

# Total Oil Management Makes a Whopper of a Difference for Rackson, a Burger King® Franchisee

# Burger King® Gets a Boost from the Total Oil Management System

Rackson Corporation is a franchisee of Burger King® restaurants throughout the northeastern United States. Based out of Totowa, NJ, the company currently owns over fifty Burger King locations throughout New York, New Jersey, Pennsylvania, and Delaware.

When Rackson began acquiring Burger King locations in 2013, the company brought increased efficiency to the management and operations within each of the franchises. At the center of this approach was the belief that operational and financial performance was directly related to the equipment that employees worked with every day. The Rackson team believed that if they could provide easy-to-use and safe cooking tools in their locations, employee satisfaction and moral would increase; **leading to a boost in each restaurant's overall performance and profitability.**

## Results

### > Safety

Rackson employees no longer needs to drain and transport dangerous hot oil to outdoor rendering tanks which has greatly reduced the risk of burns and other injuries.

### > Food Quality

Consistent oil filtering and monitoring ensures that the kitchen staff is always cooking with the highest quality of oil

### > Cleanliness

The Total Oil Management system has greatly reduced the number of oil spills and grease spots in the kitchens.

### > Sustainability

Automatic oil monitoring and push button filtration allows employees to dedicate more time to providing the best service for their customers.





## Old Oil Management Habits Die Easy

One of the key opportunities the Rackson team wanted to address existed in the current oil management practices implemented in the various restaurants. Many of the newly acquired Burger King locations were using variations of traditional oil management methods that proved to be very inefficient and unsafe for employees. Without a standardized and effective oil management process in place, employees were forced to handle hot oil each day; draining it into a transport cart, hauling it outdoors to a rendering tank, then reloading the hot fryers with fresh oil. Depending on each restaurant's location, operations, and design; this process could repeat itself several times a day and involve traversing city sidewalks, uneven surfaces, and other dangerous obstacles.

**“Our goal is always to ensure our team members have the right tools to run great stores safely and efficiently,”** said Chris Johnson, Owner of Rackson. “This is exactly why we looked to Restaurant Technologies to improve and standardize our oil management practices.”

## Ensuring Consistency and Quality

Members of the Rackson team had worked with Restaurant Technologies' Total Oil Management system previously and were impressed by the technology, its user-friendliness, and benefits. Naturally, the team was excited to see that the closed loop system was already installed in several of their newly acquired Burger King locations in Connecticut.



“There wasn't a moment's hesitation deciding whether or not to keep the Total Oil Management system in place,” said Johnson. **“Restaurant Technologies' system became a key part in our plans for the restaurants and we were eager to show the employees and managers its full potential.”**

Under the guidance of the Rackson team, the benefits of the Total Oil Management system quickly became apparent in each of the Burger Kings.

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**The system eliminated the dangerous and time-consuming process of draining and refreshing the oil that employees performed daily.** Used oil was transported via pipes to a waste oil tank while fresh oil could be added to the fryers in a similar effortless fashion. Because employees no longer needed to spend time and energy handling hot oil, they were able to better focus on what Rackson was committed to: running great stores.

## Enhancing and Standardizing the Approach to Oil Management

Throughout the summer of 2016, Rackson purchased 39 Burger King restaurants that were experiencing similar issues in their oil management practices. The team approached each manager and stressed the importance of implementing new safe and efficient oil management practices in their stores.

“In those meetings, we explained that we needed to start using the Total Oil Management system,” said Johnson. “It’s life-changing.”

Restaurant Technologies worked alongside Rackson to install the Total Oil Management system in each of the newly acquired Burger King restaurants. Each location presented its own unique challenges, but **the team completed the installations on schedule and with little disruptions to the restaurants’ day-to-day operations.**

“Installation went very well,” said Johnson. “The Restaurant Technologies team was able to snuff out any issues and address them before they became larger problems.”

In each of these Burger King locations, Rackson took advantage of Restaurant Technologies’ Fryer Filtration Monitoring technology to ensure their kitchens are able to perform at peak cost- efficiencies. **This monitoring technology allows the Burger King kitchens to standardize their oil filtration schedule** to consistently provide the highest quality cooking oil. The Rackson and Burger King District Managers have seen an increase in oil ROI since the Fryer Filtration Monitoring System eliminated the need to manually monitor oil quality.

**In addition to increased safety and efficiency, each Burger King location noticed a dramatic improvement in overall restaurant cleanliness.** The Total Oil Management System essentially eliminated the oil spills and resulting stains that were common with the old traditional methods.

“Everybody has been really happy with the system. It is 100% easier to use than the traditional ways,” said Chris Johnson. **“We look forward to continue partnering with Restaurant Technologies as Rackson continues to grow our business.”**



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FOOD QUALITY



EFFICIENCY



SAFETY



SUSTAINABILITY

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