



# Case Study: A&W

## BACKGROUND

Nearly one hundred years after its creation, A&W Root Beer is the number one selling root beer in the world. The signature Root Beer remains an integral part of the A&W brand, and A&W restaurant locations around the world continue to make the beverage fresh daily. The huge success of the beverage has contributed to the restaurant chain's longevity, and customers continue to expect a high level of quality and consistency of the product.

## CHALLENGE

A&W restaurants needed a cost-effective method to achieve a consistent, high quality product that could be implemented across all operations.

Previously, there were two methods restaurants used to produce A&W's signature Root Beer:

- 1) By hand – a time-consuming process only select individuals were trained to do
- 2) By Bag-in-the-Box – a method costing operations thousands per year

## SOLUTION

AyrKing came alongside A&W to develop the AyrKing Beverage Syrup Stirrer.

This tailored solution automates the mixing process, saving operators hours of hand-mixing each day while yielding a more consistent product. Because the machine is easy to operate, all team members are now able to make fresh Root Beer.

The switch has enabled A&W to eliminate the need for Bag-in-the-Box products, saving operators thousands of dollars every year and improving beverage freshness, quality and consistency.



## WORKING WITH AYRKING

"Any tweaks that needed to be done during the testing process were facilitated very quickly. The AyrKing team responds quickly if there is an issue with the equipment, and we always get a resolution."



## BENEFITS

- Eliminates hand-mixing, allowing that time to be reallocated to other tasks
- Saves dollars by eliminating the need for Bag-in-the Box products
- Improves consistency and quality, eliminating any variation of the product
- Easily operated, allowing all team members to make Root Beer



Founded in 1919 as a root beer stand in Lodi, California.

A&W has approximately 1,000 restaurants in the United States and Southeast Asia.

Sells more than \_\_ homemade root beers every day.

The restaurant was named for its two founding partners Roy W. Allen and Frank Wright.

The restaurant's mascot is a clever play on words – Root Bear.

## ABOUT A&W