

## Fastcorp Fast-PRO Distribution Plan Offers Operators Growth Avenue

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**Fastcorp, Fastcorp Preferred Regional Operator, Fast-PRO, vending, vending machine, vending machine business, vending operator, vending machine distributor automatic merchandising, ice cream machine, ice cream vender, frozen food, food vender, Schwan's, Blue Bunny, Dippin Dots, Mini Melts, Unilever, Nestlé**

DANBURY, CT -- [Fastcorp](#) LLC has announced a national partnership program with leading vending operators in major markets. The company reports that its Fastcorp Preferred Regional Operator model is designed to speed implementation of its new field sales and service initiatives.

Over the past year, Fastcorp has redesigned its celebrated frozen-product vender to incorporate new technology, resulting in the Evolution design. This

further refines the company's original concept, which is to store product in a base-mounted freezer chest for maximum refrigeration efficiency and protection, and apply robotics to the functions of opening the chest lid, retrieving and delivering the product, and closing the lid again.



Fastcorp has restructured its sales division as part of a new marketing approach that seeks to generate placement opportunities for operators by targeting prospective accounts.

The equipment maker also reports that it has developed solutions to many perceived obstacles to widespread deployment of ice cream and frozen-food machines, such as the availability of suitable product, frozen transportation and frozen storage.

To advance these programs, Fastcorp has formed major brand partnerships in the United States and abroad. Domestic brand partners include Schwan's, Blue Bunny, Dippin Dots and Mini Melts. The company also has developed both Unilever and Nestlé business relationships in Europe.

The Evolution design, combined with high-value brand programs and innovative delivery solutions for frozen products make frozen vending a significantly more profitable and viable option, the company explained. Its latest initiative to assist the industry in taking advantage of this opportunity is the Preferred Regional Operator program, which allows key operator partners to generate incremental revenue through warehousing, delivery, installation, setup, training, service contracts and parts sales.

The Fastcorp sales team will be active in the field, identifying new accounts for fullline vending opportunities including frozen food or ice cream. This process includes prequalifying hundreds of placement opportunities for Fast-PRO partners.

The company noted that "everyone wants an ice cream machine," and so offering a Fastcorp machine and comprehensive service can be a powerful door opener for securing all the vending in an account. In this model, Fastcorp will be able to coordinate sales efforts with Fast-PRO operators, helping them grow their vending businesses.

Fastcorp has recently partnered with a Fast-PRO operator in Dallas, San Antonio, Houston, and El Paso, and is now seeking partners in other key markets in the U.S.

Operators do not have to have frozen capability to be successful Fast-PRO partners, the company explained; any operator can provide frozen vending by means of Fastcorp's innovative delivery model.

"We are looking for resourceful and aggressive full-line operators who want to grow their business by leveraging our unique technology and brand partnerships," Fastcorp emphasized. Its Fast-PRO operator partners are eligible for free equipment, preferred pricing, special brand programming, and new account development support.

Information about Fast-PRO may be had by calling (888) 441-3278 and selecting the "sales" option from the menu. Fastcorp is online at [fastcorp vending.com](http://fastcorp vending.com).