

# GoGo Refresh Launches to Bring Creator-Driven Media to the \$35 Billion Refreshment Services Industry

*GoGo Refresh, a media company, harnesses the power of two brands to connect refreshment operators and workplace experience managers with creator-driven content.*

PLEASANTON, CA, UNITED STATES, May 28, 2025 /EINPresswire.com/ --   
 GoGo Refresh, a dynamic media company, officially launches today with a mission to deliver modern, engaging, and authentic content that captures the energy and value of the \$35 billion refreshment services space. Built for the digital age, GoGo Refresh taps into creator-powered storytelling to offer a fresh perspective for an ever-evolving industry.



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*Neil Swindale, Founder and CEO of GoGo Refresh*

GoGo Refresh empowers the refreshment community, one story at a time, by tapping into the creator economy. The company partners with real people—niche content creators, passionate industry professionals, route drivers, refreshment enthusiasts, local storytellers, and everyone in

between—to deliver vibrant, visual, highly engaging media that resonates with today’s audiences.

GoGo Refresh is not just another media outlet—it’s a movement powered by the bold, innovative, and bright individuals who drive the multi-billion dollar economy forward. With a fresh editorial lens and a creator-first strategy, GoGo Refresh strengthens the community through social-first storytelling that connects audiences with the trends, tools, and talent shaping breakrooms and vending services of tomorrow.

# MEET THE GOGO SQUAD



Neil Swindale

Nicole Turner

Becca Swindale

Meet the GoGo Squad

GoGo Refresh is a community-driven media company that connects audiences with the trends, tools, and talent shaping breakrooms and vending services of tomorrow.

Founded by industry leader, Neil Swindale, GoGo Refresh brings deep credibility and vision. He built VendCentral Marketing, the leading marketing agency for refreshment services professionals for the past 17 years, which was recently acquired by Cantaloupe, Inc. Swindale was also named Allied Person of the Year for his innovation and positive leadership. He created GoGo Refresh to inspire, educate, and elevate both service providers and the workplace leaders they serve.

“There’s never been a better time to tell your story,” said Neil Swindale, Founder and CEO of GoGo Refresh. “The refreshment industry is evolving faster than ever — and it has powerful, untold stories that deserve a broader spotlight. At GoGo Refresh, we’re building a truly community-driven media company that leans into the creativity, energy, and passion of the refreshment community—the people who power this industry every day. We’re not just capturing what’s happening; we’re helping shape its future.”

GoGo Refresh is launching with two distinct but complementary platforms that reflect the evolving landscape of workplace experience and vending operations:

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Coolbreakrooms is the go-to destination for stories about the world’s most inspiring breakroom spaces and the innovations shaping them. From beautiful breakroom designs and emerging micro-market concepts to exceptional office coffee services, smart hydration solutions, wellness-focused snacks, and intelligent vending and payment technologies, Coolbreakrooms empowers companies of all sizes — from Fortune 500s to startups — to see how thoughtful, tech-forward spaces can boost employee satisfaction and strengthen company culture. It’s also a trusted

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resource for refreshment operators looking to stay connected to the trends and expectations shaping today's modern workplace.

## GoGo Refresh: The Industry Hub for Vending, Micro-Markets, Office Coffee, and Amusement

The industry hub for anything operator-focused within vending, micro-markets, office coffee, office pantry service, and amusement. Vending Connection delivers fresh news, business resources, and strategic insights to future-proof businesses. Operators rely on this platform to learn, grow, advertise their business, list routes for sale, and stay up-to-date on the latest technology, food innovation, and equipment that elevate service operations and drive profitability.

## Supporting Industry Veterans: Neil Swindale and Nicole Turner

Supporting industry veteran, Neil Swindale, are two standout team leaders with deep industry expertise:

Nicole Turner, with 14 years of experience at a top industry publication, now spearheads sales and media strategy at GoGo Refresh, bringing a sharp understanding of advertiser needs and market growth.

Becca Swindale, Managing Editor and key press contact, brings a unique blend of B2B marketing in vending and cross-industry editorial expertise. Her work drives trust, engagement, credibility, and visibility for GoGo Refresh's growing media ecosystem.

## GoGo Refresh: Where Your Story Comes to Life

GoGo Refresh invites industry partners, brand sponsors, and creators to connect with the most engaged audience in refreshment services. Whether you're shaping tomorrow's breakrooms or delivering the next vending innovation, GoGo Refresh is where your story comes to life.

## GoGo Refresh: Reshaping the \$35 Billion Refreshment Services Industry

GoGo Refresh is a next-generation media company reshaping the \$35 billion refreshment services industry through vibrant, story-rich content. Built with a creator-first mindset, GoGo Refresh brings the breakroom and vending communities closer to the attention, tools, and inspiration they deserve—empowering them to thrive in a new era of connection and innovation. Visit [gogorefresh.com](https://gogorefresh.com) to learn more.

## Coolbreakrooms: Helping Employees Thrive Through Great Breakrooms

Coolbreakrooms helps employees thrive through great breakrooms. From Fortune 500 companies to small startups, Coolbreakrooms shows how thoughtful refreshment spaces can boost employee satisfaction and strengthen company culture in meaningful ways. Finding trusted refreshment operators for one of the most important parts of the workplace—the

breakroom—can be difficult. Coolbreakrooms connects leading operators with businesses ready to create incredible, community-focused breakroom experiences. To learn more, visit [coolbreakrooms.com](https://coolbreakrooms.com).

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Vending Connection powers the refreshment industry with the latest vending news, technology updates, and product resources to help operators develop, grow, and thrive. From routes for sale to billion-dollar acquisitions and exclusive interviews with top innovators, Vending Connection keeps the community informed, inspired, and ahead of the curve. Acquired from co-founder Karen Scott in September 2024, it continues to be the place where refreshment operators learn to flourish. To learn more, visit [vendingconnection.com](https://vendingconnection.com).

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