repairs or modification needs that occur. Because there is less room for error with shelving and coolers than with a vending machine, micro markets simply have fewer issues.

Having the self-pay system with the micro market kiosk and the various account options can also simplify things for your employees. They don't need to carry change, cash, or specific payment types – whatever is convenient for them will work at a micro market.



Recent studies conducted in various workplaces across the US showed that an increasing amount of Americans are unhappy with their work environments. Gallup-Healthways estimates that unhappy workers in the US cost workplaces a whopping \$300 billion per year in lost productivity. \$300 billion per year. When individuals aren't happy in their workplace or with employers, the quality and quantity of work shows it. A [2011 Harvard Business Review](#) article reported, "The level of happiness has a profound impact on workers' creativity, productivity, commitment and collegiality."

HOW WILL A MICRO MARKET AFFECT MY COMPANY?

Micro markets can help cultivate that culture of convenience and appreciation for your employees. A big way they do this is by simplifying routines for employees as well. Staff members can easily make healthy, fresh, affordable purchases without leaving the office, running late for a meeting, or worrying about their use of time. Micro markets provide food and beverage options to your employees right on work premises, making things safer, simpler, and more productive.



A micro market will leave nothing but positive effects rippling throughout your company. When you choose to make investments (even free ones) back into your employees and their health, it boosts morale. And when your people are happy, they're more productive. A 2016 article by Forbes says, "A more productive and thriving workplace is no longer an elusive concept—but is it a reality within your company? The secret to cracking the code lies in what companies like Google have known all along—employee happiness matters. Now, we have studies that prove with concrete evidence that happier employees really are more productive. Hungry employees are unhappy employees. Show employees you care about their basic human needs by providing employee snacks and a fridge stocked with cold drinks. This is an easy way to boost morale and make employees happy. You may even see a reduction in the amount of time employees take for breaks and lunch."

Giving your people the option to grab breakfast, a healthy lunch, 10 a.m. coffee, a 3 p.m. pick-me-up, or a sweet treat could be just what your company's culture needs.





WHAT DOES BERNICK'S OFFER AS A MICRO MARKET PROVIDER AND PARTNER?

When you choose to install a micro market with Bernick's, you gain a true partner for your business. Our micro market specialists and on-staff experts will work with you every step of the way to make the transition smooth, seamless, and stress-free for you and your employees.

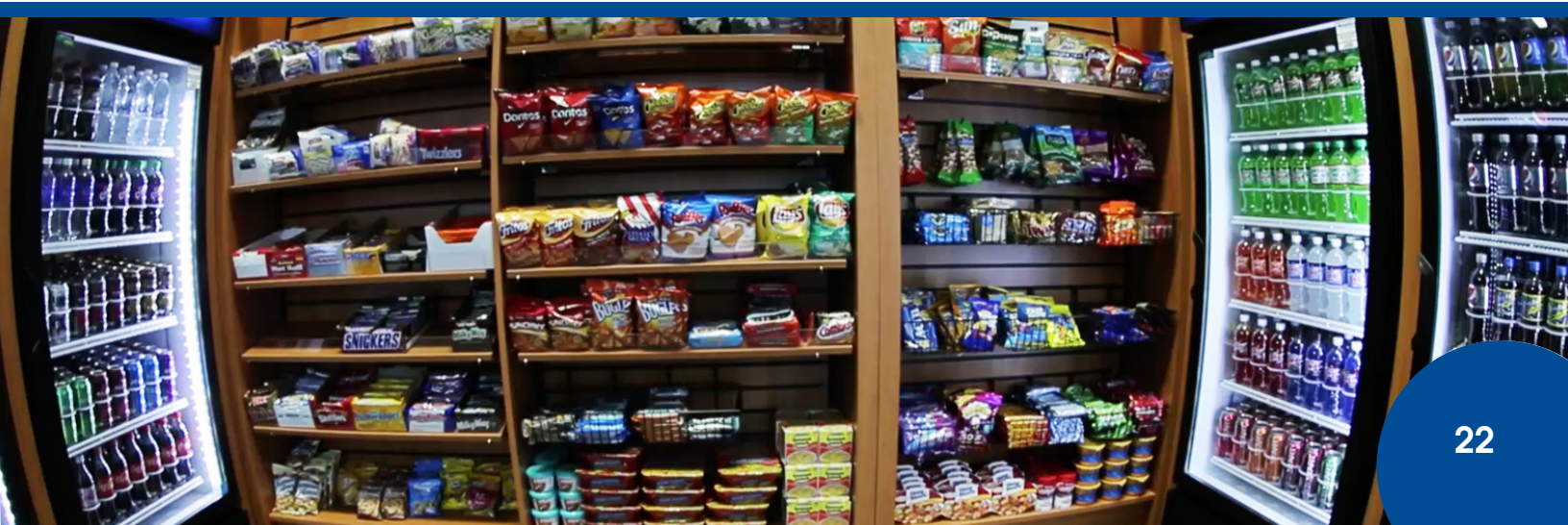
After we meet with you and designate the space for your micro market, our team will design a custom layout perfect for what you need. Within 6-8 short weeks, you'll have a fully stocked micro market up and running for the benefit of your employees – it's that simple.

Bernick's will install the entire micro market, security system, and checkout technology free and efficiently. Any maintenance or repairs along the way are covered so you know your micro market will never be an added cost for you.

When your employees are ready to try out the micro market, Bernick's micro market experts will spend time on-site with your employees, walking them through how to use the self-check kiosk, ways they can access and add money to their accounts, and answer any questions they might have.

Because the inventory of your micro market products is managed through the innovative technology within the micro market, Bernick's will deliver whatever items are needed, whenever they're needed. If your employees decide they would like new products offered or a different variety of food and beverages, no problem. Bernick's has more than 400 items in their micro market offerings. Different than a traditional vending machine, a micro market can customize how much or how little of each item to have on hand for your staff. They'll monitor inventory, make adjustments as needed, and keep you up to date on new products and preferences so satisfaction is never questioned. And like a true partner, Bernick's is only a phone call away if you need them.

You choose a micro market; Bernick's will take care of the rest.



When you choose a micro market with Bernick's, you can rest easy knowing you'll have top-of-the-line products and service. We are committed to ensuring on-time deliveries and will always give you warning if circumstances outside of our control will prevent us from keeping to our schedule. We are in continuous communication with customers so you are always satisfied. We strive to understand our customers' current needs, as well as how we can provide better service in the future.



**TALK TO A MICRO
MARKET SPECIALIST**

With Bernick's, you are so much more than just a number; you are a valued business and individual.

SHARE THIS E-BOOK

