



Behind Our Solution & Service: **The Micro Market**



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What is a Micro Market?

By definition, a micro market is a custom-designed vending market or mart with a self-checkout kiosk. Micro markets can replace current vending programs, or act as a supplementary option for employees and staff. Micro markets provide users with a convenience store-feel with vending options and prices.

Each micro market offers a more extensive line of products than a vending machine but less than a full grocery mart. Micro markets provide users with an on-site, self-checkout store experience, while retaining vending options and prices. They focus on the combinations of needs and preferences from each business's group of consumers and tailor micro market offerings accordingly.

Micro markets are known for their range of better-for-you items and products which include a variety of seasonal veggies, beverages, salads, sandwiches, and in-season fresh fruits—bringing a new level of selection, service, and satisfaction to the workplace. Without a doubt.



50%

of the population consumes
2-3 snacks a day

Adequate hydration curbs
depression and stress

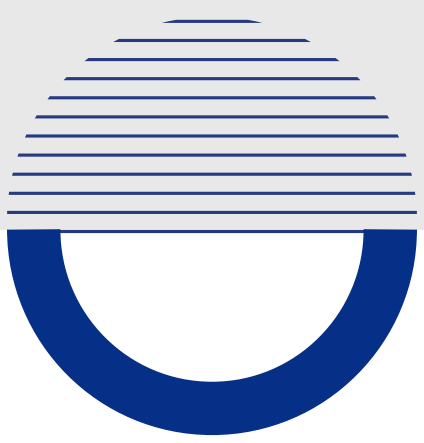


10%

The CDC recommends people
limit added sugar intake to 10%
of daily calories

27%

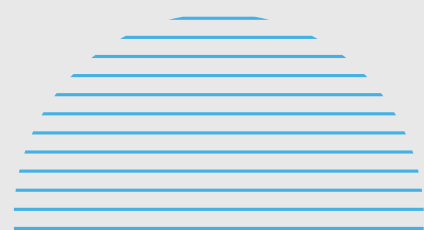
of employees have skipped a
meal due to lack of onsite variety



Lead by example: offering and
modeling healthy eating at work
sets a good example

57%

of the workforce considers
convenience the most important
factor when deciding what to purchase





Is a Micro Market Right for My Business?

Aside from talking through your current vending solutions and how it is and isn't working for you, we've outlined a few ways to classify if a micro market is a good fit for your business.

Micro markets can help cultivate that culture of convenience and appreciation for your employees. A big way they do this is by simplifying routines for employees. Staff members can easily make healthy, fresh, affordable purchases without leaving the office, running late for a meeting, or worrying about their use of time. Micro markets provide food and beverage options to your employees right on work premises, making things safer, simpler, and more productive.



Your Company Size is 85+

Each micro market is customized, so they can be as big or small as they need to be. Regardless of your hours, location, company size, or food and beverage preferences –if you think a micro market is right for your business, we can make it work!

You Value Culture & Employee Satisfaction

Some businesses offer catering services on a weekly or daily basis, some have flexible break periods, some have multiple vending machines—whatever it is, the most important thing is to provide your staff with the food and beverage options they want.

You Can't Make a Big Investment

When businesses choose to explore the option of a micro market, many assume they are about to make a massive financial investment. Not true. We've mentioned it before, but it's always worth repeating: micro markets have zero costs associated with them. Zero. None. They won't cost you anything.



You Trust Your Employees

A big question we get about micro markets—because they use a self-pay system—is about theft. Although we cover the cost and installation of security cameras to eliminate this issue, trusting your employees to be honest and not take advantage of the micro market is important.

Your Company Has Health Initiatives in Place

According to a study conducted in 2019, 66% of companies have initiatives and values built around the health of their employees. A micro market is a great measure you can take to support healthy movements.

You Like to Keep Things Simple

Micro markets are a modern concept for the workplace—but that doesn't mean they're complicated. They provide the convenience of a mini-mart without any of the cost or hassle of monitoring products.

Most Popular Products in a Micro Market

Drinks

Mountain Dew
Diet Mountain Dew
Dr Pepper
Pepsi
Aquafina
Diet Pepsi
Gatorade
Rockstar

Food

String Cheese
Snickers
Ruffles Chips
Colby Jack & Salami
Tostitos Chips
Chocolate Donut
Doritos
Chicken & Swiss Sandwich

Micro Market Partnership

Here's why customers love our micro markets

Accessible 24/7

for fuel when it's needed most

Customizable

high-quality equipment and fixtures designed to fit any space



Variety of products

snacks, full meals, every type of beverage

Convenience and healthy

quick and easy, no need to staff, food and beverages that support health initiatives

No cost to install or maintain

dedicated service always

When you choose to install a micro market with Bernick's, you gain a true partner for your business. Our micro market specialists and on-staff experts will work with you every step of the way to make the transition smooth, seamless, and stress-free for you and your employees.

After we meet with you and designate the space for your micro market, our team will design a custom layout perfect for what you need. Within 6-8 short weeks, you'll have a fully stocked micro market up and running for the benefit of your employees—it's that simple.

Bernick's will install the entire micro market, security system, and checkout technology free and efficiently. Any maintenance or repairs along the way are covered so you know your micro market will never be an added cost for you.





How to Get Started



Connect

with Bernick's and share your interest in micro markets

Meet

with our team to review needs, space requirements, and develop a plan

Agree

on an installation date, onboarding plan, and reap the benefits



About Bernick's

Since 1916, Bernick's has provided the fuel, fortification, comfort, and human connection to every single story of life being told across our communities. From big celebrations to the quiet daily rituals we live and breathe each day, our focus has always been on our customers and the desires and needs they have on behalf of their customers.

Our Minnesota-based brand was built on Midwest work ethic, customer dedication, and forging relationships across a diverse, service-driven industry. Our pillars of focus and priority help us determine who and how to back and bolster in all business relationships. For Bernick's, we strive to enhance the lives of all stakeholders through:

Commitment Excellence Community People

Our service territory includes Central and Northern Minnesota and Western Wisconsin. We employ over 600 people and service and distribute soft drinks, water, teas, juices, beer, craft beer, vending, micro markets, and other supplies.

Over 240,000 customers use Bernick's micro markets each month.

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