

Media Release

## Selecta announces partnership with Mars Wrigley for its smart vending solutions

**Cham, Switzerland, 22<sup>th</sup> February 2022. Selecta is pleased to announce a new strategic partnership with treats and snacks company Mars Wrigley. The companies will introduce an exciting new generation of intelligent vending machines with user-friendly touch screens, detailed product information, as well as smart and modern payment processing.**

The partnership builds upon the leading market positions of both companies to create new opportunities in the European vending machine market. Selecta is the European market leader in route-based self-service coffee and convenience food solutions in the workspace and public spaces; Mars Wrigley is the world's leading manufacturer of chocolate, chewing gum, mints and fruity confections with iconic brands such as M&M'S®, SNICKERS®, TWIX®, MARS® bar, MALTESERS® and EXTRA®.

“We are looking for partnerships to win with winners, and we see Mars Wrigley as a strong partner based on their strong brands and values”, says Jens van Beusekom, Group CPO Selecta. “1 and 1 makes 3 when everyone focus on what they do best. Selecta knows how to operate and how to approach the market. Mars Wrigley knows how to manage brands and snacks, and together we can win retail markets.”

The new vending machines, that will be introduced feature 48-inch touchscreens to display products dynamically and interactively with consumers. Consumers can access detailed product and nutritional information on-screen, purchase multiple products in a single transaction and receive personalized product suggestions. The vending machines also offer video advertising, remote planogram updates and eye-catching product features such as image animations.

This digital vending solution is suitable everywhere – workplaces, airports, railway stations, universities and hospitals. Selecta Group plans to install 500 to 1000 vending machines in the UK and expand the solution to other markets in continental Europe including Germany, Italy, Austria, France and the Netherlands.

### **For more information, please contact:**

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### **About Selecta Group**

Headquartered in Switzerland since 1957, Selecta Group is Europe's leading route-based, self-service provider offering great quality coffee and innovative convenience food solutions in the workplace and public spaces. Every day we serve premium coffee and beverages, snacks, and fresh meals to more than 10 million people in 16 countries across Europe through vending services and solutions companies in all business segments. With an annual turnover of €1.0 billion, we owe our success to our ca. 7,100 highly skilled, dedicated, and passionate Selecta employees who are committed to creating millions of moments of joy for our clients and their consumers every day. Sustainability is an integral part of the way we do business, focused on the key areas in which we can make a positive difference. For more information, please visit [www.selecta.com](http://www.selecta.com).