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PEPSI'S SOCIAL VENDING LETS USERS BUY DRINKS FOR FRIENDS REMOTELY

 FOOD & DRINK

It was not long ago that we wrote about [frinXX](#), the German service that enabled users to buy drinks for friends remotely via Facebook. Now, in a similar vein, Pepsi's new "Social Vending System", lets users buy PepsiCo drinks for their friends through a digital vending machine. Users of the touch screen vending machine can choose to buy a drink for themselves, subscribe to the [Pepsi Refresh Project](#), send a drink to a stranger, or to gift and redeem a drink from a friend. In order to send a gift, users choose a drink, enter the recipient's name and mobile phone number, and type a personalized text message to be sent along with a unique code to the recipient's phone. There is also the option to then record a video message using a camera built in to the vending machine. Once the text message has been received by the gift recipient, the code can be entered at a Pepsi social vending machine to redeem the gifted drink, and the pre-recorded video message will be played back on the touch screen. A [report](#) on Mashable claims 'a PepsiCo rep says Facebook or other social media integration "are Phase 2 — being explored as it evolves". With or without any further development, this remains a fine example of an established brand innovating with social media. (Related: [Pharmacy vending machine offers location-based specials through Foursquare](#) — [Vending machine rewards mental agility](#) — [Vending machines sell after-party shoes](#).) Spotted by: Florent Lesauvage

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