

# SHAKE SHACK

Restaurant's Strong Partnerships  
Are the Recipe for Success





## Results

- **Saving:** Time and labor are saved by not having to change the cooking oil by hand.
- **Sustainability:** 24,384 pounds of trash have been eliminated, or the equivalent of what 124 dumpsters can hold, as a direct result of having an oil management system.
- **Cleaner:** There's no mess behind the restaurant from unsightly oil-collection bins.
- **Food quality:** The oil management system delivers consistent food quality.
- **Efficiency:** The automated system provides dynamic routing and delivery.
- **Relationship:** Every Shake Shack includes a Restaurant Technologies oil management system, unless special circumstances prevent it.

Shake Shack may be one of the nation's fastest-growing food chains, but it didn't set out to be. There was no plan to build hundreds of locations, or even two. In fact, its founder, restaurateur Danny Meyer, opened the original Shake Shack in 2001 as a hot-dog cart in Manhattan's Madison Square Park. By 2004, the cart was wildly popular and Meyer opened a permanent kiosk in that location with an expanded menu. Today there are more than 50 Shacks in the United States as well as locations overseas. This modern-day "roadside" burger stand is known for its burgers, fries, hot dogs, frozen custard and shakes.

As it continues to grow, it does so purposefully. There's a framed motto in the company's New York office that reads, **"The bigger we get, the smaller we need to act."** The credo is evidenced through its growth – Shake Shack designs its locations to fit in to each city, from the menu that features local ingredients, to the building's architecture that often reflects its neighborhood surroundings. While Shake Shack employees carefully build personalized relationships with customers, restaurant management partners do so with suppliers they can trust and that they feel can scale along with the brand. Restaurant Technologies is one such company, and the relationship spans the design concept to construction and beyond. In fact, **this strong partnership has led Shake Shack to install a Restaurant Technologies oil management system in almost every location it builds.**



## Consistency Delivers Performance

Shake Shack is known for being a down-to-earth operation that cares about the details other chain restaurants overlook. It places high importance on its mission to stand for something good. Diners appreciate the chain's dedication to using responsibly sourced local ingredients, such as 100 percent all-natural Angus beef, cage-free chicken breasts, and custard created with milk from dairy farmers who pledge not to use artificial growth hormones.

Its fried-food offerings include the company's beloved crinkle cut fries, the portobello mushroom burger and the new "Chick'n Shack" sandwich. The oil management system from Restaurant Technologies aligns with Shake Shack's desire to maintain quality in the preparation of these foods.

"Food quality is our number one reason for using the Restaurant Technologies system," said Dan Janofsky, general manager of Shake Shack in King of Prussia, Penn. "It's a huge contributor to the consistency we experience in the quality of our fried products. Any additional benefits we experience from using the system are icing on the cake."

Lisa Kartzman, director of purchasing at Shake Shack, agrees.

"When it comes to cooking our food, the type of oil, the performance of our oil and managing the oil properly are all very important to us," she said. "There's hardly an order that goes out that doesn't include fries. And to prepare our new chicken sandwich, we're paying even more attention to the life of our oil. We even have specific fryers dedicated to the chicken because we are very careful in how we handle it."

In addition to the level of attention and care that goes into the quality of its food offerings, Shake Shack employees say the oil management system makes day-to-day restaurant preparations much easier.

"Working in the restaurant industry, where we are managing high volumes of food with many moving parts and pieces, it is a relief to me to have at least one thing that manages itself," Janofsky said. "The Restaurant Technologies oil management system delivers fresh oil on demand, without any phone calls or monitoring, and there is very little input needed from the restaurant level. The system makes it really easy to add new oil, dispose of used oil and clean our fryers. This helps us maintain the quality of our equipment."

From its user-friendly interface to its efficient maintenance process, the Restaurant Technologies oil management system is an obvious choice for Shake Shack. "We build rather quickly, and we've always been confident in our Restaurant Technologies counterparts to get a system up and running properly within our construction schedule," said Chris Piper, construction manager at Shake Shack.

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## Sustainable Solution

Restaurants that change and dispose of oil the conventional way – by hand and into unsightly oil-rendering tanks outside – are left with a mess. These tanks were considered a necessary evil until Restaurant Technologies developed its oil management system.

The oil management system also helps Shake Shack eliminate the plastic jugs and cardboard packaging waste in which the oil would typically be delivered. “We are about as sustainable as anyone can be in recycling cooking oil and eliminating the packaging it would normally come in,” Kartzman said.

In fact, in 2015 Shake Shack avoided the disposal of 24,384 pounds of trash, the equivalent of what 124 dumpsters hold, by all but eliminating packaging from the oil management process.

In addition to reduced trash, having the Restaurant Technologies oil management system means that Shake Shack is using less oil because the system tracks oil usage, taking the guesswork out of when to change it.

“We are able to use the Restaurant Technologies oil management system to keep our oil as fresh as possible and as long as possible,” Janofsky said. “I have four bays on two fryers, and I only need to swap out the oil on both of them once a week.”

Moreover, not having to change the oil by hand saves on labor. “We are saving a significant amount of time and energy with the Restaurant Technologies system versus changing the oil by hand,” Janofsky said. “That means we are able to spend time in other areas of the kitchen.”

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## A Partnership to Depend on

The strong partnership between Restaurant Technologies and Shake Shack even extends to service.

“If we ever have any issues, which are few and far between, we get service pretty much instantaneously,” Janofsky said. “Restaurant Technologies service technicians are more than willing to help.”

As Shake Shack continues to grow, Restaurant Technologies plans to help the company maintain the high-quality food for which it is known.

“Shake Shack has worked with Restaurant Technologies for years; it’s a legacy relationship,” Kartzman said. “We have found that there isn’t too much out there like this particular oil management system. We appreciate this partnership.”

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FOOD QUALITY



EFFICIENCY



SAFETY



SUSTAINABILITY

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