

# Grab-and-Go Case Study

## The problem:

One of the largest vending operators in the U.S. was seeing declining trends in the smoothie category in its micro markets

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## The solution:

Campbell's Foodservice replaced a leading smoothie brand's stand-alone coolers with V8® coolers and filled them with its best sellers

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## The results:

Operators typically preferred the cost and extended shelf life of V8®

Guests typically preferred the cost, lower-calorie options, and fruit-and-veggie nutrition V8® delivers

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## Want more specifics?

[Contact us](#), and we will give you all the details

