

# SUCCESS

**KEATING**  
OF CHICAGO, INC. ®

*Stories*



Imagine a country about the size of the three smallest United States – Massachusetts, New Jersey and Rhode Island – with the population of its three largest cities – New York City, Chicago and Los Angeles – (16 million) and that population criss-crossing the country on 18,000 miles of railroad track every single day. Like a video tape on fast-forward, this blur of movement is also a hungry crowd that demands not just snacks but breakfast, lunch and dinner – all on the run.

Servex Company, the food service “sister” company of the Dutch railways, was looking for new solutions to serving a burgeoning and hungry travel population that was overwhelming its outdated “Smullers” restaurant system. They found it in Leventi/Anbo whose marketing expertise and technical knowledge quickly brought the partnership the gratifying results that were needed.

Their recipe for success started with a totally new look at Smullers, with new concepts in serving and new equipment in both the front of the house and behind the scenes. Says Gerard Otto of Leventi/Anbo, “A railway station is no longer just a place

to board a train, now it is a place to meet others, a place to lunch, to have coffee or just the place to buy your paper.” In other words, a place convenient to the whole Dutch population to meet and greet their friends and business associates.

Otto first saw the Keating line of fryers and griddles at NRA and was so impressed with its quality that he arranged for Servex managers to visit the factory and to test the equipment. The equipment well exceeded their expectations for speed and production volume. Speed is critical in every one of the 35 restaurants in the Dutch railway system. The three largest stations – Utrecht with 150,000 daily travelers plus Amsterdam and Rotterdam each with 220,000 daily travelers clearly illustrate the challenge. The legendary efficient Dutch immediately saw the benefits of a fryer with INSTANT RECOVERY® that could

serve thousands of customers over a day's time, each within minutes of placing his order.

In Amsterdam, for example, three batteries of three 14" fryers each are the workhorses of food production. These nine Keating fryers with their remarkable INSTANT RECOVERY® can produce approximately 650 lbs. per hour or nearly 5 TONS of fries per 15 hour day – if fries were the only food on the menu. But, of course, a wide variety of other items are available to please the palate ranging from chicken fingers to a rice and vegetable mixture called “Nassy”.

Chefs around the world know that a rice and veggie mixture might also be dubbed “messy” when it hits the fryer oil. That's no problem for Keating fryers with its largest-in-the-industry cold zone, 27% of the frying vessel. Particles of breading and rice fall to the bottom of the fryer where temperatures are up to 200° cooler.

Keeping cooking oil fresh under high volume is a challenge for every restaurant, but Keating makes it easy – the largest cold zone means that particulate matter doesn't carbonize breaking down the oil. The savings in oil alone can be 40%.

Smullers chefs also love the built-under, Zero-Space™ “hands free” filters that come one to a battery. Filtering and clean-up are a breeze for the staff.



*Central Station, Amsterdam*

*Serving Those Who Serve The Very Best®*





Not to be overshadowed by the great success of the Keating fryer at Smullers, the Keating MIRACLEAN® Griddle was put on its mettle and claimed its rightful place in the equipment line-up. Like restaurants across America, Smullers uses the MIRACLEAN® with top side heads to prepare hamburgers, chicken breasts and steaks in record time. Cooking a 4 oz. frozen chicken breast in 3-1/2 minutes (versus 8 minutes without the top side) means that a "grazing" traveler, the term used to describe the Dutch penchant for all-day snacking, can meet two needs – a quick meal and his train departure!

The Keating MIRACLEAN® griddle with its handsome chromium surface is perfect for display cooking, now so popular on both sides of the ocean. The open kitchen look was a key element in the Smullers restyling. It is not only attractive but easy to keep sparkling clean with a pitcher of

water, a few brush strokes and a towel swipe. Because it cooks perfectly at lower temperatures, it not only saves fuel but keeps the cooking area (and the cook) much cooler. That, too, is an important factor for an open kitchen.

Equipped with multiple thermostats, the MIRACLEAN® griddle can serve up foods with different temperature requirements while the hard MIRACLEAN® surface prevents flavor transfer from product to product. So the late Dutch grazer's fish doesn't taste like the mid-morning grazer's sausage!

A delightful "Dutch treat" in the smaller stations is a wall food vending system, a wall surface divided into small doors from which the customer may make his food selections having deposited a few coins. Supplied from behind by food operators, it is a convenient way to hold foods for the hurried customer who has no time to spare. The Smullers cooks love it because it evens out the demand peaks in a smaller staff situation. Between trains, cooking continues and the cubicles are replenished.

Servex, it seems, has thought of everything to serve the Dutch traveler – fresh, tasty and fast food mixing traditional touches with cutting-edge technology. 1996 was a milestone for both Servex and Keating and both look forward to a continuing dynamic relationship.



## SUMMARY

- Keating INSTANT RECOVERY® fryers high production centers can produce up to 4.86 TONS of fries in the Smullers' 15 hour day easily meeting the demand peaks of busy train stations.
- Keating MIRACLEAN® Griddles with patented Top-Side™ Cooking Head saves up to 60% in cooking time.
- Keating cuts cooking oil use up to 40% with larger cold zone and lower cooking temperatures.
- Display cooking is a plus with the handsome, easy clean and cooler MIRACLEAN® Griddle.

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"No longer just a place to board a train", outside Smullers in Amsterdam are left to right: Chef Rob Gronsveld; Gerard Otto, Leventi/Anbo; Joanne Ferwerda, Keating International Sales; Eliza Ann Moravec, Keating; Eliza Keating, President, Keating of Chicago.