

## Mars Enhances Website, Adds Online Load Planning Tool

HACKETTSTOWN, NJ — Now up and running is the latest version of the Mars Snackfood US website for vending operators. Updated with new interactive features including an innovative planogram tool, Machine Planner, the enhanced site may be visited at [www.marsvending.com](http://www.marsvending.com).

### **Bill Watson's comments:**

While the first page may be a little slow to load click on the Machine Planner link and play with it, there is a ton of information and even rankings of products you can download to an Excel file or a pdf file. You do need to sign up, but it is fast and easy, you don't need to wait for the confirmation email; once you sign up, sign in and you are ready to go.

A wealth of information for vending operators is available at the site, including a list of product distributors, details on Mars brands and breaking news about Mars Inc. The centerpiece of the redesigned site is Machine Planner, a fact-based interactive tool for use in adjusting menus to drive turn rates and maximize profits. It provides four machine-configuration options that cover most popular snack venders, and it "pre-populates" the chosen configuration with the top-selling products in the U.S., displayed in their appropriate slots, to streamline the product selection process.

The software automatically matches product selection to consumer demand, and allows operators to adjust the mix of core and "flex" items to attain the optimal assortment. It provides sales rates and rankings by item, and can calculate projected sales per machine and the financial impact of switching between items.

The Mars Snackfood website also presents current information on rebate programs, advertising and promotions, such as the current National Football League-themed "Make the Winning Call" contest. This offers cash and prizes for operators and consumers; information can be found by clicking on the "Marketing" button at the top of the display. Information about the company's products and vending programs also may be had by calling a Mars Snackfood US sales representative at (800) 381- VEND.

**Information courtesy of [Vending Times](#) – Ahead of the Times, Vending Edition 12/05/07**