

SUCCESS

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Stories



Major foodservice chains are masters at refining costs. So when they go to buy equipment, they look not only for efficient and easy-to-use models, but also for machines that will streamline energy costs. That is one reason the Red Robin, midscale family restaurant chain, with 21 units in British Columbia and Alberta, Canada, started purchasing Keating's INCREDIBLE FRYING MACHINES™.

The Keating INCREDIBLE FRYING MACHINE™ with only 79,000 BTU input has the same production capacity as an atmospheric burner fryer with 130,000 BTU. Keating's recommended lower cooking temperatures prolong the life of the shortening while producing a superior product.

Red Robin Restaurants of Canada Ltd., world's greatest burger maker and most masterful mixologists mixes a great menu, great management and great success. Left to right, Keith Smith, Keating Director of Special Accounts; Eliza Keating, President, Keating of Chicago; Mark Fleming, West Coast Food Service Marketing, Ltd.; Pat Bailey, Kitchen Manager; Alison Wilson, Vice President, Red Robin; Glen Green, Procurer of Fine Foods.

Most standard fryers will operate at 44 to 45% efficiency. Keating's INCREDIBLE FRYING MACHINES™ operate at 69.2% efficiency. Though these top-of-the-line fryers are slightly more expensive than standard Keating models, the energy and oil savings justify the extra expenditure very quickly, especially for high volume restaurants like Red Robin.

Each Red Robin unit with 160 to 240 seats, is equipped with four fryers for the variety of fried food on the menu. "We fry a lot of our food, about ten percent of the menu. One fryer is just for French

fries, another for chicken and another for fish items to prevent flavor transfer," says Alison Wilson, Vice President for Red Robin restaurants.

With a 27% frying vessel cold zone in each Keating fryer preventing crumbs and debris from carbonizing in the oil, excellent flavor is guaranteed. Food particles aren't recirculated into the oil where they can burn.

Red Robin's menu attracts a young clientele and families. Fried items include Chinese dry ribs, calamari, cheesesteaks, onion rings, popcorn shrimp, chicken strips, blackened Cajun chicken strips, buzzard wings, French fries and fish and chips, all cooked in Keating fryers. "We fry about 200 to 300 pounds of French fries a day in each restaurant and about 60 to 70 pounds of chicken strips," Wilson adds.

The most important feature of the Incredible Frying Machine is its ability to recover temperatures before the end of the cooking cycle, a feature found on all



-Tor Bengtson Photography, Vancouver BC Canada

"Serving Those Who Serve The Very Best"®



Keating fryers. For Red Robin and other Keating customers this feature is a "make or break" factor in their success. Any fryer will do if you never have a rush, but if you serve capacity crowds, then you need Keating fryers!

Another critical consideration for Red Robin was ease of operation. Keating's easy one button on/off feature plus programmable timers combine innovation with simplicity, turning entry level greenhorns into frying experts in no time.

The third "leg" on this stool of corporate decision making was maintenance. As busy as Red Robin stores are, the fryers are cleaned twice daily to ensure the

freshest oil and best tasting food. Keating fryers all have a highly polished stainless steel vessel for ease of cleaning. Keating's "hands free" filter, a part of each battery, makes filtering oil very easy. As clean-up is the least favorite task in any restaurant, Keating encourages proper oil maintenance by making it easy.

After 15 years and still growing, Red Robin has to rely on equipment that delivers excellent food in record time. But the bottom line also includes a line item called "Utilities". Here, too, Keating fryers are a winner. A recent independent study found that a 14" INCREDIBLE FRYING MACHINE™ such as Red Robin uses can be operated for as low as \$164.00 per year (as compared to approximately \$1,000/year for an atmospheric

fryer). On both sides of the border that's Good News!

SUMMARY

- Keating's INCREDIBLE FRYING MACHINE™ can handle 75 pounds of frozen fries or chicken per hour, saving energy with its low 79,000 BTU input, made possible with new burner technology.
- Saves energy up to 40% over atmospheric burner models due to the exclusive burner design and patented heat reclamation tube and fry pot insulation which ensure optimum heat transfer.
- One touch on/off button and Instant-On feature makes the INCREDIBLE FRYING MACHINE™ fryers easy to operate. Highly polished surfaces also contribute to easy clean-up.
- Keating filtration systems can filter up to six fryers, keeping oil as clean as possible and food optimum quality.

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