

helloGoodness



The future of healthy vending

Target group

Millennials, who are busy consumers aged between 19 and 38, do not have time to make the right food and drink decisions when spending time away from home. They are interested in healthy product choices.

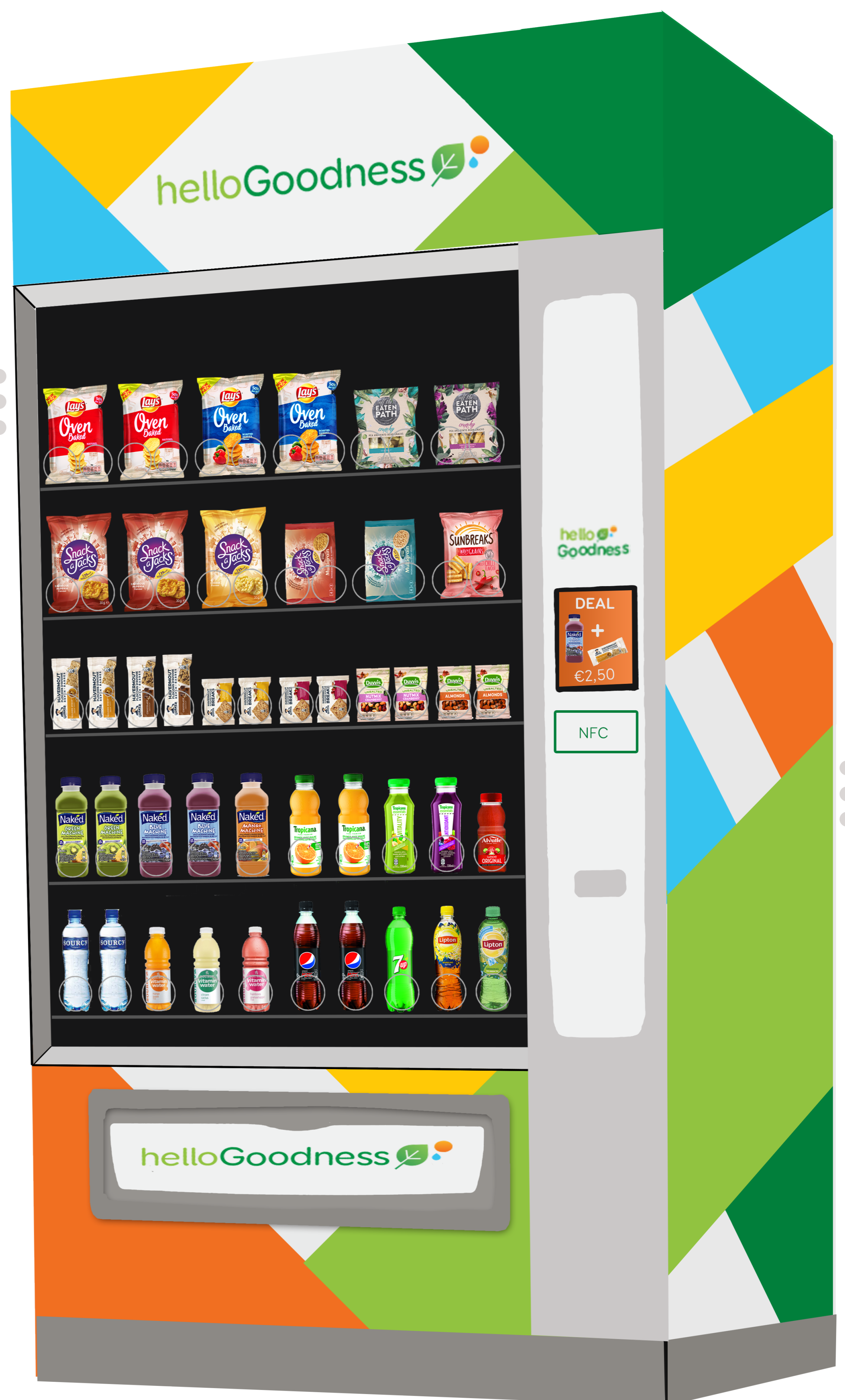
Locations

The vending machines will be placed at busy locations in the Business & Institutions channel:

- Workplaces
- Higher education
- Institutes

Positioning

Hello Goodness is a healthy vending brand for busy millennials who want to consume a more nutritious snack or drink during the day. It does so by offering premium brands with health benefits that are better than the products offered in traditional vending.



Amber Middelhoek
Hello Goodness

An opportunity in vending for PepsiCo Benelux
Strategic Product Design
3 April 2019

Committee

Company

Pinar Cankuratan (Chair)
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