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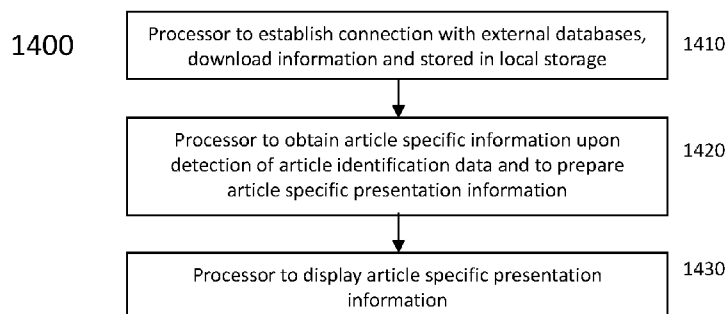


Fig. 11A

- (57) **Abstract:** A serving apparatus (100) comprising a main receptacle (110) for holding articles for customer selection, a first detector (144) to detect product identification information associated with an article when said article is first introduced into said main receptacle (110) during a serving session, a data storage device (158) and a processor (142); wherein the processor (142) is to collect and store said product identification information for use at end of said serving session.