

CASE STUDY

Valencia Connects With Local Twice The Ice Business



GLENDALE, AZ



TACOS ROJAS

Finding a way to get ice that is reliable, convenient and hygienic is an important consideration for food truck owners and restaurant owners of all types. During the COVID-19 pandemic, this became an especially important consideration. Krystal Valencia, owner of Tacos Rojas in Glendale, Arizona, found a way to get ice that was more convenient and more hygienic than getting ice from a convenience store. Using a nearby Twice the Ice vending machine and the ICE2U app, Valencia is able to save money and get ice faster, without handling cash.

“We started going to the [nearest ice vending machine] right when we started,” Valencia explained. “We’ve been going there for about three years.” Valencia first started using a machine a bit farther away, but when a closer machine opened, it became even more convenient to get ice. When she started using the ICE2U app, getting ice became even easier.

“We just tell the app how many bags of ice we want, and

we don’t have to mess with money or look for change,” Valencia said. “Working in the food industry, messing with change just looks bad. We don’t have to touch the machine either. We just use our phones and the bags just come out.”

Valencia and her sister both use the app to get ice as-needed. “We’re only open on the weekend. We go about three times a day and might get 8 bags each day. That’s about 24 bags per weekend,” said Valencia. “We reload the app with our business debit card, we can go right away and come back. It takes less than three minutes.”

The touchless operation, not needing to handle cash or coins, and the speed and convenience of the ice vending machine help to make business just a bit easier for Valencia, her sister, and everyone at Tacos Rojas. It’s also a good sign for customers. “Hygienically, you don’t have to touch the money or the machine,” Valencia said. “And, it’s right around the corner; it’s fast, there’s not a lot of people.”



“We just tell the app how many bags of ice we want, and we don’t have to mess with money or look for change. Working in the food industry, messing with change just looks bad. We don’t have to touch the machine either. We just use our phones and the bags just come out.”



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