



SandStar AI Vending Drives Revenue and Efficiency for WALL's Ice Cream in Europe

Introduction

In the competitive European retail market, WALL's Ice Cream sought to enhance customer reach and operational efficiency. The brand turned to AI-powered automation, partnering with SandStar to deploy AI vending machines. This case study examines the impact of this technology on WALL's business, highlighting significant revenue growth and streamlined operations.

The Challenge: **Capturing Sales** in High-Traffic Locations



Odense Zoo, Danmark

WALL's aimed to maximize sales in prime, high-footfall locations like tourist attractions (e.g., Chester Zoo). Traditional retail models presented challenges, including the high cost and logistical difficulty of staffing kiosks, limited operating hours, and the inability of standard vending machines to reliably handle frozen products. WALL's needed a scalable, efficient, and reliable solution to serve customers seamlessly.

The Solution: SandStar's AI Vending

SandStar's AI Vending solution provided a direct answer to these challenges. The solution's key advantages include:

1. True AI & Instant Settlement

Using edge computing and computer vision, the machines instantly recognize products and process transactions without human review, ensuring a swift and error-free customer experience.

2. Robust and Flexible Deployment

Engineered for durability, the machines operate reliably 24/7 in both indoor and outdoor conditions.

3. Remote Management & Easy Maintenance

A central dashboard allows for real-time monitoring of sales, inventory, and machine health, enabling remote diagnostics and minimizing downtime.

Measurable Impact on WALL's Operations

The integration of SandStar's technology yielded immediate and tangible benefits for WALL's:

1. Substantial Revenue Growth

The machines demonstrated a powerful ability to generate sales, with four machines at Chester Zoo achieving over £18,000 in revenue in a single month. This performance underscores the technology's capacity to capitalize on high-traffic opportunities.

2. Dramatic Operational Efficiency

By fully automating the sales process, WALL's eliminated the need for on-site staff at vending locations, significantly reducing labour costs and management complexity.

3. Maximized Uptime

Remote monitoring capabilities allowed WALL's team to address technical issues proactively, ensuring high machine availability and a consistent customer experience without requiring physical site visits for minor fixes.



Chester Zoo, UK

Conclusion: A Model for Future Growth

The partnership with SandStar has successfully transformed WALL's vending operations in Europe. The AI vending solution has not only created a new, profitable revenue stream but also introduced a highly scalable and efficient operational model.



Djurs Sommerland, Danmark

The ability to deploy units quickly, manage them remotely, and gather valuable sales data positions WALL's for continued agile expansion. This case study demonstrates that AI vending is a strategic tool for consumer brands seeking to enhance customer experience, drive growth, and build a competitive advantage in the evolving retail landscape.