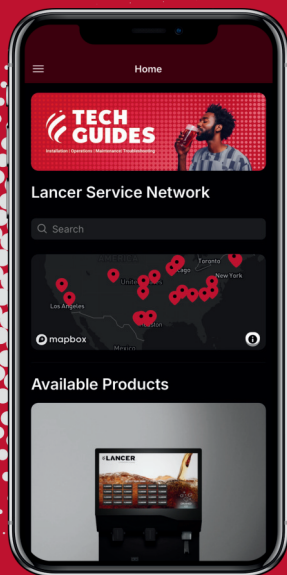


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Founded in 1967 in San Antonio, Texas, **Lancer Corporation** is a global leader in beverage dispensing innovation, providing high-performance equipment for customers in foodservice, retail and hospitality markets worldwide.

Lancer delivers quality, reliability and innovation to help its customers create better beverage experiences.

As a member of Hoshizaki Alliance — a group of independent companies driven by a shared mission to cater to customer needs with original, top-tier offerings — Lancer Corporation contributes to a collective evolution of Hoshizaki as a whole with products and services that enhance the lives of their customers.



LANCER

A HOSHIZAKI Company

SIP & Go: BEVERAGE SOLUTIONS FOR C-STORES

*Modern beverage solutions
for modern convenience.*



A HOSHIZAKI Company

Fueling Convenience: Why Beverages Matter More Than Ever

In the fast-paced retail landscape, convenience stores are transforming into beverage hubs. Beverage sales are projected to grow 3.7% this year, up from 3.4% last quarter, driven largely by the continued dominance of carbonated soft drinks.

Key Beverage Trends in 2025

Soda leads the cold dispensed category. Trends like self-serve convenience and visual merchandising are enhancing customer engagement and driving sales in convenience stores.

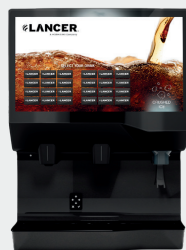
Customization

- Mix-and-match flavors encourage repeat visits.
- "Dirty soda" combinations with syrups and cream are trending.
- Consumers seek customizable soda experiences as an affordable luxury.

Enhancing Flavors

- Classic sodas like cola and cherry remain top sellers.
- Core flavors like lemon, lime, and cherry rank among the most preferred choices.

TOP PICKS



BOLD 30i

- Carb/Non-Carb Flexibility
- From 20 to 24 Brands, Plus 4 Flavor Shots
- 16 Chilled / 12 Ambient
- Ice Capacity: 280 lbs
- Customizable Interface
- 32" Digital Merchandiser
- Wi-Fi Embedded
- Lancer Link™ included



Flavor Select

- Sizes Available in 22", 30", 44", and 60"
- Up to 200 Flavor Combinations
- Cube or Cubelet Ice Dispense Capable
- Illuminated Merchandiser



TWIN POUR

- Up to 266 Flavor Combos
- Ice Capacity: 312 lbs
- LCD Screen Merchandiser
- Chewable and Cubed Ice
- Dual 7" Digital Merchandiser
- Dispense 2 Types of Ice Simultaneously



SENSATION

- Available in 30" and 44"
- Digital Merchandiser Option for 44"
- Up to 8 Bonus Flavors
- Chewable and Cubed Ice
- Hex Drive Ice Agitation System

ICEMAKER COMPATIBLE

Dispense chewable and cubed ice from two dispensing points simultaneously!

Unlock endless flavor combinations for a refreshing experience



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