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Case Study



Even the busiest kitchens can get more from their oil when they use Omega-9 Canola Oil.

As the largest Arby's franchisee in the Richmond, Va. area, The Restaurant Company (TRC) is constantly in pursuit of the best ways to offer healthier menu items at its 19 area restaurants. In fact, the company often leads the way in product development and testing for the franchisor, headquartered in Atlanta, Ga. Since TRC operates five of the top 10 highest-grossing Arby's restaurants in the nation, they are constantly looking for products and processes that meet the needs of their guests but still deliver strong bottom line results. So, when TRC switched to a trans fat free cooking oil in 2005 — years before most restaurant companies — it wasn't long before the franchisor and other franchisees followed suit.

Never one to stop innovating or improving, TRC continued to look for new ways to raise the bar on healthier food. When TRC Founder Richard Ripp and Executive Chef Ken Barber heard about Omega-9 Canola Oil, they quickly signed up for a test.

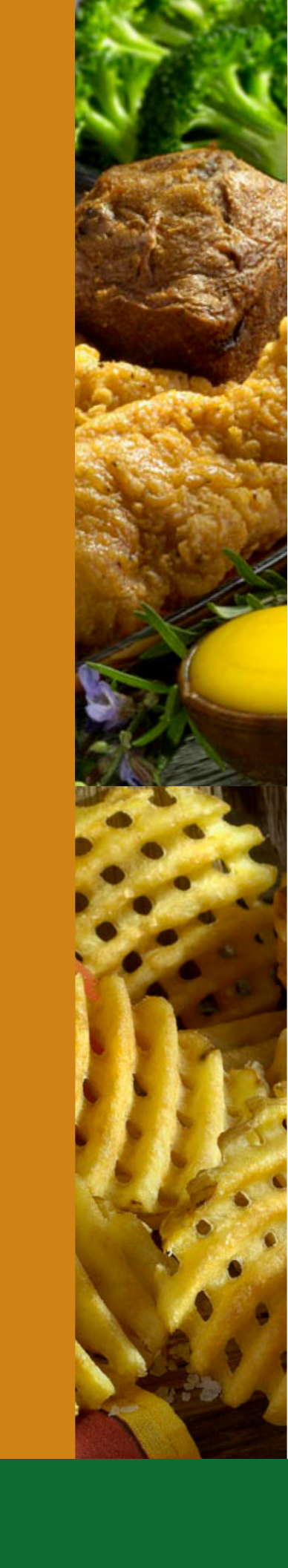
HEALTH

"We do extensive research and testing before we make changes to our ingredients or menu," Chef Barber explained, "But after a 10-day test with Omega-9 Canola Oil in two of our restaurants, we knew this was a change we had to make for our guests and for our business." Less than three months after the test was completed, the company had successfully converted each of its 19 stores. Mr. Ripp and Chef Barber knew their guests would benefit from their choice of Omega-9 Canola Oil, which not only has zero trans fat, but also is the lowest in saturated fat among commercially available oils and uniquely high in "heart-healthy" monounsaturated fat.

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Ken Barber
Executive Chef



Based on the amount of cooking oil TRC uses annually, by converting to Omega-9 Canola Oil, Arby's guests consumed 15,000 fewer pounds of saturated fat in the first year.

TASTE

"We were concerned that our guests might notice a difference when we switched to Omega-9 Canola Oil," Chef Barber said. "We were right that a few of our guests noticed, but we were wrong to be concerned. While the vast majority of our guests detected no change, a few of our more discerning guests asked us what we had done to our fries because they tasted better — 'more like real potatoes.'"

PERFORMANCE & COST

Each year, TRC uses frying oil to prepare more than 4 million pounds of waffle and curly fries, 156,000 orders of fried chicken, 119,000 orders of chicken fingers and thousands more orders of additional fried menu items. With that high volume, the company knew it could not sacrifice performance when making the switch — and it didn't have to. Chef Barber quickly realized what other Omega-9 Canola Oil users already know: Even the busiest kitchens can get more from their oil when they use Omega-9 Canola Oil.

"We changed our old oil about every seven days," Chef Barber explained. "With the Omega-9 Canola Oil, we're able to extend the fry life to 10 to 12 days, which is a significant savings for us in both product life and in labor. Couple that with the health benefits for our guests and the 'health halo' for us, and it's a huge win-win for everyone."

Oil Cost Reduction (per week)

OMEGA-9 CANOLA OIL COST SAVINGS VS PREVIOUS OIL	
FRY LIFE OF OMEGA-9 CANOLA OIL	INCREASED 57%
NUMBER OF CHANGES PER WEEK	DECREASED 63%
LABOR IN OIL CHANGES (NOT INCLUDING REMOVAL)	DECREASED 15%
TOTAL SAVINGS PER WEEK	INCREASED 15 - 17%

Figures are based on TRC's in-store results, where fry life increased from seven days to 11 days