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On the "Frontline" of Five Guys Global Expansion

How Frontline International helps this major brand grow. **BY DARYL DIRHAM, CB FOODSERVICE**

Frontline International—an engineering company that designs and manufactures Smart Oil Management systems for the food-service industry—exists at the nexus of engineering excellence and customer-first service to the global market. Its products eliminate the need for store employees to personally handle fresh and waste cooking oil by providing scalable kitchen automation solutions for operations of any size. Its exclusive, web-based M3 system adds an absolute data repository, putting the power to manage every aspect of cooking oil directly into an operator's hands.

Five Guys, the fast-growing better burger brand that is extending all over the world, has partnered with Frontline as it has expanded its restaurants into 19 international markets, including seven new countries in 2018 alone. Five Guys relies on Frontline waste oil collection tanks to drain fryer vats with the simple pull

of a lever. The chain also uses Frontline's custom-engineered grease caddies to safely collect grease from its grills. Then the M3 system plugs into the entire oil operation, so Five Guys location managers can track every drop. No other oil management company's capabilities come close.

"At any time of day, we can know how much oil we've put into the tank, how often fryer oil was changed, and how much the renderer has collected," says Ross Hyndman, Five Guys international equipment and smallwares manager. "That combination of transparency, traceability, and telemetry is vital to our business, and we can only get it from Frontline. It informs best practices across our global footprint, ensuring consistency in food quality and cost savings from efficient oil usage."

Frontline's global footprint allows the company to be in lockstep with Five Guys as the brand checks off territories in its quest for international growth.

"Often, the health and safety authorities in our host countries have never seen anything like Frontline's closed, contained system," Hyndman says. "Inevitably, they are always very pleased and even amazed that it will completely prevent workers from ever having to touch or carry hot oil. It helps us cut through potential red tape when they see the protections we already have in place."

Service after the sale is a hallmark of the Frontline model, responding to customer requests that address specific needs. It's something Five Guys experiences regularly.

"Every country has its own challenges, especially pertaining to electrical specifications and equipment training," Hyndman says. "I give Frontline extremely high marks for their responsiveness. Whatever we

need, they're there for us. They're even working with our international rendering partners to streamline that process for us. It speaks volumes about the type of business they are."

Because Frontline manufactures its own equipment, it can be extraordinarily nimble at customizing solutions to customer specifications. Is the business a small, short-on-space convenience store? A challenging commercial kitchen on multiple levels or floors? Be it a small operation in a food court, a university with fryers all over campus or a stand-alone restaurant, Frontline International installs and integrates its Smart Oil Management systems seamlessly.

"Whether we're locating in a shopping center, train station, airport, or individual location, we know Frontline will have the oil-management solution we need," Hyndman says. **RET**