

# Operator Spotlight: Richard Harvey, A&R Services, Monument Colorado

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***Richard Harvey has been a Fastcorp customer since 1999. While most of his Fastcorp purchases were for selling ice cream, Richard saw the Fastcorp Food Court Express and purchased 22 of the units with the special Vistar program in September of 2005. Richard recently contacted Fastcorp to update us on his success with the Food Court Express:***

I wanted to send you a note to tell you how successful our launching of the Z-400 “Food Court Express” has been. To this point we have 20 of my 22 units on location. My original intention was to put about ten out as frozen food vendors and use the rest to upgrade my F631 Ice Cream dedicated vendors. Unfortunately, or maybe I should say fortunately, the new design really caught my customer’s attention and we’ve put off our ice cream upgrades in order to place more frozen food merchandisers. Sales went way up in comparison to the frozen and fresh food vendors we replaced. Most machines doubled in volume, and some revenues were up 400%. We replaced glass front frozen machines as well as carousel type fresh food vendors. What we found was that the combination of larger product cards, name-brand products, and the “entertainment” value of the Fastcorp vacuum system really created an ideal environment for selling food to our customers. No more “What was in that empty column?” like you’d here from a glass front placement, and in follow up surveys with the end users, we found that we increased the number of potential users based on their previous concerns like “How long has that sandwich been in there?”. Frozen products made by such great names as Tombstone Pizza, White Castle, Landshire, and Michelinas, have become a mainstay in many of our customer’s homes. Our profits have grown as a result, too. There are a lot less labor and waste concerns with frozen food vending. Our service calls have reduced, as well. The F631 was always a workhorse, but the Z400 has taken that reliability to a new level. Vistar has been very helpful in coordinating the coupon program, and that discount along with Fastcorp’s continued relationship with the BVA has made it much easier for me to purchase, place, and profit from the new Z-400 “Food Court Express”.



Keep up the good work. I’m looking forward to my next Z-400 order.

Sincerely,  
Richard Harvey

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