

Vending Machines that Proliferated with the Popularization of Soft Drinks

Registration No.	Number 00186		
Registration Date	September 15, 2015	Registration Category	Category 1

Name (Model, etc.)	Bottled Drink Vending Machine		
Location	Daito, Osaka		
	SANYO Electric Co., Ltd		
Owner (Custodian)	Panasonic Corporation		
Manufacturer (Company)	SANYO Electric Co., Ltd		
Year Manufactured	1968		
Year first appeared	1965		
Reason For Selection	A semi-automatic, horizontal-rack drink vending machine that worked by putting a coin in and manually taking out a bottle stored upright. Modelled on the manually-operated American vending machines, these machines were launched in Japan with a number of improvements, including a function to quickly cool drinks for drinking and preventing of drinks being damaged by frost. Although they could only store a small number of bottles, the machines offered a number of benefits: they were compact and easy to transport, they offered showcase visibility, they were easy to maintain due to the simplicity of the machinery and they were cheap. Coca-Cola System in Japan adopted them as a marketing tool instead of billboards and they exploded in popularity. This is an important piece that marks the early stages of automatic vending machine development.		
Registration Standard	1-A (Show an important aspect or stage of the development of science and technology.)		

Open/Closed to Public	Closed to public		
Photo			
Other useful information			