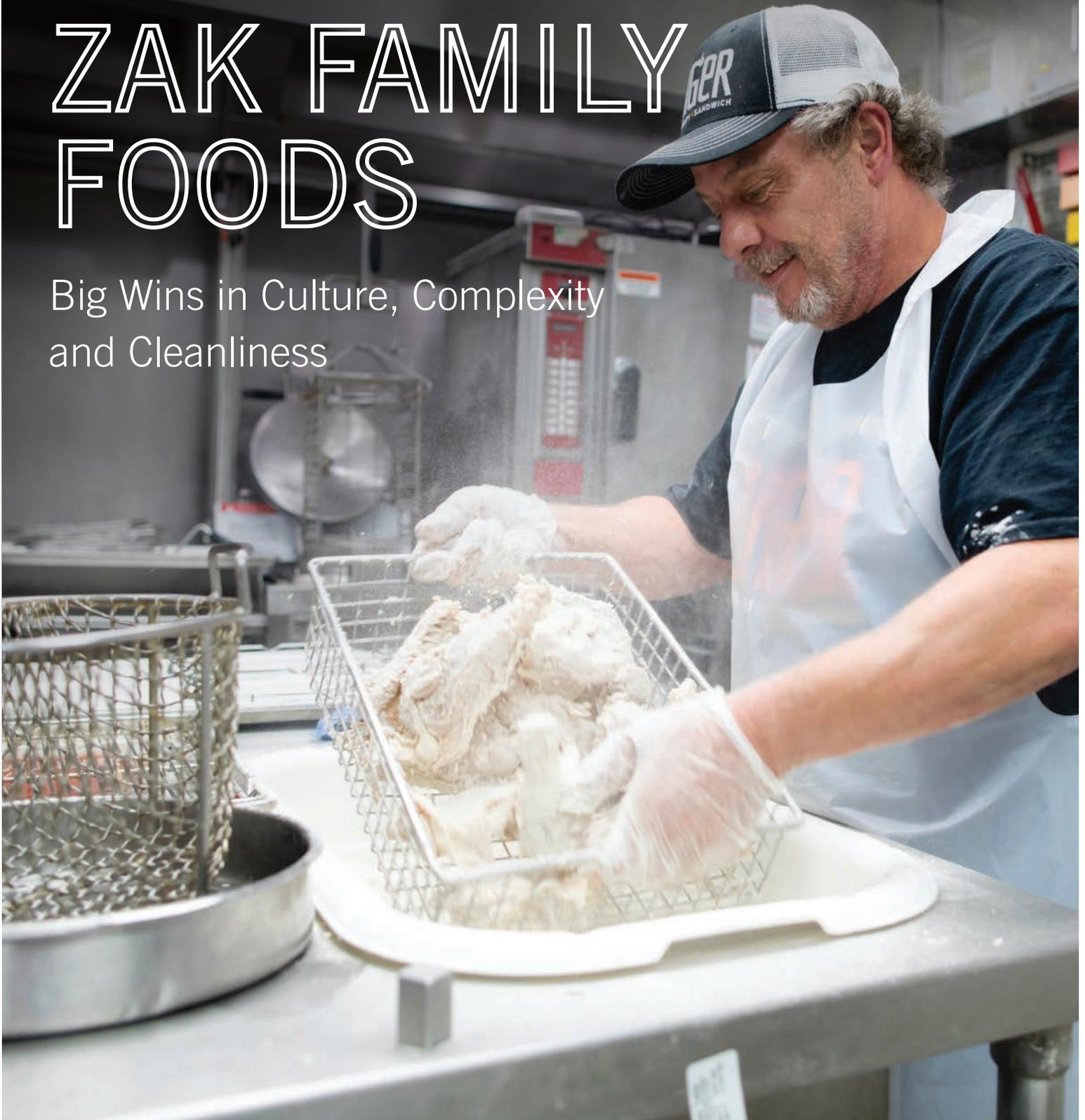


ZAK FAMILY FOODS

Big Wins in Culture, Complexity
and Cleanliness



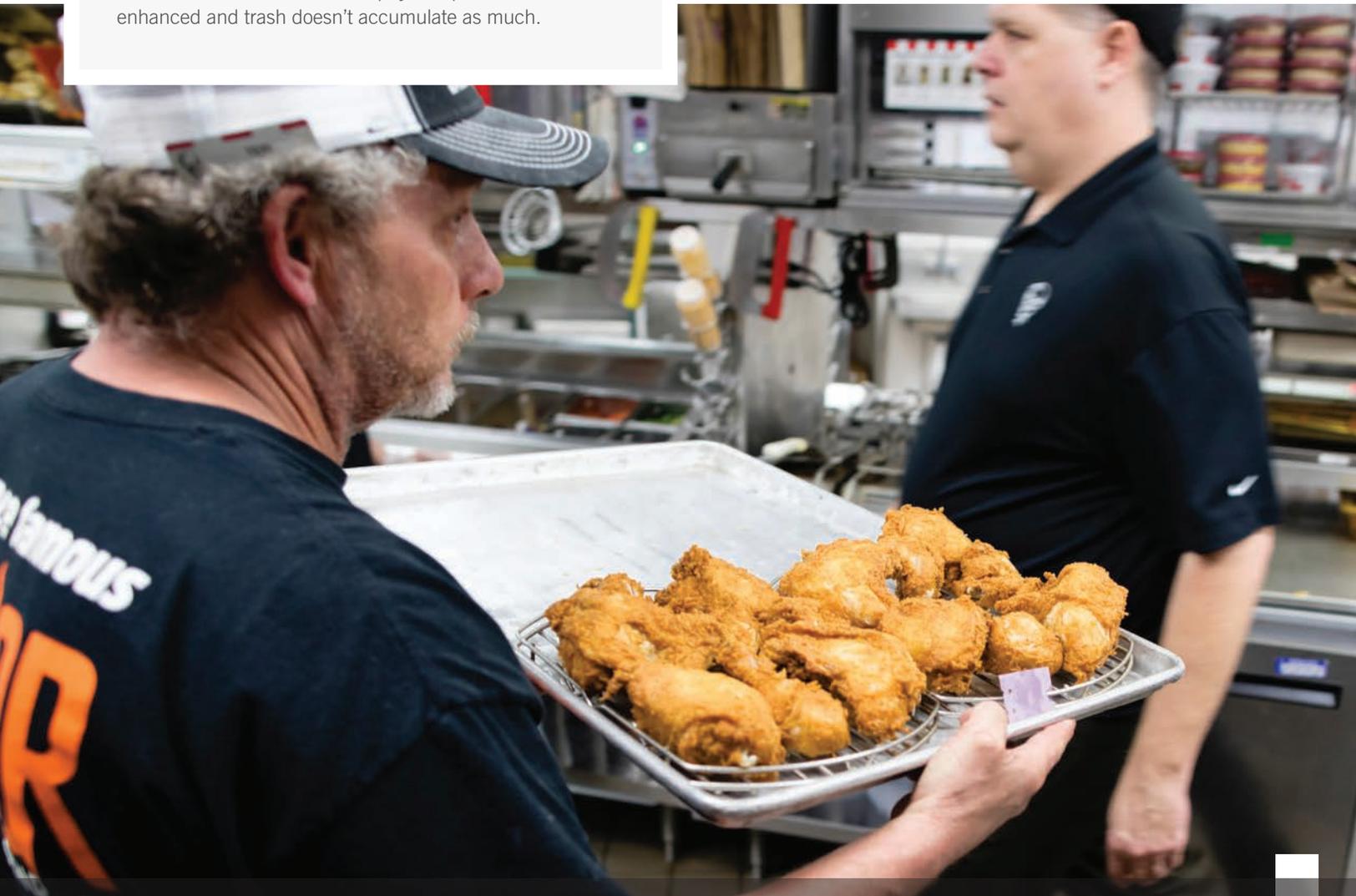
Results

- **Company culture:** Restaurant Technologies' closed-loop oil management system helped ZAK Family Foods create a better work environment and reduce the amount of time employees spend outside in the extreme hot and cold climates of the Upper Midwest.
- **Operational simplicity:** Implementing the system helped ZAK Family Foods manage its exceptional growth by giving it the tools to reduce operational complexity and limit risk.
- **Financial transparency:** Weekly email alerts automatically sent to the restaurant leadership team show usage and other key indicators to keep the company on track.
- **Sustainability:** The system's sustainability reporting shows the thousands of plastic jugs saved, tens of thousands of pounds of trash and waste eliminated, and over 110,000 pounds of CO2 emissions reduced.
- **Safety and satisfaction:** The new system has helped ZAK Family Foods address concerns about the safety of employees and reduce occurrences of injury using traditional methods of oil management.
- **Cleanliness:** Cleanliness of the physical premises has been enhanced and trash doesn't accumulate as much.

Since 2008, the Taco Bell and KFC “micro brand” known as ZAK Family Foods has realized exceptional growth. This impressive growth has seen the company go from \$1.3 million to over \$30 million in annual sales while multiplying nearly 15 times in size, going from two restaurants in Iowa to 31 restaurants in four states.

One reason for this remarkable growth is Jason Zakaras's passion for creating a work environment that feels less like work and more like family. Indeed, the word “Family” in the company name refers to both the company's strong concept of family in the way it prepares and serves its food (“home style meals”) as well as to its own family history.

Jason Zakaras is a second generation KFC franchisee whose father got started as a pizza restaurant franchisee and worked his way up to purchasing his first KFC/Taco Bell two-in-one restaurant in the late 1990s. In 2008, father and son partnered and purchased another one. By 2009, the dynamic duo had purchased three more restaurants in Nebraska. In 2014, they added Taco Bell-only restaurants to their growing list of franchises.





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Making the Big Jump

The year 2016 was a momentous one for ZAK Family Foods. That was the year the company experienced a major “growth spurt” and purchased 24 more restaurants, then two more in 2017.

Zakaras said, “The reality for us before 2016 was that our volume was at a breakeven point. We were at that sweet spot in marketing. When we decided to go all the way and buy the other 24 stores, we knew we had to improve the culture of our restaurants by reducing operational complexities and limiting some of our risk. That’s when we made the jump to Restaurant Technologies’ closed-loop oil management system.”

In September 2016, ZAK Family Foods put the Restaurant Technologies system in all of its KFC locations to reduce the operational complexities of an already complex system.

Creating Optimal Company Culture

Implementing Restaurant Technologies' closed-loop oil management system proved to be a big win culture-wise for ZAK Family Foods. "We sell home style meals to our customers every single day and we have a lot of pride in that," Zakaras said. "But the reality is that it creates a harder system to work within and that might not be something that appeals to everyone. We wanted to create more of an ideal work environment for the newer generations of employees we are potentially hiring."

Part of that challenging work environment is due to the franchises' primary locations in the upper Midwest. "We have hot, hot summers and cold, cold winters," Zakaras said, "And it's not fun to be outside all the time in really severe climates like this. So reducing the amount of time employees are outside lugging around huge amounts of oil by using the system's automatic fill option was a huge win. Our teams are really celebrating this win. It's one of those things you put in place and within a week teams are responding by saying, 'How could we have ever lived without this solution?'"

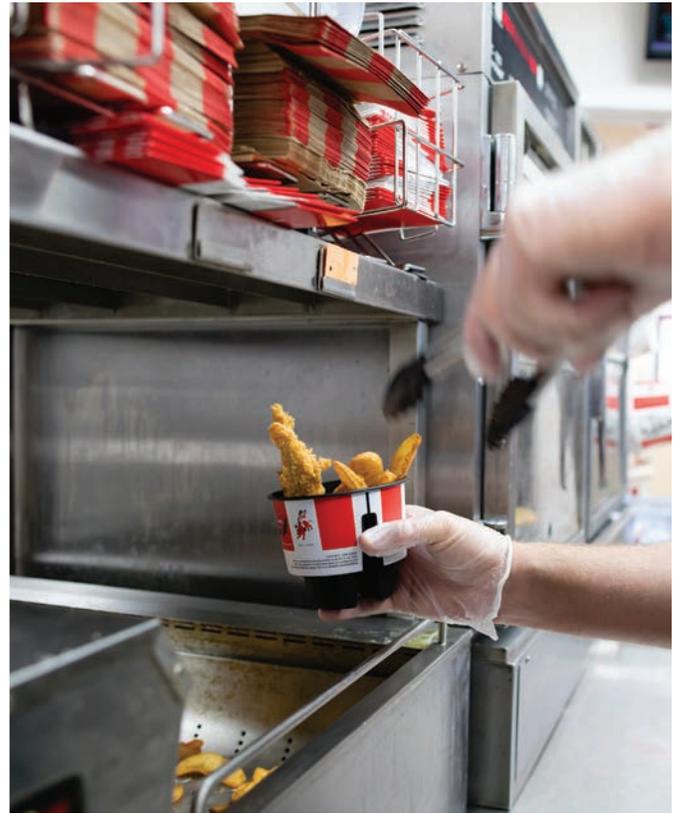
"We could see our wins right away."

Better Transparency for the Business

Another big win in implementing the new oil management process was transparency in the financials. Weekly email alerts generated by the system are sent to the restaurant leadership team to show usage and other key indicators that can help the team manage oil usage and the costs associated with it.

"We could see our wins right away because the system gives better transparency to our business and enhances our ability to manage our outlier restaurants and quickly fix problems before they become financial issues," Zakaras said.

He also appreciated the flexibility of the oil management system and its ability to be tailored to different situations. "The Restaurant Technologies system can be viable for any situation, from a high-volume KFC to a low-volume one. The different plans offered make it attractive financially to any operator large or small. High-volume or low-volume operators can see a financial gain from this, or at least be net neutral."



“That’s been a really cool thing: the amount of trash we’ve been reducing at our stores.”

Trash Reduction and Sustainability

One piece of important data generated by the Restaurant Technologies closed-loop oil management system relates to sustainability. The system’s sustainability reporting feature shows how many jugs and pounds of trash has been eliminated from going into landfills based on oil usage.

The numbers speak for themselves, with thousands of plastic jugs saved, tens of thousands of pounds of trash and waste eliminated, and over 110,000 pounds of CO² emissions reduced, which is the equivalent of the emissions from over nine family cars in one year.

SUSTAINABILITY CASE with Restaurant Technologies	
	Annual
Total Oil Used (lbs)	308,242.6
Total Jugs Saved (#)	8,806.9
Trash Savings (lbs)	13,509.8
Landfill Space Savings (cubic ft.)	7,045.5
Landfill Dumpsters Saved (# of 4 Yd.)	65.2
Waste Oil Recycled (lbs)	42,438.6
Est. GHG CO ² Emission Reduction (lbs)*	111,146.7
Emission Equivalent to No. of Family Cars	9.3

“That’s been a really cool thing: the amount of trash we’ve been reducing at our stores,” Zakaras said. “We have been trying to become as environmentally friendly as possible and by switching to this fully managed system, we have radically reduced our carbon footprint in our communities. We’re no longer throwing away these very large and awkward plastic jugs of oil and cardboard packaging. We’ve shrunken our waste and our teams appreciate our more green focus.”

The new system has also helped ZAK Family Foods address concerns about the safety of employees using traditional methods of oil management. “We’ve been operating as a fairly small organization without Restaurant Technologies for almost 10 years and from



my standpoint, one of the big reasons to move to the system was a matter of not ‘if’ but ‘when’ someone was going to injure themselves lugging or lifting jugs. But happily we were able to transition to the new system without having any risk and now we don’t have to worry about putting our team in a potentially dangerous situation.”

“The system has simplified our jobs every single day.”

The Cleanliness of a Closed-Loop System

Cleanliness of the physical premises has also been greatly enhanced as a result of implementing the new closed-loop oil management system. “One of our biggest cleanliness problems occurred when hauling trash out the back door to the dumpster. We’d get these big black wheel marks but once we installed the Restaurant Technologies system, they went away. Trash doesn’t accumulate as much; we don’t have those 35-pound jugs of oil sitting in the back of the house or a holding cabinet to melt down the last drops of oil to maximize our efficiencies,” Zakaras said.

He added, “This has been a great opportunity to improve cleanliness, reduce complexity in back-of-house and keep our people safer. The system has simplified our jobs every single day and that’s always a plus-plus for me.”



FOOD QUALITY



EFFICIENCY



SAFETY



SUSTAINABILITY

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