

# AVA NEWSLETTER

12 NOVEMBER, 2021

## NEW VISION FOR VENDING

**The Vending & Automated Retail Association Rebrands with New Name and New Vision to be Fit for The Future**

**The AVA** has launched a new name as it sets out its vision for the future, ensuring the organisation and the industry it represents continues to be agile, innovative and deliver for its members against an ever-changing retail landscape. The AVA will be known as **AVA: The Vending & Automated Retail Association** to better reflect the full range of services its members offer to consumers around the UK.

### **Our Vision:**

Our vision is for the vending and automated retail industry to meet the needs of our 24/7, on-the-go society by making high-quality, innovative food and beverage services accessible wherever and whenever people need them.

We are the trade body and voice for the automated 24-hour food and beverage industry. We support our members with government lobbying, best practice guidance and collaboration opportunities, whilst championing industry-wide quality, innovation and consumer satisfaction.

The vending industry has come a long way from when we were initially established in 1929 as the 'Coin Operated Machine Association' and over the last few years we have seen a real shift in consumer demands and the challenges our members face. It was important to reassess our focus and reshape the vision of the AVA to better reflect the wide range of services our members offer, plus the innovation and resilience the industry has demonstrated in turning challenges into opportunities. Despite recent disruption, the sector has shown resilience, collaboration, and innovation in terms of the products on offer and how they are dispensed. Whilst vending will always be the core focus of what we and our members do, the extension into other areas such as Coffee-on-the-Go, MicroMarkets and Smart Fridges will continue.

Throughout the past 18 months, the AVA has been a source of information and guidance to our members, providing updates on support or funding available and sharing successes to encourage advances. As an industry we are currently facing an impact from 37 pieces of legislation with everything from the Deposit Return Schemes to the Single Use Plastics Tax. All having both practical and financial implications for our members. We know our members look to us for support and as the challenging times for retail and food to go specifically look set to continue, our new vision will help us to focus on and communicate the innovation and collaboration which will fuel growth and success for the industry.

We will be sending out details of the new AVA logo and its use to AVA members soon - watch your inbox (or spam folder!) for details.



## PLANNING DAY

With additional input from across the membership (both actual and virtual) the AVA Board volunteers got together recently to review direction, strategy and activity for the AVA over the next 1-5 years. Many thanks to those who took part, were interviewed or completed our Operator survey. If you would like to participate in AVA activities, Committees or events - just give us a call: **03300 883 267**



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## Why the vending machine is making a comeback

### Vending in the News!

Not that we think vending has ever gone away - but good to see some positive news about vending on the **BBC**.

Followed up by several live nerve-wracking interviews with Local BBC Radio stations.

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