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Protein Shake Vending Machine Debuts at University at Buffalo

First college in United States; provides nutrients for post-workout muscle growth

(Buffalo, NY) – The vending division of Campus Dining and Shops at the University at Buffalo (UB) recently installed the first ever protein shake vending machine at a college or university in the United States. Manufactured by Protein My Way (PMW), a Canadian company located in Winnipeg, Manitoba, the vending machine dispenses a fresh, chilled, twelve ounce protein shake for post-workout muscle recovery.

Current flavor choices include chocolate, vanilla or strawberry mango, along with the option of adding 20 grams of whey protein concentrate or 25 grams of whey protein isolate. The machine mixes the shake with the PMW's proprietary protein as it's ordered using a high-end Brita™ water filtration system. The advanced chiller and boiler system clean the mixing bowls and water lines each time a protein shake is purchased providing a fresh, chilled and clean protein shake. The PMW vending machine boasts an A+ energy efficiency rating using a LED-based lighting system and Eco Mode to significantly reduce power consumption by up to 50%.



Bryce Folster (left), chief operating officer for Protein My Way and David Marotta, vending manager for Campus Dining and Shops, install the new protein shake vending machine inside Alumni Arena on the University at Buffalo campus.

The vending machine is located directly outside the Fitness Center inside Alumni Arena, where student athletes and all other students, faculty and staff work out. The University at Buffalo

currently has 16 Division I sports, with 622 student athletes. “We see this as a fresh and healthy alternative to the traditional, sugary energy drinks currently available,” says David Marotta, vending manager for Campus Dining and Shop. “In the first month of use, we’ve seen significant traffic to the machine and the reviews have been extremely positive.”

The Protein My Way shakes are low in both calories and sugar (sweetened with beet sugar and stevia) and are made with natural ingredients. Vegan, gluten-free and dairy-free options are currently in development and should be available at UB this coming fall semester.

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UB's Campus Dining & Shops' (CDS) primary purpose is to offer a variety of high quality, high value, and innovative dining options and services designed to fit the varied lifestyles and nutritional needs of the university community. CDS is a multi-unit company employing over 1,300 people. In addition to providing the university's dining services, CDS also serves the UB community through management of the UB Card Office, Three Pillars Catering, Retail and Convenience Stores, and Vending.