

# KEPAK

## EQUIPMENT SOLUTIONS



2 PACKS SOLD EVERY  
SECOND IN THE UK\*1



1 IN 6 HOUSEHOLDS  
BUY RUSTLERS\*2



MADE WITH 100%  
BRITISH & IRISH BEEF



# KEPAK

## WHY STOCK RUSTLERS?



YOU MIGHT SAY WE'RE **MAKING A MEAL OF IT**



VERSATILE PRODUCT RANGE FOR FTG,  
MEAL FOR TONIGHT AND TOP UP



RUSTLERS CORE 4 OFFERS DIFFERENT PROTEINS  
TO PROVIDE A SELECTION FOR SHOPPERS



AWARDED TOP 100 BRAND  
BY THE GROCER



# COOK IN BOX



### BUILDING ON BREAKFAST

A sausage patty in an English muffin, with a cheese slice & brown sauce served on the burger ready to eat.

### MAKING THE MOST OF LUNCH

A flame grilled beef burger with a cheese slice and our signature sauce served on the burger.



**NO PREP**



**NO MESS**



**NO FUSS**

DELIVERING A STRONG FTG SOLUTION UNDERPINNED BY OUR CREDENTIALS AS BEING QUICK & EASY, WHILST TAPPING INTO EMOTIONAL NEEDS TO APPEAL TO NEW SHOPPERS

# KEPAK

## FOOD TO GO SOLUTIONS



### TOP TIPS FOR YOUR FOOD TO GO SOLUTIONS:



#### AVAILABILITY

Ensure products are in stock throughout the day and especially during peak consumption times



#### MEAL DEAL

Utilise the Rustlers brand as a 24/7 solution to offer meal deals for breakfast, lunch and dinner



#### SIGNPOSTING

Make it as easy as possible for shoppers to find the products by siting POS at the fixture



#### MERCHANDISING INSIGHT

Range together to bring the solution to life for shoppers

**STOCK THE BESTSELLERS TO SATISFY SHOPPERNEEDS, MISSIONS AND OCCASIONS**

# FOOD TO GO SOLUTIONS

## RUSTLERS MICROWAVE

DIMENSIONS: W: 600mm x H: 400mm x D: 500mm

The Rustlers microwave enables retailers to offer an in-store cooking solution proven to boost sales without the concerns over waste and the additional labour costs associated with food to go counters. Shoppers select, purchase and heat the Rustlers product in store, meaning there is no risk of hot products going to waste.

Only requiring minimal space, the unit is pre-programmed to cook the best-selling Rustlers SKUs, and can also cook other microwavable products. The microwave is fully branded providing excellent visibility in-store.



PRICE:  
£250 - £450  
+ VAT

including delivery,  
set up & POS kit

nebrak.

## RUSTLERS FTG UNIT

DIMENSIONS: W: 600mm x H: 2000mm x D: 800mm

The Rustlers food to go unit is an all-in-one integrated unit comes complete with microwave, sanitisation station and a large preparation space (with a wipe clean surface). Beneath this is a large area of space to accommodate a waste bin. The unit encompasses a small footprint to maximise available floor space in store.

The microwave is pre-programmed to cook the bestselling Rustlers SKU's and can be used to cook other hot food-to-go products for a cross category solution, whilst providing excellent visibility in store.



PRICE:  
£1,100 + VAT

including delivery,  
set up & POS kit

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# RUSTLER FTG UNIT+

DIMENSIONS: : W: 800mm x H: 2000mm x D: 800mm

The Rustlers FTG unit+ is an all-in-one integrated solution complete with large preparation space (with a wipe clean surface). The ideal solution for your larger local convenience store, local forecourts/petrol stations, the unit comes fully branded with a microwave, mini fridge, sanitisation station and bin area.

The microwave is pre-programmed to cook the bestselling Rustlers SKU's and can be used to cook other hot food-to-go products for a cross category solution.

**PRICE:**  
**£1,325 + VAT**  
including delivery,  
set up & POS kit



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# RUSTLERS MULTI-STATION

DIMENSIONS: W: 1550mm x H: 2200mm x D: 700mm

The Rustlers multi station solution is an integrated stand featuring preparation space (wipe clean surface) with a fully branded microwave, mini fridge, sanitisation station, digital screen and bin area. The microwave is pre-programmed to cook the bestselling Rustlers SKU's and can be used to cook other hot food-to-go products for a cross category solution.

To maximise sales, the station should be sited near the chiller or adjacent to complimentary serving counters, providing excellent visibility and signposting to shoppers a dedicated food-to-go area.

**PRICE:**  
**£1,790 + VAT**  
including delivery,  
set up & POS kit



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# KEPAK

## OUT OF HOME SOLUTIONS

### TOP TIPS FOR YOUR OUT OF HOME SOLUTIONS:



#### AVAILABILITY

Optimise space for bestsellers  
Ensure products are in stock throughout the day and especially during peak consumption times



#### MEAL DEAL

Utilise the Rustlers brand as a 24/7 solution  
offer meal deals for breakfast, lunch and dinner



#### SIGNPOSTING

Make it as easy as possible for shoppers to find the products by siting POS at the fixture  
Advertising will encourage trial purchase



Giving consumers what they want, when they want it most thanks to our new out of home solutions!

**ALL OUT OF HOME SOLUTIONS COME WITH:  
SALES, CATEGORY MANAGEMENT AND RANGING SUPPORT**

# OUT OF HOME SOLUTIONS

## PICO COOLER

DIMENSIONS: W: 1492mm x H: 2400mm x D: 950mm

The PICO Cooler is the latest in unattended retail. This hugely adaptable piece of equipment can be locked or unlocked and the customer simply makes their purchase using the PICO device and payment via credit/debit card or 365 app. The PICO is the perfect way to introduce food to a site or start your 'micro-market' journey. Stylish, secure and robust the PICO cooler with microwave alongside will ensure no one goes hungry no matter what time of day, 365 days a year.

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PRICE ON APPLICATION\*



## COFFETEK MISTRAL

DIMENSIONS: W: 1376mm x H: 2170mm x D: 1250mm

The Coffetek Mistral is specifically designed to support a quality 'Combi' vending offer. Featuring a built in microwave and secure vending characteristics it will sit pride of place within any vending fixture. The unit is available branded or un-branded and will satisfy the latest hygiene rules.

  
COFFETEK

nebrak.

PRICE ON APPLICATION\*



\*Spec will be tailored to your requirements for the ultimate automated retail solution.

# COFFETEK MISTRAL WITH HOT DRINKS

DIMENSIONS: W: 2396mm x H: 2170mm x D: 1250mm

This double unit by Coffetek is the ULTIMATE solution. The unit comes with the latest 'touchless' technology and can ensure no matter what the environment, your customers can get what they want when they need it 24 hours a day. Providing the perfect pairing for any on the go shoppers.

The unit can also be upgraded to feature more machines dependent on site size and uses slave machine technology to provide a clean customer experience.



PRICE ON APPLICATION\*



COFFETEK

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## MICRO-MARKET

Looking to enter the world of Micromarkets? Here at Kepak with the support of our partners, 365 Retail Markets, Nebrak and Coffetek we can advise and support you on that journey.

We have developed a market leading category support package backed up by trials with our existing partners to ensure we are with you every step of the way.



PRICE ON APPLICATION\*



nebrak.

\*Spec will be tailored to your requirements for the ultimate automated retail solution.

# UPGRADE TO...

## SCAN HEAT MICROWAVE

Easy to use, just scan product barcode and the microwave does the rest, delivering perfect results every time.

Simple to program via the included software, with each program having up to 3 stages, giving chefs the opportunity to ensure the food is cooked exactly as it should be.

Minimal contact points so hygiene benefits for users and operators – users only need to touch the handle of the machine so this can be easily kept clean and sterile with suitable antibacterial wipes.

Up to 900 different programmes can be stored on each unit so your whole product range can be included.

No install expenses as supplied with 13A plug so ready to use as soon as unpacked.

Units can be stacked for twice the capacity within the same footprint.



PRICE:  
£1250 + VAT

**TO PLACE YOUR ORDER PLEASE CONTACT NEBRAK ON:**

☎ 01803 813900    ✉ [enquiries@nebrak.com](mailto:enquiries@nebrak.com)

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☎ 01772 688300    ✉ [foodtogo@kepak.com](mailto:foodtogo@kepak.com)



## TESTIMONIALS

### JASKARN BHULLAR - OWNER OF SNACK ATTACK

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"We've worked with Kepak Vending for about a year and Rustlers already accounts for about a third of the hot and cold snacks at the Nisa site, which operates 24/7 and employs approximately 1100 people using contactless ID cards."

"Rustlers are popular for several reasons, including a long shelf life, better than expected taste and quality, competitive pricing and they're quick and easy to prepare. We also make good margin - the same as on the products we make ourselves."

"At a time when canteens can't guarantee they'll be open, vending solutions with products such as Rustlers come into their own."

### ROSS MCDONALD - MD AT UPTON GROUP

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"Pre-packed Rustlers are simple to cook and fit very nicely into the vending spectrum, enabling us to offer a range of food options alongside confectionery and snacks which helps to maximise product options throughout the day."

"We have received positive feedback on the range of burgers we offer. These tend to be sited at manufacturing sites, allowing people to enjoy a quick, but substantial refuel."

"The Kepak products allow us to compete more readily with caterers without customers having to employ additional staff, which makes it financially beneficial for both of us."

### PETER RYAN - SALES MANAGER AT BENSON'S VENDING

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"Rustlers' value for money and point of difference make them ideally suited to vending."

Recently installed at a major food production site with 1400 employees, and soon to be introduced to an NHS site, Peter says Rustlers have added a new revenue stream to the company's business.

"People have reacted really positively. The fact that they sell out quickly tells the story of their success."

### AMAN UPPAL - PIONEERING ONE STOP RETAILER

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"Rustlers is a brand everyone knows. I've grown up with it and my consumers have as well. Since installing the Rustlers unit the sales have been phenomenal with an uplift of over 40%, which is a huge increase."

"The figures speak for themselves, but we've had different types of shoppers buying Rustlers that we haven't seen before too, from teenagers right through to the elderly."

Aman was also impressed with the hassle free service offered by Kepak.

"I've been really happy with the whole process and received support every step of the way. From start to finish it has been seamless, from the initial enquiry to the installation, which was a fantastic service with everything in and out within 2 hours. I also got free POS and advice on the best product range to offer with the unit based on my store and customers."

### SIMON LOVELL - MD AT ROUNDSTONE COFFEE

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Simon says Kepak's range is well suited to the vending market and the products offer "great branding, great taste and a customer-friendly shelf life."

"We've had great customer feedback and have increased revenue due to a higher sale price. We supply 'non sesame' Rustlers lines and their premium offering lifts the vending look."

"When additional, non-sesame lines are added, they will be snapped up."

# KEPAK

## INSTALL GALLERY





# OUR PROGRESS SO FAR

## GREEN ENERGY

We have switched all our Irish sites to green energy. This has resulted in a 60% reduction in contract-base emissions. In the UK we are working on getting 100% of electricity from renewable sources in the coming years.

We have wind turbines at our Kepak Cork site (IRL) and Kepak Merythr site (UK). Our Cork turbine supplies 30% of its energy requirements, a carbon footprint reduction of 1,152 tons equating to the same amount of carbon as sequestered by 5,516 acres of forestry. Our Merythr turbine provides 11% of the sites energy needs.

ISO 14001 is the international standard for environmental management systems and provides a systematic framework to manage the immediate and long-term environmental impacts of an organisation.

Currently 50% of our sites have ISO 14001 environmental certification which provides a frame to: minimise our environmental footprint, diminish the risk of pollution incidents, provide operational improvements & ensure compliance with relevant environmental legislation.

## FROM OUR BASE LINE

We have achieved significant reductions of previous resources based on our consumption per unit of production throughout



### ELECTRICITY

has decreased by -12%



### GAS

usage has decreased by -37%



### OIL

usage has decreased by -14%



### WATER

usage has decreased by -2%

## KEY HIGHLIGHTS

**500K+**

MEALS DONATED TO TACKLE FOOD POVERTY

**98%**

FOOD WASTE DIVERTED CONSERVING RESOURCES

**100%**

SITES ZERO TO LANDFILL MINIMISING POLLUTION

**-20%**

GHG EMISSION REDUCTIONS FOR TWENTY20 BEEF CLUB



## PARTNERS

### NEBRAK

Nebrak has been an industry leader in the design, manufacture and installation of vending surrounds, premium vending furniture, micro markets and catering interiors throughout the UK and Europe for over 30 years.

Our talented team of in-house project managers, designers, joiners, and installers work with global brands and leading operators to deliver award-winning vending and unattended retail turnkey solutions.

Join us in creating 'go-to' refreshment and catering experiences.

nebrak.

### 365 RETAIL MARKETS

365 Retail Markets is the global leader of unattended retail technologies and a strategic partner with leading operators around the world. We're empowering global retail by creating the most-innovative, market-leading technologies.

Our combination of micro market, dining, vending, catering, and touch-less transaction technologies is the most comprehensive point-of-service platform on the market today. Global locations benefit from 24/7/365 international customer support. 365's fully integrated technologies and partnership are scalable for all types and sizes of organizations



### COFFETEK - BUILDING COFFEE EXPERIENCES

We are a UK based Automatic Coffee Machine manufacturer with over 30 years of experience.

Belonging to The Azkoyen Group, a Spanish technology multinational specialising in the design and manufacture of advanced technological solutions.

We innovate, research, develop and market products aimed at a single goal, to improve our daily lives and make them easier.



# KEPAK

## PLANOGRAMS

Utilising all of our knowledge and expertise within retail, Kepak can help you make a success of any OOH solution through right ranging and key merchandising principles. Make the most of all key consumption occasions (breakfast, lunch, snack and dinner), giving shoppers and consumers enough breadth and depth of choice, be it different protein or bread types will ensure all shoppers needs and meal occasions are met.

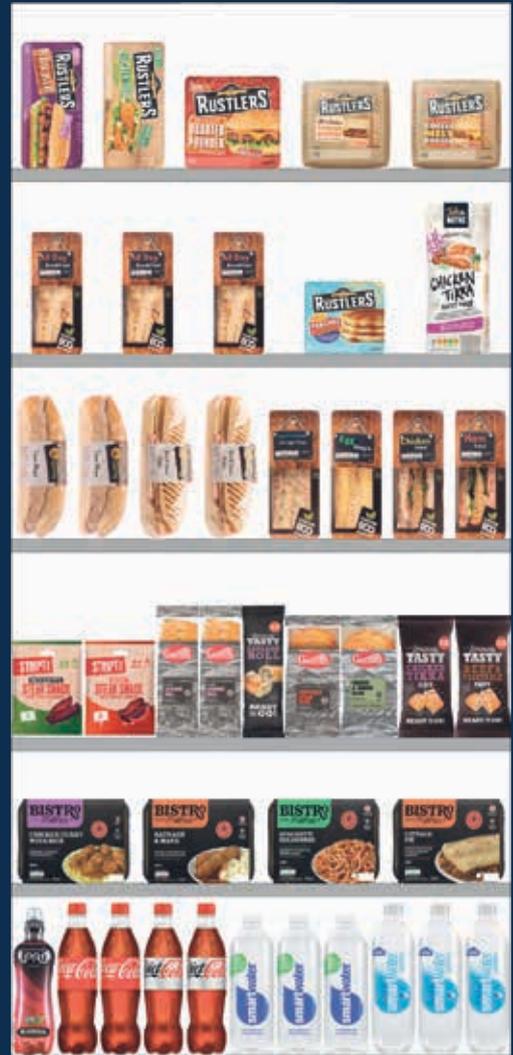
Make sure you offer choice and variety not only from a micro-snacking perspective but adjacent categories allowing shoppers to up-weight their spend. Range protein types together for shelf stand out and ease of navigation.

The team at Kepak are here every step of the way to support both established and NEW operators into the sector with planograms and category advice along with all the other questions which may crop up around entry to the food on the go sector. Example planograms below.

### KEPAK MICRO MARKET FOOD CHILLER



### PICO VENDING WHITE COLLAR SITE AUGUST 2021



# KEPAK

## OTHER REASONS TO WORK WITH US

### MEAL DEALS:

Part of our package of support is meal deals. We can advise and support in providing you an offer fit for whatever environment. Through our partnerships and expanding range you can really ensure you have a deal fit for every occasion whilst driving basket spend within your offer. Example below:



### RECYCLE STATIONS:

In a changing world we all know how important caring for the environment is. By working with our partners and as part of our 'Responsibility' we can support in advising the right solution for your installation to ensure that 'caring' remains at the heart of what we do and supports building long term relationships with your customers now and long into the future...







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