

AN ADVERTISING SUPPLEMENT TO *CHAIN LEADER*

# SUPPLY CHAIN LEADERS

**Building supply  
chain partnerships  
that work.**

*Buffalo Wild Wings  
and Enodis show how.*



**Chain Leader**  
INSIGHT FOR RESTAURANT EXECUTIVES

# Enodis Provides Integrated Solutions

Three years ago, Buffalo Wild Wings really took flight. The Minneapolis-based chain went public and launched a national rollout, growing at a rate of 60 to 70 units a year to reach its current 329 units in 33 states. Helping to facilitate the chain's rapid growth is a fully integrated equipment package from Enodis—and a win-win supplier relationship that comes as part of that package.

"As a growth company, we needed to ensure that we had taken care of all areas to support our expansion plans. Kitchen equipment was one of the most critical areas," says Lee Sanders, senior vice president of development and franchising for Buffalo Wild Wings.



Lee Sanders,  
Buffalo Wild Wings

Sanders describes the development of the chain's partnership with Enodis as a transition from a fragmented, multi-supplier, multi-contact system to one that's streamlined, integrated and maintained through top-to-top communications. "Previously, we had four different equipment companies, and it was inefficient at best. Now we have a single corporate point of contact, a single-service system and a single company supplying market-leading brands for all of our major equipment needs. With the rate of start-ups we're doing, that efficiency has been tremendously important."

## From Single Product to Full Line

It all started with Scotsman ice machines, the only Enodis brand that Buffalo Wild Wings initially used. Today, in addition to ice machines, all units utilize Frymaster fryers, Delfield refrigeration units, Garland cooking equipment and Jackson warewashers.

Efficiencies gained by working with a single supplier were a main attraction, but other benefits helped to seal the deal, as well, Sanders says. Among them:

- Enodis' top-to-top management approach.
- A customized store startup program.
- Full chain-wide use of the Enodis STAR Service Network.
- Enodis' financial strength and position as a "market maker."

"It was important to me to work with a company that is not only financially strong, but one that is a market maker," he says. "Because of their size and the international strength of their brands, they have buying power when it comes to raw materials. Precious metals such as stainless steel, nickel and copper are in very short supply. That's a serious issue for fast-growth companies with a lot of equipment needs."

Jonette Wylie is Enodis area vice president and a primary architect of the plan that took Enodis from one to four brands at Buffalo Wild Wings. She continues as the chain's corporate contact, maintaining the partnership with regular communications and ensuring that prom-



In the past year, Buffalo Wild Wings opened 73 new stores. An integrated equipment package from Enodis supports the chain's rapid growth.

ises are met with consistent follow through.

Wylie says that, from the outset, listening to the chain's needs was key. It's a practice that's central to how Enodis goes to market with its "One Company. Countless Solutions." strategy.

She credits Buffalo Wild Wings for giving her team open access to the right people and for sharing mission-critical information. "It has to be two-way communications. They were clear about their expectations and their challenges," she says. "With that knowledge, we were able to go back and put together a package of equipment solutions and services to meet those expectations and challenges."

## Fryers the Heart of the House

With wings as its central menu concept, a major equipment need at Buffalo Wild Wings is dependable fryers, which Sanders describes as "the heart of the house."

At the operations level, ease of fryer use is critical. New store openings mean new employees and huge training issues. Enodis helped to minimize those concerns with "intelligent" units that are custom programmed for Buffalo Wild Wings' menu. "We don't require a lot of equipment customization, but we were able to request reasonable modifications to meet our needs and to get them at a reasonable price. Any manufacturer will customize products for you, but it's often cost-prohibitive," Sanders says.

Fryer performance is important in all units, but new store openings were a key concern. Risking start-up failures was not an option. "When a fryer fails on opening day, my phone rings," he says. "Over the past year, we've opened 73 new stores with an average of seven fryers in each one. We've had no start-up failures. Previously, that was not the case. We'd get failures and find ourselves in the death loop of voicemail phone tag trying to get equipment serviced."

Frymaster maintains complete control of its units and offers a unified national service program, which was a big selling point for Sanders. The company tracks every fryer it has placed in the United States, in both distributor and operator locations, and has ready access to all relevant data. And as part of its STAR Service Network, the chain gets a customized store start-up program that ensures a single point of contact for all Enodis equipment testing, installation and support.

## STAR Service Network Backs Up the Sale

Mike Buelow, vice president of service for Enodis USA, heads up the company's STAR Service Network. He explains that STAR stands for "Standards, Training, Authorized and Responsive." The program is designed to guarantee complete, efficient, hassle-free service after the sale on the full Enodis equipment package. Highlights include:

- A carefully selected and trained national network of service agencies certified on all Enodis brands.
- A single point of contact for service in the field versus multiple contacts for multiple brands.

## Enodis and Buffalo Wild Wings



**Equipment:** Integrated package, including Scotsman ice machines, Frymaster fryers, Delfield refrigeration, Garland cooking, Jackson warewashing

**Key Supplier:** Enodis

**Why it Works:** Efficiencies gained from a single equipment supplier.

- Advance notification to approved agencies when new stores are opening in their markets to ensure they're ready to be part of the startup team and the ongoing service provider.
- Annual agency audits that review, among other performance measures, speed of response and first-time fix rates. Agencies are rewarded for positive audits.
- Full installation, preopening check and 60-day follow-up performance check on all Enodis equipment.
- Tracking by serial number any warranty costs associated with a particular piece of equipment, data that can help operators understand their total cost of ownership.

"It was intriguing to me not only that Enodis has this type of service program," Sanders says, "but also the level of stringent qualifications that their service agencies must meet. Service provider networks aren't necessarily unique, but I've not seen any others out there with such aggressive certification and ongoing recertification requirements."

"Lee's biggest concern was being able to get restaurants open and running as fast as possible," Wylie notes. "They need top-of-the-line equipment and they need it all to be working at top performance levels all of the time. With our product line and our STAR Service Network, we're able to meet those needs and help them grow."





## An Enodis Solution Story



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**Operation blazing sandwich** — In quick service, *quick* is crucial. So when I wanted to menu some trendy hot toasted subs, I had to find a way to slash their usual 5-minute prep. Enodis was there for me. They analyzed my ingredients. My work flow. Even my staff's skills. They listened, then equipped me with a total storage-to-service solution that's really paying off. My Delfield undercounter refrigerator, Lincoln DTF oven, and Merco Savory merchandisers have helped me reduce wasted footsteps, toast subs in only 60 seconds, and even increase sales with fresh, enticing displays — making my business as hot as my sandwiches!

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For details on other operational solutions incorporating the Enodis Kitchen EXCEL-eration System,<sup>™</sup> or for installation and start-up assistance from our STAR-authorized service network, visit [www.enodis.com](http://www.enodis.com). | Enodis<sup>®</sup>