



Ronnoco Complete Beverage Program

Products • Equipment • Service • Digital Marketing

Build a Better Beverage Business

Ronnoco's Complete Beverage Program helps convenience stores, foodservice operators, travel centers, and retailers create profitable beverage destinations through premium products, equipment solutions, equipment service support, and digital beverage marketing.

Whether you're upgrading equipment, expanding beverage offerings, or building a complete beverage destination, Ronnoco provides the tools, expertise, and support needed to help your business grow.

Why Customers Choose Ronnoco

Increase Beverage Sales

Our programs are designed to help customers grow beverage sales by expanding offerings across the entire beverage bar.

Customers often use the program to:

- Introduce new beverage categories
- Upgrade aging equipment
- Improve beverage presentation
- Increase customer satisfaction
- Grow same-store sales
- Create a stronger beverage destination

Preserve Capital & Improve Cash Flow

Equipment leasing and financing options allow customers to acquire the equipment they need without a large upfront investment.

Benefits include:

- Predictable monthly payments



- Improved cash flow management
- Access to current equipment technology
- Opportunities to upgrade equipment over time

Reduce Downtime

Modern equipment combined with ongoing equipment service support helps minimize downtime and improve operational reliability.

Partner With Beverage Experts

For more than a century, Ronnoco has helped customers build successful beverage programs through product innovation, category expertise, operational support, and marketing resources.

The Whole Beverage Bar Approach

Many locations already have opportunities to increase sales by expanding beverage offerings.

Ronnoco helps customers identify gaps and create a complete beverage destination through products such as:

- Fresh Brewed Coffee
- Iced Coffee
- Cold Brew
- Refreshers
- Flavored Lemonades
- Tea Programs
- Frozen Beverages
- Cappuccino Programs
- Nitro Beverages

By offering more beverage choices, customers can increase transaction size, improve customer satisfaction, and drive additional beverage sales.

The goal is not simply to install equipment. The goal is to build a complete beverage program that generates long-term sales growth.



Beverage Equipment Solutions

Ronnoco offers equipment solutions designed around each customer's unique needs.

Equipment may include:

- Coffee Brewers
- Tea Brewers
- Thermal Brewing Systems
- Cappuccino Equipment
- Frozen Beverage Equipment
- Bean-to-Cup Systems
- Cold Beverage Systems
- Nitro Beverage Systems
- Related Beverage Accessories

Programs are customized based on:

- Current beverage volume
- Growth potential
- Product mix
- Available space
- Operational requirements

Digital Marketing & Beverage Promotion

Ronnoco's Digital Beverage Marketing platform is designed to help customers grow beverage sales through coordinated merchandising, promotions, and brand presentation.

Depending on the program selected, customers may receive:

- Digital menu boards
- Seasonal promotions
- Limited-time offers
- Beverage merchandising support
- Program branding
- Product launch promotions
- Beverage category marketing support

Distributor Beverage Programs



Distributor Program customers receive program-specific digital marketing content designed to support their beverage program, seasonal promotions, and product offerings.

General Beverage Programs

Customers participating in general Ronnoco beverage programs receive Ronnoco-branded digital marketing content and promotional materials.

Private Label & Chain Programs

Customers operating fifteen (15) or more locations may be eligible for custom-branded digital media and marketing programs tailored to their brand and beverage strategy.

Integrated Beverage Marketing

Digital marketing is not offered as a standalone service.

It is provided as part of Ronnoco's Complete Beverage Program and is intended to support beverage sales growth, customer engagement, merchandising execution, and overall program performance.

Digital media content is delivered through a Ronnoco-provided media player connected to the internet.

Customers provide and install display screens. Display hardware may be purchased independently or through Ronnoco's media partner, Black Pixel Media.

Equipment Service & Support

Ronnoco provides:

- Equipment installation coordination
- Equipment service and maintenance support
- Product training
- Beverage program consultation
- Ongoing operational support

Service refers specifically to equipment service and technical support on installed beverage equipment.



Service and support benefits remain available while customers remain in compliance with their Beverage Supply, Service & Marketing Agreement.

Distributor Beverage Programs

Qualified customers may participate in Distributor Beverage Programs that combine:

- Beverage products
- Equipment solutions
- Equipment service and support
- Digital marketing
- Beverage merchandising support
- Program branding

These programs are designed to create a complete beverage solution while helping customers improve sales, presentation, and operational consistency.

How the Program Works

The Complete Beverage Program consists of two separate agreements.

Equipment Lease or Finance Agreement

Equipment may be acquired through a lease or finance agreement arranged through Smarter Equipment Finance and its lending partners.

This agreement covers:

- Equipment financing
- Monthly lease or finance payments
- Financing administration

Smarter Equipment Finance works directly with customers regarding financing approvals, documentation, and payment questions.

Beverage Supply, Service & Marketing Agreement



Customers also enter into a Beverage Supply, Service & Marketing Agreement with Ronnoco.

This agreement provides access to:

- Beverage products
- Equipment service and support
- Digital marketing resources
- Program benefits and support

The agreement also establishes product usage, brand standards, and program participation requirements.

No Minimum Purchase Requirements

Unlike many traditional equipment loan programs, Ronnoco's leasing programs do not require minimum beverage purchase volumes.

Customers simply agree to use approved Ronnoco beverage products and participate in the program according to established standards and requirements.

Installation & Program Launch

Once financing approval and documentation are completed, Ronnoco coordinates:

- Equipment ordering
- Equipment delivery
- Installation scheduling
- Initial product onboarding
- Beverage program launch support

Our goal is to provide a smooth transition and successful implementation.

End-of-Term Options

At the conclusion of the lease term, customers may be eligible to:



- Continue their equipment program
- Upgrade to new equipment
- Purchase existing equipment
- Transition into a new beverage solution

Qualified customers may also be eligible for Fair Market Value purchase options.

Existing Chain Customers

Multi-location operators with fifteen (15) or more locations may be eligible for expanded digital marketing, private-label beverage programs, and custom-branded promotional support.

These programs are designed to help larger operators maintain brand consistency while leveraging Ronnoco's beverage expertise, equipment solutions, service support, and marketing resources.

Compliance & Program Benefits

To ensure program quality and consistency, customers agree to use approved Ronnoco beverage products and follow established program standards.

If a customer falls out of compliance, certain program benefits may be suspended, including:

- Equipment service support
- Digital marketing support
- Product supply benefits
- Program resources

Program benefits may be restored once compliance is re-established.

Frequently Asked Questions

Who owns the equipment during the lease?



Equipment acquired through the lease program is subject to the terms of the lease agreement. Ownership and end-of-term options are governed by the customer's lease agreement and applicable program terms.

Can I purchase equipment instead of leasing?

Yes.

Customers may choose to purchase equipment outright or explore available financing and leasing options. Your Ronnoco representative can help determine which solution best fits your business needs.

Are there minimum beverage purchase requirements?

No.

Unlike many traditional equipment loan programs, Ronnoco's leasing programs do not require minimum beverage purchase volumes.

Customers agree to use approved Ronnoco beverage products and participate in the program according to established standards and requirements outlined in the Beverage Supply, Service & Marketing Agreement.

Who do I contact with lease payment questions?

Questions regarding lease payments, financing documentation, approvals, or account administration should be directed to Smarter Equipment Finance or the applicable financing partner.

Can I upgrade my equipment in the future?

Yes.



At the conclusion of the lease term, customers may be eligible to upgrade to newer equipment, transition into a new beverage solution, continue their existing program, or purchase equipment based on available program options.

What equipment is available through the program?

Equipment solutions may include:

- Coffee Brewers
- Tea Brewers
- Cappuccino Equipment
- Frozen Beverage Equipment
- Bean-to-Cup Systems
- Cold Beverage Systems
- Nitro Beverage Systems
- Beverage Accessories and Support Equipment

Equipment recommendations are based on your beverage program goals, available space, and projected sales opportunities.

What does Ronnoco service include?

Ronnoco service refers specifically to equipment service and technical support on installed beverage equipment.

Services may include:

- Installation coordination
- Equipment maintenance
- Repair support
- Product training
- Beverage program consultation

Service benefits are available while customers remain in compliance with their Beverage Supply, Service & Marketing Agreement.



What happens if I stop using Ronnoco products?

The Complete Beverage Program is designed around the use of approved Ronnoco beverage products.

If a customer falls out of compliance with the Beverage Supply, Service & Marketing Agreement, Ronnoco may suspend certain program benefits, including:

- Equipment service support
- Digital marketing support
- Product supply benefits
- Program resources

Program benefits may be restored once compliance is re-established.

Is digital marketing available as a standalone service?

No.

Ronnoco Digital Beverage Marketing is provided as part of the Complete Beverage Program and is designed to support beverage sales growth, product merchandising, and customer engagement.

Digital marketing services are integrated into Ronnoco's beverage solutions and are not offered as a standalone marketing product.

Can my company receive custom-branded digital marketing?

Customers operating fifteen (15) or more locations may be eligible for custom-branded digital marketing and private-label beverage programs.

Your Ronnoco representative can discuss available options and program qualifications.

How long does the approval process take?



Most financing approvals are received quickly, often within one business day and in many cases within just a few hours, depending on the financing partner's review process.

Once approvals and documentation are completed, Ronnoco coordinates equipment ordering, installation, onboarding, and program launch.

Why Ronnoco?

Ronnoco helps customers do more than acquire equipment.

Our Complete Beverage Program combines premium beverage products, equipment solutions, equipment service support, and digital marketing into a unified strategy designed to grow beverage sales and improve customer experience.

Customers benefit from:

- ✓ Premium Beverage Products
- ✓ Modern Equipment Solutions
- ✓ Equipment Service & Technical Support
- ✓ Beverage-Focused Digital Marketing
- ✓ Category Management Expertise
- ✓ Beverage Program Development
- ✓ Long-Term Growth Strategies

Whether you're expanding an existing beverage program or building a complete beverage destination, Ronnoco provides the products, equipment, service, and marketing support needed to help your business succeed.

Let's Build Your Beverage Program Together

Contact your Ronnoco representative to learn how the Ronnoco Complete Beverage Program can help grow beverage sales at your location.