

SUCCESS

KEATING
OF CHICAGO, INC.®

Stories



When two million people each summer climb into their cars and head for Paramount's Kings Dominion near Richmond, Virginia, they hope for a day of fun and for short lines both for the amusement rides and for the food concessions! Paramount's Kings Dominion, part of the Paramount Parks family of parks, is a 400 acre mecca for family fun. . . or is it a fabulous food court with rides! Certainly the magnitude of food service gives rise to speculation.

On a busy day at the park, Executive Chef David Zellner prepares to serve approximately 50,000 meals plus innumerable "snacks" per visitor; even a slow day may demand 5,000 meals plus snacks. Anticipating the demand is a major part of Chef Zellner's work during a 135 day "season".

How do you serve 50,000 meals a day? With superior equipment, that's how! During the "off" season, Zellner researches and refines the menu boards of the 36 public food concessions and 15 mobile food carts on the Paramount's Kings Dominion campus.

"Everything we serve is designed for one thing – SPEED – and every piece of equipment MUST meet three major

At the entrance to Paramount's Kings Dominion: Executive Chef David Zellner, Rick Reuschlein of RJR Marketing and Eliza Keating, President, Keating of Chicago, Inc.

criteria: speed, reliability and flexibility. Our customers don't come for leisurely dining, so nearly everything on the menu is quick serve."

"We have more than 70 Keating fryers in a variety of sizes but many are Keating's largest, 34x24. We use both natural gas and electric. The Keating fryers are at the heart of our food service operation because of their INSTANT RECOVERY®." Keating's INSTANT RECOVERY® means that the temperature will recover before the end of the cooking cycle, so production is at peak efficiency for each machine.

Chef Zellner continues, "We are really big on Keating fryers for several reasons, they are easy to use, very reliable and can withstand our production demands. You do the math," he cajoles, "70 fryers serving 50,000 meals/snacks on a busy day!"

On a more serious note, he adds, "As a culinary student I concentrated on cooking rather than on equipment, but when I worked for a major hotel chain, I discovered Keating and by then had assumed more responsibility for the total operation. I learned then that cheaper doesn't cut it; when you have to stretch the dollar, reliable becomes more important than cheap."

Keating works hard for Zellner's praise. Keating fryers have the best recovery of any fryer on the market and is a natural for the heavy demand of a theme park. Paramount's Kings Dominion menus include such standards as french fries, chicken tenders, shrimp, pizza and burgers but in the mix are themed concessions such as country or seafood with decor and foods to match. The menu mix requires equipment flexibility in addition to productivity.

Zellner uses the fryers in imaginative ways to work with his menu. Instead of steamers, he uses fryers to cook such items as corn on the cob and individual servings of mashed potatoes, replacing the oil with water. Says Zellner, "It is safer and easier to train our staff to use fewer pieces of equipment and to have the equipment serve several purposes. A fryer can boil vegetables and go back to being a fryer when I need it."

The Paramount's Kings Dominion has



"Serving Those Who Serve The Very Best"®



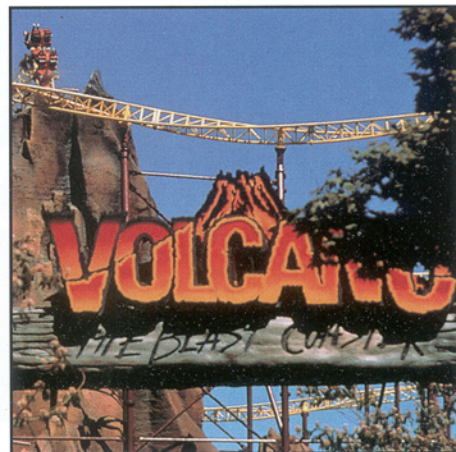
more than fast food. It feeds its own small army of associates which numbers nearly 3,000 workers at the height of the season in its Associates Cafeteria. Another facility, the Pavilion, serves special groups up to 15,000, while the Caprice Dining Room is designed to seat VIP groups of 40-45. The mobile carts and off-premises catering complete the picture of a vast sprawling enterprise that demands efficiency and economy.

The Keating fryer helps its owners economize in several ways. Because it cooks at lower temperatures, foods taste better and the lower temperature preserves the life of the oil – a significant savings for a facility like Paramount's Kings Dominion. Saving one-third or more on oil per machine over the 20 week season can result in a savings of thousands of dollars.

Keating fryers largest-in-the-industry Cold Zone is another plus for its owners. The Cold Zone sounds like a contradiction in terms but is actually a vital part of the fryer's efficiency. The Cold Zone at the bottom of the frying vessel traps cooking crumbs and debris at a temperature as much as 100° lower than the frying area. If left in the hotter oil, the debris begins to carbonize, altering the taste of the oil and eventually breaking down the oil so that it must be discarded.

Chef Zellner has a unique setting for his food service challenges. For seven and one-half months of the year he is one of only five full time staff members in the Food and Beverage department. The pay-off to their planning and management skills comes in late spring when his ranks swell to approximately 1,000 associates in food service. "That's when it's 'show and tell time' for your equipment," says Zellner. We have to have sturdy equipment that less experienced associates can't harm with the speed and volume they are handling, they are very hard on equipment. We learned early on that Keating fryers can take it."

The theme park business is as fickle as any in food service, perhaps more so. Daily business is dependent on vagaries of weather, other activities in the area, even the



A favorite ride at Paramount's Kings Dominion.

price of gas. In that milieu Paramount's Kings Dominion staff must be as vigilant and purposeful in their planning as possible. For Chef Zellner, this means top quality equipment to prepare top quality food. As kitchens are expanded and remodeled you can be sure there will be Keating fryers to meet the demand.

SUMMARY

- Keating high production INSTANT RECOVERY® fryers keep pace with demand of 5,000 meals/day.
- A true Cold Zone reduces shortening breakdown, extending oil life and saving thousands of dollars.
- Keating's fryer is easy to use, well built and reliable – perfect for entry level workers in high demand settings.
- Versatility is a major asset of Keating fryers. They are used with either oil or water at Paramount's Kings Dominion depending on the menu.

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Executive Chef David Zellner shows his Keating of Chicago fryer.