SHEKEL × SmartVendor | CASE STUDY

REWRITING WHAT "VENDING MACHINE" MEANS

How **SmartVendor** and **SHEKEL** WeightAI™ turned a fitness center entrance into a 24/7 nutrition stop: no staff, no shortcuts on quality.

SNAPSHOT	
DISTRIBUTOR	SmartVendor, SHEKEL's official WeightAI™ distributor for CZ & SK
SITE	Sport Studio PRIMA, Karlovy Vary, Czech Republic
CHALLENGE	Fitness members wanted fresh, healthy food on-site; staffed desks can't operate 24/7
SOLUTION	WeightAI™ autonomous smart cooler, placed in building entrance, open 24/7
STATUS	Live and operating successfully; network expanding rapidly

"Our goal has never been to build another traditional vending machine filled with unhealthy products. We see SmartVendor as a next-generation autonomous retail solution that enables fitness centers to provide customers with high-quality meals and products at any time of the day. WeightAI™ gives us the flexibility to work with a highly dynamic assortment and tailor every installation to the specific needs of each community."

Ondrej Tichy & Vojtech Beer Founders of SmartVendor

THE CHALLENGE

Fitness operators face a consistent gap between what members want and what the facility can practically sell when it comes to food services:

Reception desks cover food sales only during staffed hours

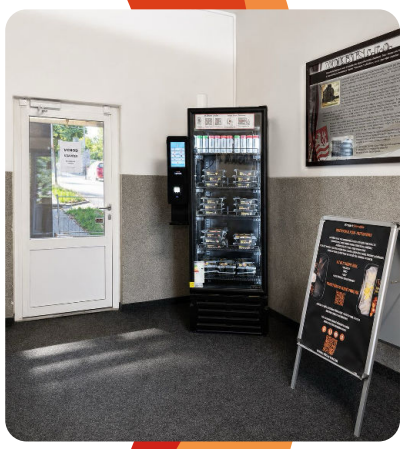
Conventional refrigeration requires manual inventory tracking and is prone to shrinkage

Traditional vending assortments are built for shelf-stable snacks, not fresh, protein-forward nutrition

None of these options met what members actually needed, and none of them let the facility deliver without adding staff or complexity.

SMARTVENDOR DEPLOYED a WeightAI™

Powered smart cooler at Sport Studio PRIMA in Karlovy Vary, Czech Republic, and placed it deliberately: not on the gym floor, but in the building's shared entrance, alongside office tenants. The result is a single retail point serving gym members, office staff, and visitors alike, open 24/7 with no on-site staff required.



TARGETED ASSORTMENT

- Fresh ready meals
- Protein products
- Healthy snacks
- Functional & hydration drinks
- Dietary supplements

REAL-TIME MANAGEMENT

- Remote inventory monitoring
- Product-performance metrics
- Smart restock scheduling
- Purchasing-behavior insight
- Automated expiration-date tracking

Expiration tracking addresses the operational risk specific to a fresh-food assortment: automated alerts reduce manual monitoring, secure client safety, and drastically cut down food waste.

The Impact

WeightAI™'s management console has changed how SmartVendor runs the deployment day to day:

Expiration tracking replaced manual monitoring with automated alerts, reducing waste on a perishable product line.

Multi-vend functionality lets customers complete multi-item purchases in a single seamless transaction.

A flexible, rotating assortment gives SmartVendor a retail format that isn't constrained by traditional vending boxes.

The deployment also repositions what an unstaffed retail point can credibly sell. SmartVendor's fresh-meal, premium-nutrition assortment challenges traditional categories, and customer response has strongly reinforced the model.

Assortment Optimization

The tech deployment was straightforward. The main learning curve was optimizing the product assortment for the specific site. WeightAI™'s flexibility and instant product recognition allowed fast iteration to dial in the right mix for gym members.

What's Next

SmartVendor is expanding beyond sports facilities. Next targets include office complexes, public transit stations, and corporate campuses. Unstaffed, 24/7 access to fresh food works wherever foot traffic and demand justify it.

KEY TAKEAWAY

The right assortment, placed correctly, turns an unstaffed retail point into a genuine food service channel, not just a convenience option. Sport Studio PRIMA is the proof point.