



Case Study: RETAIL

BACKGROUND

As the away-from-home food industry continues to evolve, retail foodservice is quickly becoming one of the fastest-growing segments. Of all the food options available, freshly prepared chicken is the most popular item purchased by consumers.

Recently, a family-owned grocery chain in the Midwest needed a way to keep up with increased demand for carry-out fried chicken — with their prepared food departments seeing an average of 500-800 pieces sold each day.

CHALLENGE

With their current manual breading system in place, it took the chain's operators about three hours to properly prepare 500 pieces of chicken, with sifting after every three batches or roughly 90 pieces. This hand-sifting process is the most time-consuming, labor-intensive part of preparing fried chicken.

With the pressure of managing labor costs, paired with staffing constraints, operators needed to find a way to overcome these challenges and realize time and labor savings with their breading and sifting.

SOLUTION

As an alternative to their time-consuming manual sifting method, the grocery chain switched to the compact, automatic Breeder Blender Sifter (BBS) from AyrKing at one location — immediately saving operators eight minutes per sifting, which translated to a minimum of one hour of labor saved per store per day.*

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SAVING WITH AYRKING

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With the BBS in place, operators could count on its space-saving footprint to help maximize space behind the counter — all while maintaining the highest levels of quality and consistency with every batch.

AyrKing provided the ideal solution to help this chain keep up with demand for their freshly prepared chicken while realizing significant time and labor savings.

**Based on 10 minutes per manual sifting versus two minutes with BBS automatic sifting, with an average of 7.5 sifts per day.*



BENEFITS

- Replaces inefficient hand-sifting with a more efficient automated process
- Considerably reduces time and labor required for each sifting batch
- Frees staff to manage other tasks, or reduce shift times by one hour
- Alleviates stress on staff
- Functions simply for easy operation and training
- Saves space thanks to its small footprint
- Can significantly reduce breading waste

ABOUT AYRKING

AyrKing founder Don King believed in doing business relationally — earning our customers' trust, asking the right questions and providing the best solutions. That tradition continues today as we work to grow and nurture our customer relationships no matter what it takes.