



Generation Next Franchise Brands Inc (OTCMKTS:VEND) On a Epic Run

By [James Hudson](#) -

Generation Next Franchise Brands Inc (OTCMKTS:VEND) has been one of the most profound momentum plays so far this year on the OTC. **And that's just in the past month.** Shares of the stock are up nearly 200% in that time, as the narrative the company is building continues to gain traction among traders and investors.

To further fuel the fire, the company just announced its **recently appointed Canadian licensees have secured a franchise agreement representing over \$5.2M**, if certain purchase objectives are met, for two of Canada's largest markets. According to the release, "local investor and entrepreneur, Barry Ehlert, will have exclusive rights to all Reis & Irvy's locations throughout Edmonton and Calgary."

Generation Next Franchise Brands Inc (OTCMKTS:VEND) casts itself as a franchise development company operates vending machines and micro markets in North America, the Bahamas, and Puerto Rico.

The company and its franchisees operate approximately 3,000 vending machines and micro markets that provide natural and organic food and beverage products. The company was formerly known as Fresh Healthy Vending International, Inc. and changed its name to Generation Next Franchise Brands, Inc. in March 2016.

Generation Next Franchise Brands, Inc. was founded in 2010 and is headquartered in San Diego, California.

The company's key holding is Reis & Irvy's, Inc., a subsidiary franchise concept that was launched in early 2016, the revolutionary Reis & Irvy's Froyo Robot vending machine serves seven different flavors of frozen yogurt, ice cream, sorbets and gelato's, a choice of up to six custom toppings and to customers within 60 seconds or less at the point of sale. "The unique franchise opportunity has since established itself as a high-demand product and currently showcases a franchise network both domestically as well as internationally."

According to company materials, "Generation NEXT Franchise Brands, Inc., based in San Diego, California, is a publicly traded company on the OTC Markets trading under the symbol: VEND. Generation NEXT Franchise Brands is parent company to Fresh Healthy Vending LLC, the market's leading healthy-choice vending machine franchise, Reis and Irvy's, Inc., the world's first robotic frozen yogurt vending kiosk, 19 Degrees, a corporate-focused frozen yogurt robot brand and Generation NEXT Vending Robots, our newly established owner/operator model. The Company has sold over 600 franchises throughout the United States, Canada, Puerto Rico and the Bahamas, and continually looks to partner with like-minded entrepreneurs who share its vision."

Find out when \$VEND reaches critical levels. Subscribe to OracleDispatch.com Right Now by entering your Email in the box below.

As noted above, shares of the stock of been on a rampage in the past month, as the company continues to build out a narrative of expansion in the vending space. That narrative was further amplified the company's recent announcement that its recently appointed Canadian licensees have secured a franchise agreement representing over \$5.2M in two of Canada's largest markets.

"We selected Barry Ehlert for his ability to understand the ever-changing business world. He has a proven track record of success in multiple types of businesses and we are extremely pleased with this partnership," said Beninger, Reis & Irvy's Canadian master licensee and the President of Reis & Irvy's Canada.

“I love this product,” said Ehlert. “The brick and mortar frozen yogurt and ice cream retail industry in Canada is ready for this kind of unattended and very disruptive vending technology developed by the wonderful team at Generation NEXT Franchise Brands. I’m also extremely excited to work with Brett and Keegan, representing the Reis & Irvy’s brand”

Recent action has seen a bit less than 150% piled on for shareholders of the listing during the trailing month. Moreover, the stock has benefitted from a jump in recent trading volume to the tune of greater than 470% over what the stock has registered over the longer term.

Currently trading at a market capitalization of \$112.7M, VEND has a significant war chest (\$3M) of cash on the books, which is balanced by about \$2M in total current liabilities. VEND is pulling in trailing 12-month revenues of \$1.6M. However, the company is seeing declines on the top-line on a quarterly y/y basis, with revenues falling precipitously in that time. This is an exciting story, and we look forward to a follow-up chapter as events transpire. **Sign-up for continuing coverage on shares of \$VEND stock, as well as other hot stock picks, get our free newsletter today and get our next breakout pick!**

Disclosure: we hold no position in \$VEND, either long or short, and we have not been compensated for this article.