



# MEDIA RELEASE

For Immediate Release

## Apple Vending is a Strong Growth Segment Despite Tough Economic Times

**Sydney NSW - 21<sup>st</sup> October, 2009** - During these times of economic woes, budgets are tightening, banks aren't lending and consumers aren't spending. The definition of a 'necessity' is shrinking quickly for most people, and businesses are cringing at the sound of customers slamming shut their wallets. Yet certain industries seem virtually unaffected by the economic downturn, and still others are continuing to experience rapid growth. Among these resilient market sectors is "Healthy Vending Machines" which is a relative newcomer in this well-established industry and is continuing to grow exponentially.

The two biggest factors contributing to the expansion of organic and natural vending are the incredible growth of the organic food industry itself, and the increasing importance many Australians are placing on their health and diet. Despite rising food costs and the existing price differential between organic and non-organic foods, this loyal customer base consistently chooses health over budget.

This trend is also spurring changes in the vending industry; fueled by concern over Australian epidemics such as obesity and diabetes, schools, gyms, hospitals and other public places are carefully scrutinizing the effects of junk food and sodas on health, weight and other nutritional concerns. Most don't like what they see, and this has sparked a countrywide surge against junk food and soda in many public areas, which is causing sweeping changes in the ubiquitous vending industry.

"Vending has provided an ongoing and stable cash flow for decades." Says Jeremy Brown of Apple Vending – [www.applevending.com.au](http://www.applevending.com.au) - "It's a tangible business that requires some effort, but people want healthy products, they want to snack, and slightly higher prices for these low-price goods are not affecting sales of these items."

The resiliency of the organic food customer base, coupled with the fact that low cost consumables do not seem to be affected by the depressed economy, tends to explain the rapid growth of this industry even in the difficult financial times that we are currently experiencing.

"The combination of an established, profitable 'cash' business model and an evolving trend towards health has created a large window of opportunity for those looking to increase financial freedom in a time where there is little opportunity elsewhere." Says Brown.

Our vending machines exclusively offer natural and organic snacks and drinks that meet state nutritional guidelines and are changing lives in a school, office building, hospital or other public location near you!  
##ENDS##

### About Apple Vending

Apple Vending Pty Ltd specialises in assisting individuals in starting their own "Healthy" vending business. As the industry's pioneer and leader, Apple Vending has, and continues to build successful part-time and full-time vending businesses for entrepreneurs without any background in vending Nationwide. The growing demand for healthy alternatives has enabled Apple Vending to establish itself as one of the few logical solutions for those seeking "Healthy Vending".

Apple Vending has designed, developed and implemented a proven business model that provides you with everything you will need to get started and to be successful in the vending industry.

This recession proof business is spreading across the country as state and government regulations demand that public & private facilities go healthy. Apple Vending is answering their call.

**Visit the Apple Vending website at**

[www.applevending.com.au](http://www.applevending.com.au)

**The Healthy School Vending Program**

<http://www.healthyschoolvending.com.au>

**The Apple Healthy Vending Profit Calculator**

<http://www.applevending.com.au/vending-philosophy>

**Media Information**

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