

CASE STUDY

Rodriguez Connects With Local Twice The Ice Business



GLENDALE, AZ



TAQUERIA EL SOL

Working in a tight space and a fast-moving environment doesn't leave much room for error. Working in a food truck, it also doesn't leave much room for an ice machine. Yet ice is essential for keeping food and drinks cold and providing a high-quality customer experience, especially in the busiest, hottest summer months. Cesar Rodriguez, owner of Taqueria el Sol in Glendale, Arizona, found a fast and affordable solution by using a nearby Twice the Ice vending machine.

Before finding an ice vending machine, Rodriguez used bagged ice from convenience stores to keep ice in his food truck stocked. It wasn't ideal; expenses added up, the ice might be frozen in an unwieldy block, and long convenience store lines during busy hours could leave the food truck short-staffed. When Ice House owner Steven Kennedy opened an ice vending machine near Taqueria el Sol, Rodriguez decided to give it a try. He started using the ice vending machine when it opened, and hasn't looked back.

"We're right down the street and we live in the neighborhood, too. I was pretty familiar with the water and ice machines, I had seen them in other places," Rodriguez explained. "It's close by and simple to use. It definitely saves time."

The real game-changer for Rodriguez arrived with the ICE2U app. While Kennedy was servicing the ice machine, he saw Rodriguez there and they started chatting. Kennedy

told him about the ICE2U app and some of the features he might use to get ice easier for his food truck.

"With the app, that was the best feature ever," said Rodriguez. "Before, you had to make sure you had enough cash on-hand. The app really changed it; it's so much easier to pre-load it every other week or so and, when you're there, select how many bags you want. It became a lot easier."

Rodriguez started using ICE2U to get the ice that he needed. The app helped to solve multiple issues, including tracking expenses and eliminating banking problems that sometimes occurred with larger purchases. By pre-loading a debit card onto the app, he could purchase as many or as few bags as he wanted, with no need to sort bills or coins, handle receipts, or wait in lines at convenience stores. During the busy summer months he might order as many as 15 bags a day, which is a win-win for him and Kennedy.

"It's very convenient," Rodriguez said of the ice machine. "Sometimes the stores are closed when we might need ice." With the ice machine open 24 hours a day, 7 days a week, he doesn't have to worry about running out of ice during evenings or holidays. The ICE2U app also allows him to check the status of a machine if it's undergoing maintenance, and find an nearby alternative, if needed. With the machine close by and the app making purchases easy, getting clean, fresh ice is no longer a concern.



ICE2U for Food Trucks: manage receipts, get rewards, and buy cheaper ice anywhere you go.