

Muttenz, 7 September 2026

## **Valora upgrades k kiosk vending machines – new partnership with Boost bar**

**Together with Zurich-based vending provider Boostbar, Valora is modernising its k kiosk vending machines in Switzerland. The partnership simplifies machine operations, improves the user experience for customers and lays the foundation for the sustainable expansion of the vending machine fleet.**

Valora “brightens up journeys” wherever people are on the move. Vending machines enable the company to serve customers beyond the regular opening hours of its convenience formats and to remain present in less urban areas.

Thanks to the partnership with Boostbar, Valora will be able to focus even more strongly on its core business in the future. Valora will continue to manage assortment design and promotions itself, while Boostbar will take over the technical operation of the machines, provide the software and user interface, and ensure that the machines are regularly restocked.

### **Significant potential at petrol stations**

The conversion to the system of Boostbar is also an important step for Valora with a view to the future: “We are pleased to have found a strong partner in Boostbar, with whom we can jointly achieve our goal of giving even more people access to our offering,” says Roger Vogt, CEO of Valora Retail and Food Service. “We see significant potential, particularly at service stations.” Several new locations at petrol stations are planned, especially with the long-standing partner volenergy. The concept will initially be introduced at service stations that currently do not have a shop, helping to close a gap in the food and snack offering for travellers.

The several hundred vending machines currently in operation are primarily located next to Valora outlets such as k kiosk and avec. The assortment includes snacks and beverages such as energy drinks, as well as selected non-food items: condoms and pregnancy tests, in particular, remain consistently popular.

Boostbar was founded in Zurich in 2020 with the aim of rethinking the classic vending machine. Today, the company operates and modernises vending machines and unmanned retail solutions in Switzerland – from its own technology and software through to ongoing operations. Boostbar is Switzerland’s fastest-growing vending provider. The underlying technology is offered internationally under the name Boost inc and is one of the leading solutions for unmanned retail.

### **Media contact**

[media@valora.com](mailto:media@valora.com)

Corporate Communications Valora Group

**About Valora**

Every day, around 15,000 employees in the Valora network strive to brighten up their customers' journeys with a comprehensive foodvenience offering - nearby, quick, convenient and fresh. Approximately 2,800 small-scale Valora Group sales outlets are situated in highly frequented locations in Switzerland, Germany, Austria, Luxembourg, and the Netherlands.

The Valora Group includes k kiosk, Brezelkönig, BackWerk, Ditsch, Press & Books, avec, Caffè Spettacolo, Frittenwerk, the popular brand ok.-, and the financing provider bob Finance, as well as a steadily growing range of digital services. Valora also operates one of the world's leading productions of pretzel products with the Ditsch pretzel bakery founded in 1919. The Valora Group, headquartered in MuttENZ, Switzerland, is the European retail unit of Fomento Económico Mexicano, S.A.B. de C.V. (FEMSA).

More information is available at [www.valora.com](http://www.valora.com).

**About FEMSA**

FEMSA is a company that creates economic and social value through companies and institutions and strives to be the best employer and neighbor to the communities in which it operates. In the retail sector, FEMSA operates through its Proximity Americas division, which includes OXXO, a chain of small convenience stores, and other related retail formats, and through its Proximity Europe division, represented by the Valora Group. In the retail industry it also participates through a Health Division, which includes drugstores and related activities and Spin, which includes Spin by OXXO and Spin Premia, among other digital financial services initiatives. In the beverage industry, it participates through Coca-Cola FEMSA, the largest bottler and distributor of Coca-Cola products in the world by volume.

Across its business units, FEMSA has more than 390,000 employees in 18 countries. FEMSA is a member of the Dow Jones Best-in-Class World Index & Dow Jones Best-in-Class MILA Pacific Alliance Index, both from S&P Global; FTSE4Good Emerging Index; MSCI EM Latin America ESG Leaders Index; S&P/BMV Total México ESG, among other indexes.

More information is available at [www.femsa.com](http://www.femsa.com).