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.
ABOUT A&W

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.

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