



The Campus Advantage with Prepaid Beverage Refills

Bringing innovation and profitable sustainability to food and beverage programs on campus.

100% Refillable. 100% Profitable. 100% Customizable.



Amazing Ideas. Extraordinary Results!

618 4th Avenue / Warren, PA 16365 / 800-825-5575 / WhirleyDrinkWorks.com / www.ValidFill.com

How do you create self-service, beverage solutions using RFID technology?



Step 1:

- Easy to retrofit your existing Coffee or Fountain equipment with RFID chip reader.
- Machines will only dispense when an RFID tagged mug or cup is found.
- Allows 24/7 access to the machines.



Step 2:

- Cup communicates with machines to let customers know how many refills remain.
- Self-serve program helps increase speed of service and reduce labor.



Step 3:

- Recharging stations at Cashiers allow guests to add more drinks to their refillable vessels.
- Customized to your needs, solution can be programmed with 10 or 20 drinks or "Good All Semester" offer.

10,000 DISPOSABLE CUPS, LIDS, AND STRAWS SAVED SO FAR!



CONGRATULATIONS!

Step 4:

Data reporting allows you to track your refills, decrease your consumable spend and share results with Sustainability groups on campus.

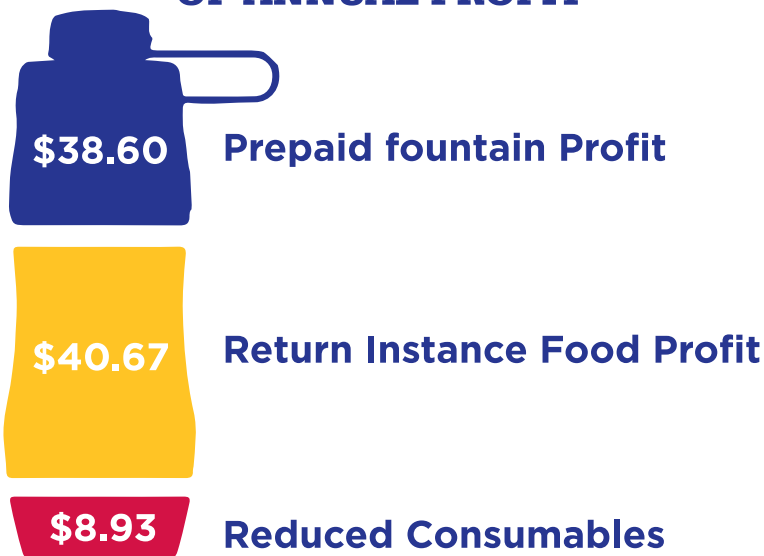


Sustainability that meets your needs. Profitability that meets your goals.

What are the benefits for Campus Operators using self-serve RFID controlled dispensers?

- Up front profit - “Good All Semester” drink offer works like a gift card allowing operators the benefit of getting drinks prepaid in advance.
- Increase your speed of service, loyalty and guest satisfaction.
- Track how many disposable cups, lids and straws have been saved from the landfill.
- Savings on consumable spend and cup waste.
- Allows 24/7 student access without any labor involved.
- Prepaid, self-serve coffee program now available.
- Tie your sustainability initiatives in with an orientation gift vessel programmed with free drinks that drives students to your retail locations.

ONE GOOD ALL SEMESTER BOTTLE DRIVES **\$88.20** OF ANNUAL PROFIT



*\$9.99 1 time bottle purchase and \$24.99 “Good All Semester” refill offer x 2 semesters - cost of bottle and refills = \$38.60



Success Stories



Ohio State University

Ohio State's **MyCup** personalized vessel given to all Freshman and Sophomores living on campus. Tied in w/10 Free drinks to their Retail locations to promote sustainability and reduce disposable cup use.

Program Details:

- Each **MyCup** came personalized with the Student's name on the cup.
- The **MyCup** program instantly engaged 16,000 students to join OSU's sustainability program in 24 hours.
- Personalization got 100% redemption.
- Rechargeable mug for multiple offers.



 @OhioStateDine

University of San Diego

University of San Diego's **Sustain-a-Bottle** for Freshman and Sophomores promotes sustainability in Southern California where water is precious.

Program Details:

- Freshman and Sophomores on Meal Plan were given a complimentary **Sustain-a-Bottle** which included 2 free drinks.
- The bottle was honored at a network of Coca Cola Freestyle dispensers all across campus.
- For \$24.99 the bottle could be recharged for the "Good All Semester" drink offer.



Program Results:

- 157,120 disposable cups diverted from the landfill last fiscal year from July, 1st 2016- June 30, 2017.
- Cup diversion equals a 41% reduction from the previous year.



 @EatAtUSD

"Drinking tap water saves thousands of gallons of water a year..."

