

SUCCESS

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Stories



A seed was planted several years ago at the Hotel/Motel & Restaurant Show in New York City. Stan Conyers, assistant manager of Majester's Fish & Chips, was dissatisfied with the fryers then in use at the restaurant started by his mother, Marion Stewart, in 1969. On a tip from a food service consultant, he visited Keating's booth, talked over his needs and concerns and walked away thinking, "Someday..."

Last year, when Majester's began outfitting a cooking line for its newly opened second restaurant, Conyers already knew what brand of equipment he was going to install — Keating. As a result, his new kitchen includes two 20BB Instant Recovery gas fryers, two 14TS Auto-Lift gas fryers, two pasta cookers (one 14" and one 18") and a two-burner Keating Hot Plate.

Majester's and Keating make a great combination. L-R: Front: Marion Stewart (Majester's Founder), Stan Conyers (Majester's Assistant Manager), Eliza Keating (President, Keating of Chicago, Inc.). Back: Ted Kuyper (Keating Regional Manager), Michael Lamont (The Hyalite Company), Tom Rinaldi (Beverage Service Engineering).

Both Majester's restaurants contain four fryers, but the Keatings in the new location's kitchen provide Conyers with unmatched speed and durability.

"At our other location, the fryers don't kick on until I've put half the chicken in the oil," Conyers says. "In the Keating 20BB's, they kick on as soon as I start loading."

Speed is crucial at Majester's. Serving between 600 and 700 orders per day, any extra recovery time per load would add up to a huge waste of time and energy for the restaurant.

Conyers dedicates his 20BB Instant Recovery and 14TS fryers to different uses.

"I only fry fish in my 20BB units," he says. "Not only are they much faster than any other fryer I've used, they allow me to cook at lower tempera-

tures. In other fryers, I fried my fish at 350°F, but now I can do it at 335°F with great results and extend the life of my oil."

The patented system of high input burners and heat transfer surfaces in Keating's Instant Recovery fryers assures that cooking temperature is recovered before the end of each cooking cycle. Shortening breakdown is minimized through the use of a highly polished #7 stainless steel vessel and a true Cold Zone.

Oil filtration is important in any operation, but when you serve as much battered fish as Majester's, the amount of food particles that drop off makes proper filtering even more essential. Conyers uses Keating's Whirl-O-Swirl-A-Way built-in central filter system to keep his oil in top shape. Positioned beside the fryers, the Whirl-O-Swirl-A-Way features a high capacity 5 gallon-per-minute-rated pump. "The process is a piece of cake," Conyers says. "It doesn't take long to filter the oil, and when one is being filtered, the other keeps right on working."

Conyers uses his 14TS Auto-Lift units primarily for cooking french fries, or chips. Not only does he rely on the speed and durability of these units, he also counts on automatic basket lifts to keep things running smoothly.

"In the past, during busy times we've sometimes had to concentrate on fish



Serving Those Who Serve The Very Best



at the expense of the fries," Conyers says. "They would stay in the fryer until we had time to pull them out. Now, with our basket lifts, when the fries are done, they come right out, consistent from batch to batch. It's one less thing to worry about."

Conyers' fries are cut fresh from potatoes each day. After the fries are cut in the morning, Conyers' staff blanches them in the 14TS Auto-Lift fryers right away, then finishes them in the same fryers as needed later that same day. Because the sugar content of potato varieties differ, Conyers relies on the automatic basket lift timer for proper blanching.

"With russet potatoes, I know that I only need a two-minute blanch, and set the timer accordingly," he says. "Other types of potatoes may need between 3 and 3-1/2 minutes of blanching. Once I set the timer, I can be sure that I've got a perfectly blanched batch of fries, ready for the 3-minute browning I give them right before serving."



- Conyers also uses his 14TS Auto-Lift fryers to finish off pre-cooked chicken as needed throughout the day.

- The new Majester's location features two additions to the cooking line not featured at the original location: pasta cookers. With these, Conyers is adding many tasty new items to his menu.

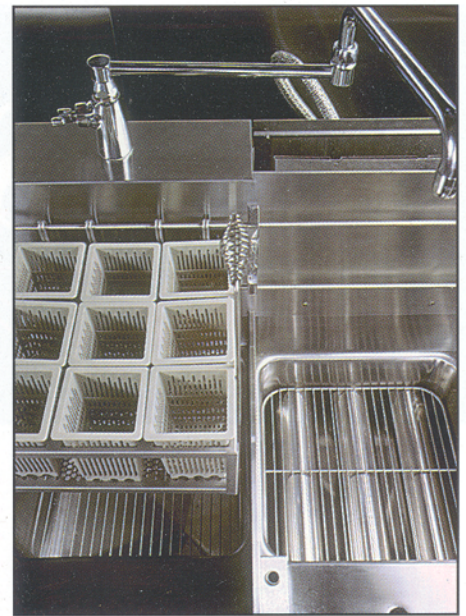
- One of his pasta cookers, a 14" model, Conyers has dedicated to cooking just pasta, to go with any of the four sauces he now serves: scampi, clam, marinara and meat.

- This unit can cook up to six pounds of dry pasta per load, yielding 400 servings per hour.

- Twenty years ago, we served spaghetti and fish, but got out of it," he says. "Now, we're getting into it again in a big way, offering it as a second starch to our customers."

- In the restaurant's second pasta cooker, an 18" model, Conyers is boiling clams, crabs and shrimp. "Street vendors around here sell boiled seafood, so I want to get their business inside my restaurant," Conyers says. Clams are served on pasta with clam sauce on top, while shrimp and pasta are covered with his scampi sauce.

- Conyers is excited about the Keating cooking equipment in his new location. Not only does it outperform any equipment he has used before, it is helping him increase his menu's variety and attract even more customers.



Keating's Pasta Plus System is a new addition to Majester's cooking line-up.

And the cooking equipment in the original Majester's location? "As soon as I can, I am changing all of it to Keating," Conyers says.

SUMMARY

- Automatic lifts on the restaurant's two 14TS fryers assure that each batch of fries is blanched and finished at exactly the right length of time, allowing the cooking staff to concentrate on other tasks.
- The Whirl-O-Swirl-A-Way built-in central filter system provides fast filtration, extending oil's useful life.
- The 14" and 18" pasta cookers allow Majester's to quickly and easily produce a variety of fish and pasta dishes, greatly increasing the restaurant's menu.

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Keating of Chicago, Inc.

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- Instant Recovery Fryers, Filtration Systems, Pasta Plus Cookers, a Rinse Tank, and a Hot Plate make up an impressive cooking line up.