



CASE STUDY

FreshFry

National Chicken Wing Chain

CASUAL DINING RESTAURANT: CHAIN



BACKGROUND

FreshFry managed a two-store test with a franchisee in Louisville, KY. The test compared the store's baseline oil life with their sales volume and identified the two-store test cell.

FreshFry performed a two-week observation-only period, a one-week back-to-basics re-train at the store that focused on best practices of frying based on brand standard training, and then completed a Do No Harm (DNH) test.

The FreshFryPod trial was four weeks long. It included a post-DNH test observation period and a back-to-basics training to measure same-store improvement for the stores in compliance. Daily checks for the test included record-keeping to ensure quality oil life was compliant to standards throughout the testing period.

STORE #1

Profile

- High volume
- 7, 50# fryers

Oil Management Pain Points

- Changing the oil on specific days of the week in order to ensure quality for food specials and to prevent non-compliance mid-shift.
- Discarding the oil in the exterior tank.
- The process and length of time it takes to change the oil safely inside the restaurant.
- Flavor transfer from cascading the oil from appetizer fryers to the protein fryers.
- Impact of debris being left in fryer overnight.

Store Feedback From Trial

- Very easy to use and to add to the nightly checklist.
- Noticed a visible difference in the fryers, even after just one night of use.
- Saw improvement in the cleanliness of the "catchall grate" at the bottom of their fryers.
- The daily state of the oil in the morning after high-use nights still produced high-quality food.
- Broke the habit of pre-scheduled oil management days, thanks to both color and TPM measurement improvements.
- **Achieved 2-3 days quality oil life extension**

Estimated Annual Net Savings

- **\$4,111.42**



STORE #2

Profile

- Medium-High Volume
- 6, 50# fryers

Pain Points

- The process to boil out the fryers and discard the oil to the exterior tank is dangerous and always extremely messy.
- Build-up within the fryers and inside the heating coils adds extra time to the process.
- There is only one person on-site who is familiar with and trained to execute the entire filtering/changing process. This creates pressure to change the fryers based on convenience, rather than quality.
- Debris and large particles left overnight in the fryer have a negative impact on quality.

Store Feedback From Trial

- Easy process to adopt; the manager on duty can easily monitor Pod usage.
- Noticed a visible difference in the fryers, specifically after high-volume nights.
- Pods provided better quality food, along with an overall decrease in oil consumption.
- Required fewer oil changes and smaller oil top-offs.
- **Achieved 2-4 days quality oil life extension**

Estimated Annual Net Savings

- **\$4,434.88**

FRESHFRY

The FreshFry Pod is a safe and easier way to replenish and extend your frying oil life. The Pod works overnight by capturing and removing the impurities that make your oil look dark, smoke and taste bitter, resulting in quality oil life extension and great tasting food. FreshFry Pods require no additional equipment and can be completed in less than 30 seconds a fryer.

To learn more and request a sample, visit www.FreshFry.me.



APPENDIX

