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PEDAL-POWERED VENDING MACHINE DISPENSES FREE DRINKS

 FOOD & DRINK

California beverage brand Activate have set up a unit that rewards consumers with free drinks for the time they spend pedaling an attached bicycle.

We've seen vending machines that reward smiles and mental agility with free treats, but it wasn't until just recently that we came across one that's pedal-powered. Now, California beverage brand **Activate** have set up a unit that rewards consumers with free drinks for the time they spend pedaling an attached bicycle. Longtime Springwise readers may remember from our [earlier coverage](#) that Activate sells a line of vitamin water packaged in twist-and-release bottles. Now, as part promotional tool and part call to action, the company has [reportedly](#) installed a pedal-powered vending machine at Los Angeles shopping center The Grove. Not only does every 30 seconds of pedaling earn participants a free bottle of Activate, but the company has also partnered with Nourish America to donate the retail value of all the drinks handed out to support nutrition for pregnant women. Vending innovations are always fun to watch, but it's hard to imagine one more appropriate for a fitness-oriented brand than one that uses pedal power. Other brands around the globe: be inspired! Spotted by: Tony Wijntuin

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