

Frontline Equipment Provides Custom Innovation for Burger Chain

Frontline International had a challenge. Their customer, a burgers-and-fries chain of restaurants with more than 300 locations, needed an equipment solution to efficiently manage the large quantity of cooking oil they use. The chain is dedicated to freshness, with no freezers or microwaves in any of their locations. In initial discussions with the customer, Frontline learned the company wanted a waste oil filtering system to help maintain the fresh taste they are famous for. Filtering cooking oil not only allows for longer and more consistent oil life, but can also reduce shortening waste, a sizeable cost savings for any burger chain.

The chain chose Frontline to create the custom oil filtering solution they needed. Frontline designs, manufactures, and distributes commercial foodservice equipment for the storage, handling, and disposal of cooking oil. The flexible and customizable options their equipment can provide make Frontline the ideal choice for nearly any foodservice operation that wants to filter and store their used cooking oil.

Frontline worked with a representative from the chain's research and development department, who collaborated with Frontline's engineers over several months to develop a custom solution that would work in all of the chain's locations, regardless of the physical design and layout of the store.

"Our customer needed a portable solution, as the size of their store locations wouldn't physically allow for a built-in filter to be installed," said Giovanni Brienza, vice president of Frontline. "Our standard waste oil caddy was closest to what they needed, but in order to work for their needs, it had to be tweaked to make it a perfect fit for their requirements. We worked together with the customer on modifying that system to provide them a custom solution."

This collaborative effort resulted in Frontline's new rolling Flexible Filter System, a stand-alone filtration method that also allows operators to easily switch between different oil-filtering media, depending on the location's needs and usage practices.

The Flexible Filter System offers a choice of stainless steel, paper, and disposable carbon filters that can be easily swapped out. Stainless is the most economical choice. Paper is the next step up, and can increase the quality of fried foods. Carbon offers the most advantages, with increased absorptive capacity and the ability to remove the highest level of particulate contamination, thus increasing food quality and extending oil life. The new filter system is lower to the ground to make it easier to use and includes a removable bucket to simplify cleanup. The Flexible Filter System can be used with any type or size of fryer.

"In addition to providing a custom design, we were able to offer a cost-effective solution for the customer," said Brienza. "Other companies couldn't offer a great product that would match their need and desire to filter used cooking oil, given the restrictions of store sizes and setups. But through our joint effort, we came to a solution that would work well for them, and it was then rolled out to all of their store locations."

All of Frontline's equipment is modular, flexible, and upgradable. Equipment comes with a one-year warranty on both parts and labor.

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About Frontline International

Frontline International, Inc. designs, manufactures, and distributes superior commercial foodservice equipment for the storage, handling, and disposal of cooking oil. With Frontline, you own your own equipment, negotiate your own oil rebates, and have the freedom to choose your own oil vendors. Frontline and its Smart Oil Management systems offer users more freedom and more control over their processes and their profits. For more information, contact Frontline International, Inc. at 187 Ascot Parkway, Cuyahoga Falls, OH 44223. Phone: +1 330-861-1100. Toll free: 1-877-776-1100. Web: <http://www.frontlineii.com>. Email: info@frontlineii.com.