Beverage Vending Request For Proposal
City of Toronto

Formerly Refreshments Canada
Canadian Beverage Association
non-alcoholic beverages, carbonated soft drinks, energy drinks and other beverages, iced teas and coffees, alternative ready-to-serve drinks, bottled waters, sports drinks.

The Canadian Beverage Association represents more than 40 companies that manufacture and distribute the majority of non-alcoholic liquid refreshment beverages consumed in Canada.

The Canadian Beverage Association is the national trade association representing the broad spectrum of brands and products.
100% juice, vegetable juice, soy milk and milk.
• By 2014, when fully rolled out, the choices will be limited to

eliminates several low and no-calorie options for consumers.
• This coupled with the impending restriction on bottled water,

severely and inexplicably limits consumer choice and

to be based on any logical or scientific basis.
• The most stringent anywhere in the world, and do not appear

a percentage of available products or in total (by 2014) are

The criteria used to determine what will be allowable either as

CBA Concerns

Formerly Refreshments Canada
Canadian Beverage Association
The city's trial of "healthy" snack food in 20 venues resulted in decreased sales of 60%, not the 25% anticipated by city staff.

- Restricting the products they wish to purchase, consumers will simply choose to go elsewhere.
- When product selection and consumer choice are overlay demonstrated by the city's own pilots on healthy vending,
- Assume the role of parent: facilities by members of the public and the city trying to discourage consumption, instead of being intrusive for multi-use drinks was widely regarded as being intrusive for multi-use.
- When last considered by council in 2010, the ban on soft

Lack of Choice for Adults/Parents

Formerly Refreshments Canada
Canadian Beverage Association
given capital costs of vending equipment

- Potential fee charged to have vending on-site at City facilities

- Impact on supplier volume and profitability

- Limited, if any, response to the RFP as a result of the dramatic

  commissions paid ($70,000 per staff report)

  Significant reduction in anticipated volume, solid and

  (per staff report)

- Significant reduction or elimination of the Rights Fees ($260,000)

Implications could include:

- Possible terms of any responses to a proposed RFP.

  As a consequence negatively impacts the likely number and

  changes the economics of operating vending machines, and

  alternating product mix and pluming sales fundamentally

Lower Revenues for the City

Formerly Refreshments Canada

Canadian Beverage Association
Billions of calories from Canadians’ diet each year are not and-low calorie and as a result, this has removed industry estimates that 33% of the beverage choices made at the caloric content of the beverage portfolio by 20-25%. The beverage manufacturers have reduced calories, Canadians’ beverage choices have reduced easily. Through the introduction of new no and-low calorie

know the caloric count of their beverage choices, quickly and easily. The industry will be placing the Clear on Calorie (COC) tablets on the front of all beverage products – this will set consumers on the front of all beverage products. At the consumer fingertips at every point of purchase: on all packages, on vending machines and on company Fountain Voluntary, national industry initiative will put caloric information Clear on Calories – announced in February 2014, this

Industry Innovation

Formerly Refreshments Canada
Canadian Beverage Association
multi-use facilities across the City of Toronto. Provides a balanced range of products for consumers in work with industry partners to produce a realistic RFP which the RFP back to Parks and Recreation staff and that they send Recommendation

Formerly Refreshments Canada

Canadian Beverage Association