



BIG ONES OF ALTERNATIVE ROCK

Volume 1

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BIG ONES

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BOXtunes

Compilation Producer JOHN LUDWIG
Executive Producer LEB GARLAND
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Vending machines prove good business

By Michelle Lyons
THE BATTALION

Whether walking across campus, sitting in class or taking a break outside on a bench, many students have with them drinks and snacks from one of Texas A&M's 407 vending machines.

The vending machines are spread throughout campus buildings and residence halls and placed outside for the convenience of passers-by who want a quick snack.

Mike Huddleston, A&M vice president of finance, said the machines generated \$897,300 from September 1994 to August 1995. They accumulated \$546,400 from September 1995 to February 1996.

The Coca-Cola Co. was awarded a 10-year exclusive contract to stock vending machines on campus, Huddleston said, with the agreement that Dr Pepper would be offered from the machines.

After the contract with Coca-Cola was signed, Huddleston said, Coca-Cola gave the University a \$5-million advance payment, which was used to establish scholarships. A portion of the money went to the athletic department, Sterling C. Evans Library, the George Bush Presidential Library Complex and to fund visual and performing arts.

Every two weeks, the University writes Coca-Cola a check for Aggie Buck purchases, and at the end of the month, Coca-Cola writes a check back to the University for A&M's sales commission.

Depending on how many days the University is open, the commission varies from month to month. For the month of February, the commission was \$106,000.

The money the University receives goes into a special president's account. Dr. Ray Bowen, A&M president, then chooses how the money will be used.

Russell Hanna, vice presi-



Dave House, The Battalion

Students stock up on goodies before class at Blocker on Wednesday.

dent of the Bryan Coca-Cola Bottling Co., said drinks and snacks are chosen for the vending machines based on their overall sales records.

Hanna said that although some items sell well in certain parts of the country, they may not sell as well in other regions. She said the products offered in the machines reflect people's changing preferences.

"We try to adjust to whatever the demands are," Hanna said. "We try to give a little variety."

Hanna said the trend is low-fat snacks.

Last year, a graduate student did a research project evaluating the nutritional content, including the number of calories and fat grams, of all items offered in the machines.

The results have been posted on many machines around campus, giving consumers to see if the snacks they have chosen are healthy.

Each month, Hanna receives

a report showing how many of each item has been sold. From this report, the machines are restocked. Sometimes the computer receives personal requests for items, which Hanna said it tries to honor.

Every day, Hanna receives a report of the items purchased from vending machines with Aggie Bucks.

Dale Witenhafer, debit card administrator, said that since the Aggie Bucks program was implemented, vending machine sales have increased.

"It's more convenient, I would guess," Witenhafer said. "It's a lot easier to swipe your card than it is to put in coins or mess with a dollar bill."

"I would guess pretty much anywhere there are Aggie Bucks, their sales go up."

Witenhafer said a Coca-Cola representative told him campus vending sales increased 35 to 40 percent after the Aggie Bucks system was implemented.

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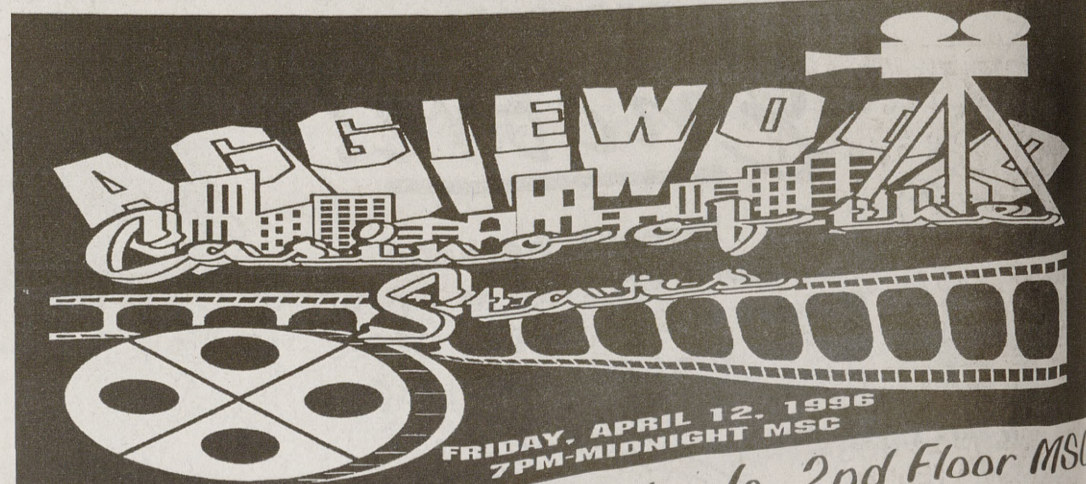
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