

CASE STUDY



Five Guys Global Expansion

Frontline International—an engineering company that designs and manufactures Smart Oil Management™ systems for the foodservice 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.

The Challenge: International Growth

Five Guys, the well-known better burger brand that previously set growth records in the U.S., set its sights on the international market. It partnered with Frontline on plans to open new restaurants in more than a dozen countries. Frontline's global footprint allows the company to be in lockstep with the chain as it checks off territories in its quest for international growth.

Five Guys relies on Frontline waste oil collection tanks to drain fryer vats with the simple pull of a lever. It also uses Frontline's custom-engineered grease caddies to safely collect grease from its grills. The M3 online data management system plugs into the entire oil operation, so managers can track every drop. No other oil management company's capabilities come close.

The Solution: Safety, Scalability, Savings, and Control

What does Five Guys value about Frontline's solutions? At any time of day, operators can check how much oil they've put into the tank, how often fryer oil was changed, and how much the renderer has collected. That combination of transparency, traceability, and telemetry is vital to their business, and they can only get it from Frontline. It informs best practices across their international holdings, ensuring consistency in food quality and cost savings from efficient oil usage.



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 as it expands globally.

Every country has its own challenges, especially pertaining to electrical specifications and equipment training. Whatever customers need, Frontline is there. Frontline is even working with Five Guys' international rendering partners to streamline the collection and rebate process.

Often, the health and safety authorities in host countries have never seen anything like Frontline's closed, contained system. Inevitably, they are always very pleased that it will completely prevent workers from ever having to touch or carry hot oil. It has helped Five Guys cut through potential red tape, because regulators see the worker protections that will be already in place.

The Result: Ongoing Support

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 a restaurant is locating in a shopping center, train station, airport, or individual location, Frontline has the oil-management solution it needs to be safe, sustainable, and profitable.

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.