



# VAPE VENDING IN BARS, NIGHTCLUBS AND OTHER HIGH-TRAFFIC LOCATIONS

## OVERVIEW

- The global e-cigarette market made around \$28B in 2023. By 2030, that number is projected to jump to almost \$47B.
- As of 2021, 5% of all Americans “vape”, with an estimated growth to 7-9% in 2024.
- The largest concentration of vapers are 18-29.
- Men tend to vape more than women.
- The average vaper spends more than \$2,000/year.

## WHAT VPR VENDING DOES

- We analyze your venue’s demographics to create a successful product mix, with multiple price points, nicotine percentages, product types and flavors.
- We follow trends and change inventory regularly.
- We manage your inventory in real time using proprietary software. We know when to restock and what products to restock before we get to your venue.
- We offer back-end sales, allowing your customers to buy products mailed directly to their home. We can track these sales back to each venue for added profitability.

## WHY PARTNER WITH VPR VENDING?

- CUSTOMER RETENTION—Like cigarette smokers, vapers tend to vape more when they drink. And just like cigarette smokers, vapers tend to leave when their vape



loses its charge or runs out of juice. Retaining five vapers a night with an average bar tab of \$60 can result in \$150,000 a year in additional profits.

- NEW CUSTOMERS—Once people know you have a VPRVending machine, vapers may come to your venue solely to buy a vape. Vapers may be more likely to frequent your establishment knowing they can easily access their preferred products.
- CONVENIENCE—Like a TouchTunes jukebox, VPRVending machines conveniently hang on the wall taking up no floor space. And like TouchTunes, it's an added convenience for customers. We hang them in high visibility areas for the highest potential sales opportunities.
- PROFITABILITY—Simply put, you make more money. Vapes sell themselves. An average machine could generate \$1,000-\$3,000/month in sales depending on location and foot traffic. VPRVending pays for the machine, the product, the repairs and restocking. You retain customers AND make a percentage of every single product sold through your venue.