

Company: Sweet Robo, Brooklyn, NY

Company Description: Sweet Robo is a global leader in robotics and entertainment. We harness the power of futuristic technology to deliver treats that dazzle and inspire. We manufacture innovative, robotic vending machines—the power of automation just got a little sweeter. With a global clientele, we are proud to enjoy an excellent reputation among esteemed brands such as NASA, Hershey Park, Lego Land and more.

Nomination Category: Company / Organization Categories

Nomination Sub Category: Startup of the Year - Consumer Products Industries

Nomination Title: Sweet Robo: Reinventing Consumer Vending with AI-Powered Robots

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

We will provide written answers, our featured video content is in the last section below. Thanks!

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 150 words used.

Sweet Robo is a consumer robotics company that launched in January 2022 and is based in Brooklyn, NY. We're redefining the vending machine industry through interactive, AI-powered robots that serve cotton candy, ice cream, custom phone cases, balloon art, and other novelty products. With machines now deployed across 20+ countries and over 1,000 active sites, Sweet Robo has quickly become a global brand in experiential vending.

Our roots are in food and entertainment, but we've grown beyond that into tech-driven retail. Our machines are used in malls, airports, casinos, and theme parks worldwide. Each unit includes a proprietary management app that lets operators track revenue, view live machine status, and manage inventory remotely.

We're not just placing machines. We're helping entrepreneurs build automated retail businesses with zero overhead and real revenue. That model has made us a go-to partner for everyone from small business owners to major global licensors.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 247 words used.

Since January 2023, Sweet Robo has grown into one of the most recognized names in experiential vending. We partnered with the global emoji brand, allowing us to bring one of the world's most beloved IPs into our machines. This opened the door to high-visibility placements and helped expand our footprint to over 20 countries worldwide.

Our technology has gone viral multiple times, with both our Cotton Candy VX and Ice Cream Bot featured in influencer videos that have pulled in millions of views. These clips are now being shared across Instagram, TikTok, and YouTube, creating an entirely new level of brand awareness and customer demand. The machines have become destinations themselves, not just point-of-sale moments.

We are now active across the Las Vegas Strip, placed in major casinos and resorts, and our machines have been adopted by top-tier amusement parks and attractions around the world. In early 2024, we launched the Candy Monster, which was featured on Fox News during the Daytona 500. That machine is now being reviewed for national placement in entertainment venues and motorsport circuits.

In addition to brand and media growth, we launched a property partnership model where location owners receive recurring monthly revenue for simply providing ten square feet and a power outlet. This has more than doubled our placement velocity and opened opportunities in airports, malls, and stadiums.

Sweet Robo is no longer an emerging concept. We are a global retail technology company changing the way people engage with automated commerce.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 193 words used.

Sweet Robo operates in a category often ignored by major tech players. While most vending companies push cheap capsules or snacks, we've built a full-stack robotic experience that combines entertainment, customization, and commerce.

Our growth since 2023 is significant for several reasons. First, we've proven that experiential retail can scale globally using a compact robotic footprint. Competing vending solutions typically lack the visual appeal or functionality of our machines, and most have no app-based management system at all.

Second, while traditional retail is shrinking, Sweet Robo is scaling fast with no need for storefronts or staffing. Our host-partner model creates value for property owners without any capital investment, which is a serious differentiator. Others in the space still rely on franchise or operator buy-ins, which limits speed and reach.

Compared to older vending networks that have flatlined in growth, we've added hundreds of machines in a single year while also securing IP deals that give us unmatched licensing power. Our performance outpaces many legacy companies that have been in the market for decades.

Finally, by merging robotics, mobile tech, and consumer behavior, we're delivering high-revenue experiences in places where traditional vending never could.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 80 words used.

Viral Video of our Cotton Candy VX Machine:

<https://www.instagram.com/reel/DHZirk8SMpW/?hl=en>

Note: This video is also on TikTok and other platforms now - with a total of 2.1M views.

Our Candy Monster machine being featured on Fox News:

<https://www.instagram.com/reel/DKAAbPhsWyc/>

Our Robo Ice Cream featured on CNET:

<https://www.cnet.com/home/kitchen-and-household/robots-made-me-a-heap-of-food-at-ces-2024-how-good-was-it/>

Our Robo Ice Cream featured on Cheddar:

<https://www.instagram.com/cheddar/reel/DETDMVbj3ut/>

Industry Experts speaking on our machine at CES:

<https://www.youtube.com/watch?v=5uzTK9GDLOs&>

Attachments/Videos/Links:

[Sweet Robo: Reinventing Consumer Vending with AI-Powered Robots](#)

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