

BUYER BEWARE:

Five Oil Management Pitfalls and How to Avoid Them

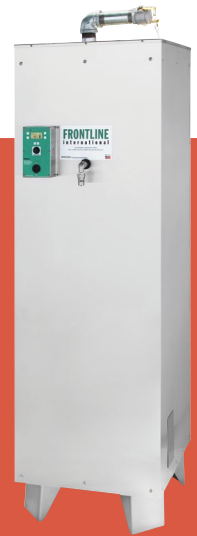
1 BUYING CHEAP EQUIPMENT

Don't assume all oil-handling equipment is created equal. What you skimp on now could be a nightmare in short order.

Always look for UL-listed equipment. It is an independent, third-party indication of quality, and it's required for equipment that will be used in stores or by large chains.

It's about much more than ensuring error-free electrical functioning, too. For example, UL 142 is a standard that covers steel above-ground tanks for flammable and combustible liquids, including storage tanks for cooking oil. It requires steel double-walled construction, particularly in grocery stores.

You'll also want redundancies in the system for tank overflow. Make sure there is an emergency level backup sensor (also a UL standard). Used oil tanks should have an anti-theft locking device so thieves can't steal this valuable biofuel ingredient.



All FRONTLINE equipment meets NSF/UL standards and is compliant around the globe.

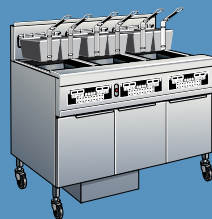
2 IGNORING EMPLOYEE SAFETY ISSUES OR PRODUCTIVITY SUCKERS

If your "oil management" involves a bucket, at any stage, it's guaranteed you're losing money. How? First, through lost efficiency. Carrying the bucket takes time. The oil also sloshes around and gets all over the place, so now you have to take more time to clean it up. Next, you lose money when employees miss work due to injuries caused by that sloshing bucket: slips, falls, and even—heaven forbid—burns. And finally, what about those costly insurance and workers comp claims that result from those injuries?

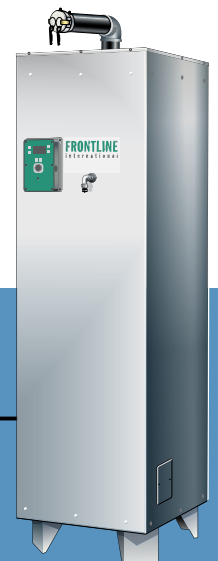
A completely closed, automated system—one in which no employee ever has to come in close contact with cooking oil—solves these problems and usually pays for itself in a relatively short period of time.

New oil is piped directly to the fryer. Spent oil is filtered and then pumped to a containment tank, also through closed plumbing. This filtered used oil is then plumbed to an outside tap, where renderers can collect it in exchange for rebates.

Compare this to traditional methods, in which an employee first pours new oil into the fryer, then drains used oil into a bucket and carries this bucket through the kitchen, out the back door, through the parking lot, and hoists it into a dumpster. The opportunity for accidents and messes is obvious.



FRONTLINE's Direct-Plumbed® system safely routes oil throughout your kitchen, never coming in contact with people ... or walls and floors.



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LIMITING YOURSELF WITH EQUIPMENT OPTIONS AND PURCHASING PLANS THAT DISCOURAGE CUSTOMER CHOICE

Why impose limits on your business that are completely unnecessary? A popular model for foodservice cooking oil is to lease the equipment and enter into a contract for bulk oil. It sounds so easy, yet it can be a costly mistake.

Leasing the equipment means you'll be paying for it ... forever. Perhaps even worse, that bulk oil is just about the lowest quality you can get.

As an alternative, you can buy your oil-management equipment. That means you pay for it once, and then quickly begin to realize a return on investment. Eventually, your equipment pays for itself, often within 18 to 36 months. You also break free from oil contracts and are able to negotiate your own best price for whatever kind of oil you want to use. You will be able to buy a higher-quality oil for less than you pay for bulk.

Plus, not all stores are the same, and equipment and purchasing plan options need to be varied. There is no one-size-fits-all cooking oil solution and, for that, equipment must be modular, so different pieces can be configured in different ways depending on facility size, location, and need. You need the flexibility to connect to fryers, broilers, and combi ovens alike.

Large kitchens can accommodate a fully plumbed system, but smaller locations might need a partially plumbed system that uses strategic vacuum wands along the way. Still others may require a portable caddy that secures oil during transport between fryer and containment tank.

The important thing is to keep your options open.



With equipment for any application, our engineers can customize a solution to fit any size and layout, from large kitchens to small convenience stores.

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NOT RESPECTING THE DATA

What you don't know can hurt you. Cooking oil is among the most expensive food items you'll buy, yet it never shows up on the menu. It's vital to your bottom line that you get the most efficient use out of this valuable ingredient. Incredibly, many, if not most, establishments still leave this to guesswork.

Investing in a data management system that can be accessed at any time from a computer, tablet, or phone greatly enhances profitability. Use it to calibrate the quality of your cooking oil. Program fryers to automatically top-off between orders to maintain the delicate balance between oil that is both fresh and well-seasoned.

Automatically filter oil at regular intervals for improved quality. Even connect a lineup of fryers by reading the needs of individual pieces of equipment, each potentially cooking a different product from the next unit in line.

Your food will always be cooked perfectly. Remember, protecting the flavor and consistency of your food is protecting your brand.

Use your data management system to track all statistics concerning your facility's used oil data across any given time period. Compare statistics daily, weekly, or monthly. Track oil usage and filtration, schedule oil pickups, and perform diagnostics. Set alarms to automatically trigger emails or texts to headquarters, franchisees, oil collection companies, or multiple entities before your waste tank ever reaches "full" status.

You'll be able to track your oil down to the drop—and down to the penny. That's a lot better than guesswork.



The M3 Data Management System lets you monitor, measure, and manage your cooking oil from anywhere.

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NOT THINKING GLOBALLY

Expanding into new markets is the lifeblood of any chain. Partnering with an equipment provider that is able to expand with you is vital to this mission. Using different equipment in different countries—and even continents—means customers are not having a consistent experience from your brand.

Because food's flavor, consistency, and quality form the bedrock of any restaurant's brand, anything that detracts from it should be considered a danger. Which is why it doesn't make sense for a restaurant chain's kitchens to be stocked with a hodge-podge of equipment because they failed to deal with a global company.

Bulk oil contracts don't make sense, either. Because the farther away your locations get from their oil distribution hubs, the longer it takes and the more expensive it is to get your oil.

Global thinking is something every restaurateur must apply from day one. If you build a successful model at your first location, you must be able to replicate it at another location ... and another. And so on.



We do business all over the world—and have installations on six continents to prove it!