

Selecta Receives Customer Initiative of the Year Award

Switzerland, October 31, 2019: Selecta, Europe's leading route-based unattended self-service retailer has been awarded with the Image of Vending - Customer Initiative of the Year 2019 Award for its innovative FOODIE'S MicroMarket concept. The award was formally presented during the European Vending & Coffee Service Association's 25th Anniversary gala dinner in Baveno, Italy.



“The Image of Vending Awards celebrate the innovations within the industry, and we are very honoured to receive this prestige award”, says David Flochel, CEO Selecta Group. “At Selecta we are always exploring ways to strive innovations that will contribute to the success of our clients and customers. With FOODIE'S we offer an elevated unattended service experience, which is not just a place to get your food and beverages, but a warm and welcoming space in which people can enjoy their lunch and coffee together and even host creative working sessions”.



FOODIE'S MicroMarket is an unattended self-service market offering healthy and great tasting food and drinks for employees in the workplace, 24/7. FOODIE'S can be perfectly integrated into any workplace environment providing fresh meals on demand. With FOODIE'S, company employees will enjoy a new way to experience workplace refreshments throughout the day.

The innovative Selecta MicroMarket concepts are now available in the Benelux, France, Germany, Ireland, Italy, Spain, Switzerland and the UK.

For more information on Selecta MicroMarket solutions, please click [here](#).

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About Selecta Group

Headquartered in Switzerland since 1957, Selecta is Europe's leading route-based unattended self-service retailer. With 10,000 employees spanning 16 countries, Selecta serves more than 10 million consumers a day on average through its 475,000 points of sale across Europe. The excellence of Selecta's route-based operations has been recognised with multiple industry awards.

For more information, please visit www.selecta.com.

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