

SUCCESS

KEATING
OF CHICAGO, INC.®

Stories



Not Just Another Restaurant, But a Way of Life - Come And Taste The Memories!

Nifty Fifty's is a reflection of an era that predates home computers, impersonal voice mail menus and the current focus of some restaurant operations that provide "cookie cutter" foods and automated customer service.

Just one visit to any Nifty Fifty's restaurant would reveal the secrets of their popularity and success. Customers are warmly greeted and made to feel at home. They are served by a motivated professional staff dedicated to enhancing the customer's dining experience. It is commonplace for returning customers and the service staff to greet each other on a first name basis.

According to Leo McGlynn, FOASC (Founder, Owner and Still Cooking), "Our philosophy is not to be the biggest, just the best." The best includes a comfortable, spacious "blast from the past" dining atmos-

Surrounded by Nifty employees. Back row left to right: Gilbert Ruiz; Rob Mattei; Brian McIlvaine, McIlvaine Associates; Keith Smith, Director of Special Accounts; Eliza Keating, President, Keating of Chicago; Leo McGlynn, FOASC; front row: Linda Mrak; Mary Rosselli; Cherrie Walker; Dave Kramer.

phere with table, booth and counter seating. It continues with an eclectic menu of fresh cooked-to-order quality foods presented at old-fashioned down-to-earth prices.

NIFTY FIFTY'S SETTLES ON KEATING GRIDDLES

Nifty Fifty's opened its first restaurant in 1987 and now has three locations in the greater Philadelphia area. Leo said, "As our business expanded we continued to evaluate our menu, service and kitchen equipment." He continued, "Since we offer an array of grilled foods prepared exhibition style, the performance and appearance of the griddle is one of the keys to customer satisfaction and to our success."

Nifty Fifty's evaluated performance claims, tested and even installed several griddle brands before settling on Keating's Miraclean® Gas Griddles.

Leo and his partners, Bill Spicer, Brian Welch and Joe Donnelly, with a lot of research and trial and error, have now installed Keating Miraclean® Griddles in all three locations. As Leo says, "When you find a winner, you stick with it." Nifty Fifty's has recently specified three Keating griddles for its fourth location scheduled for grand opening ceremonies in June 1999.

Keating's Miraclean® Gas Griddles offer a wide range of design, operational, performance and labor savings benefits. The easy-to-clean, attractive mirror cooking surface retains heat at the surface cooking food more efficiently than other griddles and keeping kitchen staff cooler. And the non-porous surface means no flavor transfer.

Independent studies have confirmed that Keating Miraclean® griddles can reduce energy cost by as much as 32% and clean-up time by up to 44%. In a high volume operation with multiple griddles such as Nifty Fifty's, this can save hundreds or even thousands of dollars per year in energy costs as well as labor costs!

Keating Gas Griddles feature zone temperature control capabilities. The ability to designate and maintain different temperature levels across the griddle surface is a major benefit to operators with a varied menu of grilled foods. It is also one of the many reasons Nifty Fifty's selected Keating over all other brands.



"Serving Those Who Serve The Very Best"®



A MENU FOR ALL AGES

The menu is created to reflect the taste and expectations of a growing loyal customer base that includes family gatherings from grandparents to grandchildren, as well as dating teens, business people and tradesmen.

Nifty Fifty's serves breakfast, lunch and dinner. Customers are frequently waiting for the doors to open at 6:00 AM and service continues non-stop until midnight. Keating griddles get a workout 18 hours per day, 7 days a week.

Breakfast begins with freshly ground Columbian coffee and a choice of orange or grapefruit juice. Each glass of juice is squeezed to order. The breakfast menu offers generous portions and variety. Customers may order breakfast platters that include

eggs, home fries, toast and a choice of meats such as, grilled filet mignon, corned beef hash, pork roll, scrapple, sausage, bacon or baked ham. The colorful menu also describes six styles of omelets, as well as pancakes, French toast and Belgian waffles. Creamed chipped beef on toast is another option.

The lunch and dinner menu offers a variety of America's favorite foods with a Nifty Fifty's flair. Filet Mignon sandwiches are crowned with melted cheese and homemade sweet onion rings. Hamburger meat is fresh ground daily and contains no additives or fillers. Burgers are handmade – never frozen! They can be topped with bacon and cheese, chili and cheese or the traditional tomato, onion, relish and cheese.

Coney Island hot dogs are split and grilled, then served on a toasted bun. Sauerkraut is a popular companion. Customers may also opt for any of four chicken sandwiches which are served on fresh baked Italian rolls with a choice of toppings. Among the other popular menu choices are barbecued beef sandwiches, Maryland crab cakes, grilled fish, salads, homemade chili and side orders of fresh-cut French fries and onion rings.

Customers can top off their orders with a milk shake, a malt, an ice

cream soda or a float. There are over 100 flavors of soda served from Nifty Fifty's "world's largest soda fountain." Diners can create their own personal favorites by choosing any flavor combination.

FAMILY TO FAMILY

Nifty Fifty's is a family owned and operated business that is proud of its "hands on" customer oriented service. The owner/operators not only recognized the performance and labor saving advantages provided by Keating Gas Griddles but also appreciated working with Keating, one of the last family-owned manufacturers.

Much like the food prepared at Nifty Fifty's, Keating manufactures each griddle to order. Keating sales and marketing personnel review the customer's needs and then thoroughly explain the various options available from a full line of griddle models. Nifty Fifty's was also impressed with the after-sales follow-up which included an on-site visit from Eliza Keating, President, and Keith Smith, Keating's Director of Special Projects.

Keating has enjoyed a reputation for quality products as well as personalized sales and service since the company was founded in 1931 by Eliza's grandfather, Richard Keating and her father, Richard T. Keating. Keating customers are also pleased to know that a call to 1-800-KEATING is still received by a "live" person and not an endless impersonal array of recorded menu options. Keating and Nifty Fifty's still consider the customer their most important asset!

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Keating of Chicago, Inc.

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