

RollerGrill University - RollerGrill 101



food concepts, inc.

BUILDING BRAND EXPERIENCES

Agenda

1. Introduction & RG background
2. RollerGrill.com
3. RollerGrill Mechanics
4. RollerGrill Maintenance
5. Temperature Management
6. RollerGrill Accessories
7. RollerGrill Merchandising
8. Condiments
9. RollerGrill and Covid 19

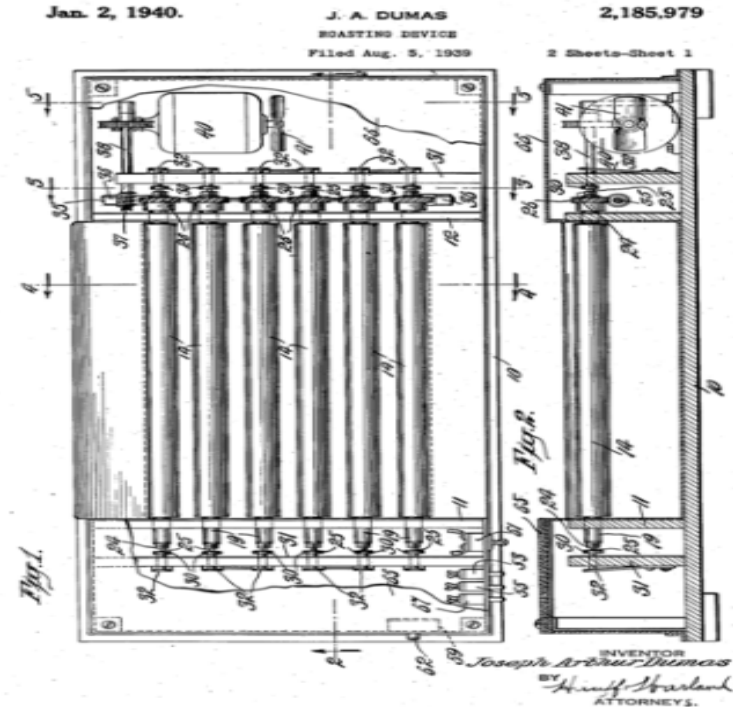




Introduction & RollerGrill Background

A STAPLE IN CONVENIENCE STORES, CONCESSION STANDS, AND BALL PARKS ACROSS THE COUNTRY, THE ROLLER GRILL IS ALMOST "AS AMERICAN" AS HOT DOGS THEMSELVES—AND ITS ROOTS GO BACK ALMOST AS FAR.

Calvin Dodd MacCracken, an engineer and business owner, is credited as the inventor of the Roller Grill—just one of his 80 patents that ranged from astronauts' space suits to developing heating and cooling systems(1)(2). It was Theodore Edison, son of legendary inventor Thomas Edison, who worked with and encouraged a young MacCracken in the first half of the 20th century about the importance of pursuing his vocation(2)(3). MacCracken was then just an intern working with Edison, but perhaps thanks in part to Edison's inspiration MacCracken went on to become a leading innovator as well as start a company called CALMAC, a company that, to this day, offers low cost green energy cooling solutions.(4)

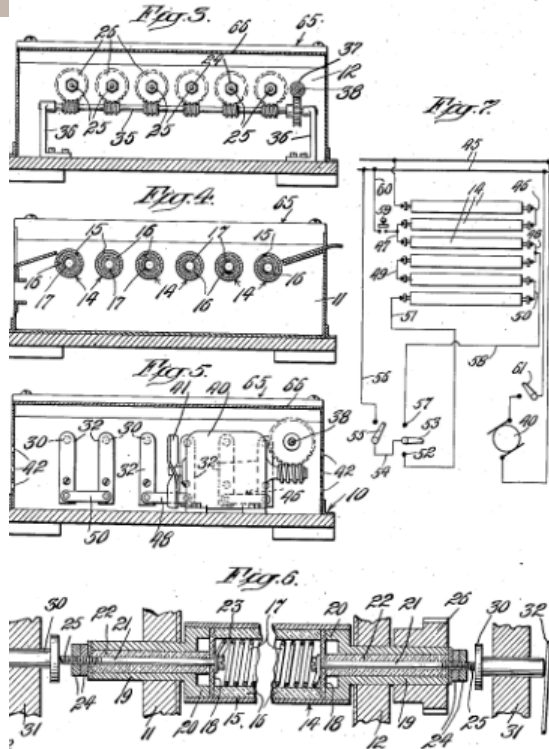


Jan. 2, 1940.

J. A. DUMAS
ROASTING DEVICE
Filed Aug. 5, 1939

2,185,979

2 Sheets-Sheet 2



INVENTOR
Joseph Arthur Dumas
BY
Huff & Brandland
ATTORNEYS.

Introduction & RollerGrill Background

DESCRIPTION (OCR text may contain errors)

CLAIMS available in

Jan. 2, 1940. JLA. DUMAS noAsTme DEVICE Filedr Aug. ' 5, ' 1939 2 Sheets-Sheet 1 (1%) W wh, m m m m Qi, B E g W ww m lv k. uw .h no .N .LQ .m5

,T if l Y ATTORNEYS.

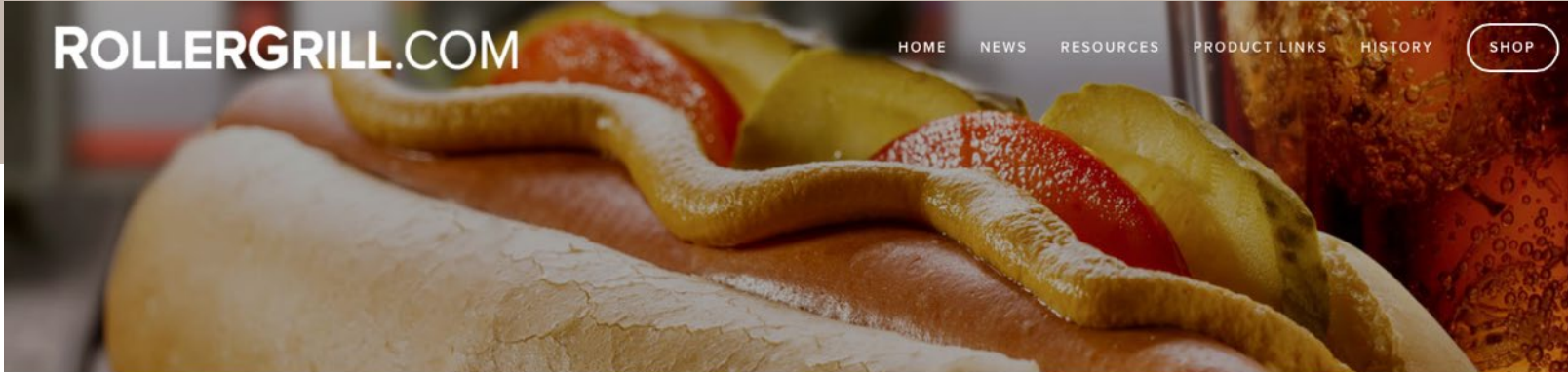
2, 1940. J DQMAS n A l. n .2,185,979

ROASTING DEVICE Filed Aug. 5. 1939 2 Sheets-Sheet 2 'A ATTORNEY.

Patented Jan. 2, 1940 ROASTIN G DEVICE Joseph Arthur Dumas, Brooklyn, N. Y., assignor of one-half to Romaine B. Stoker, Mount Vernon, N. Y.

Application August 5, 1939, Serial No. 288,544Lf 5 claims. (cl. z1919i This invention relates to amachine for roasting frankfurters and the like and has for an object to provide a roaster in which the frankfurters or the like are automatically turned for l the even application of heat on all sides thereof.





Roller Grill News, Trends, and Related Foodservice Innovations

RollerGrill.com provides news on roller grills and foodservice trends to help grow your business; shop for equipment or locate foodservice distributors and merchandising opportunities from top manufacturers. Hot dog roller grill items are a quick and easy way to offer high margin, hot foods to your customers.



[ROLLER GRILL NEWS](#)



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Prep your store for the busiest holiday travel weekend ever! Get suggestions from foodpros:

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 Happy Friday! [#hotdiggitydog](#)
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ROLLER GRILL WARMER POINT OF PURCHASE COOLERS & OVENS FORMS & OFFERS

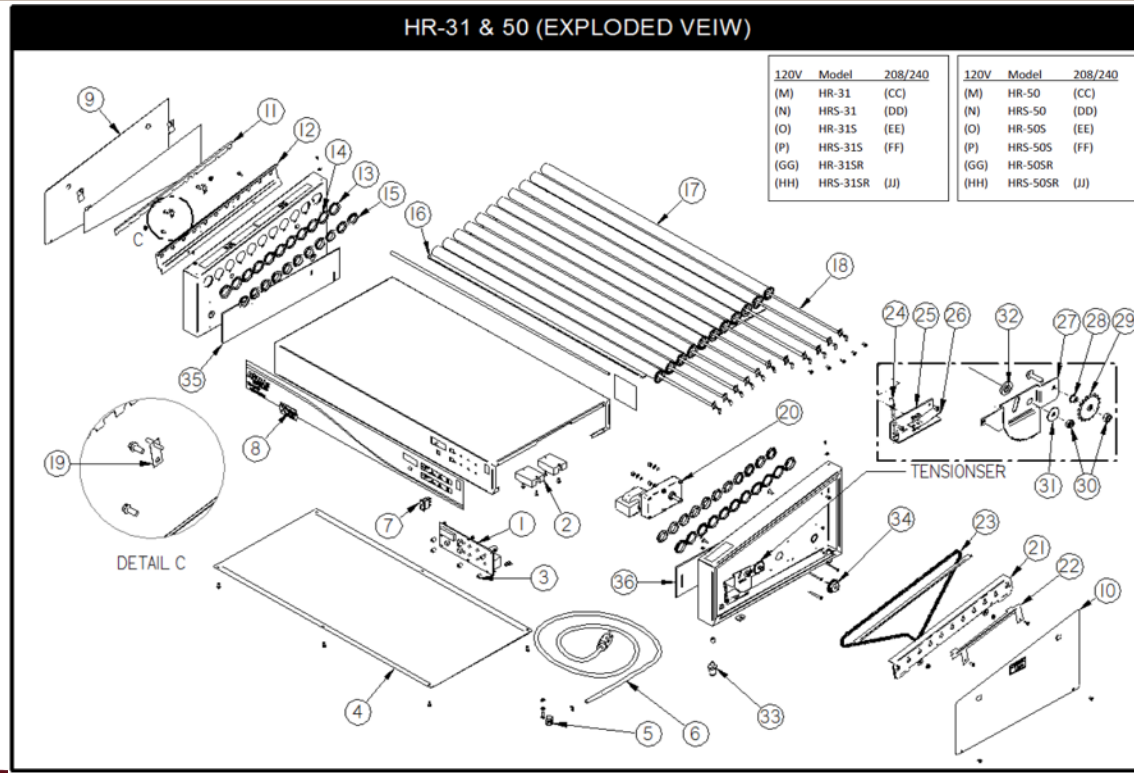
Ball Park
Angus Beef Frank

Tyson
Ball Park
Pierre
J
BOSCO
STICKS
STATE FAIR
BIG
A
HILLSHIRE
FARM





RollerGrill Overview & Mechanics



Most RollerGrills today use chain drives and many include chain tensioners or suspension systems to keep them taught over time.

Chains off their track can be a common service issue and sometimes occurs in shipping.

There is some experimentation with belt drives



Chain Suspension System

Most RollerGrills today use grease seals and bearings made of various polymers.

The bearings guide the roller-tubes into the side walls and gear box and the grease seals minimize the grease migrating into the gear box.

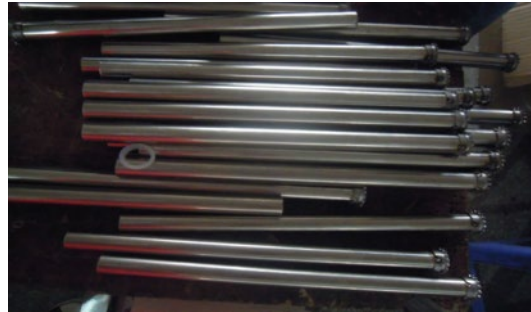
Important to wipe from the outside to the inside when cleaning to help minimize excessive grease getting into the gear box.



Roller-Tubes are typically made of stainless steel or steel with several layers of powder-coating with a non-stick (Teflon) type coating for easy cleaning. Manufactures have proprietary formulas for these coatings and make claims about durability & life as a competitive advantage.

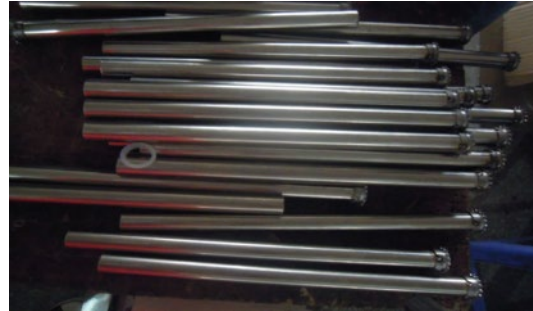
With the development of more non-protein products many have added particulate (“Grit”) to texture these to create more friction for turning.

These also make for microscopic pores that can promote bacterial growth if not properly cleaned.



Roller-Tube life will be extended with proper cleaning and use.

- Never pick up a RollerGrill by the tubes as they will bend.
- Never use metal tongs or abrasives when cleaning.
- Some chemical cleaners will react with the various powder coatings and break down the material over time. Use mild detergents.



Most RollerGrills today use single or double drive motors as evidenced by double on-off switches on the control panels. Typically double drive motors operate two independent zones so you can shut down half your grill in off peak hours. These motors are typically available in 120 or 208 and European options



Digital vs Analog – Pros & Cons

RollerGrill Mechanics

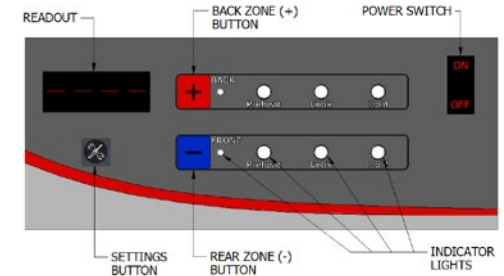
Pros

- Digital temp. display
- Auto timing from heat to hold
 - Requires one less touch
- Standardized temp. management
- Zone controls front to back



Cons

- Temp. display surface not product
- Misleads internal product temps.
- Factory presets may not be desired
- Factory presets can be tampered
- Changes are complex for variety
- Cost more than analog
- Servicing is more complex



RollerGrill knobs or digital buttons control temperature settings via the internal thermostat and provide heat and hold settings and zone control from front to back. (Typically under-temp. product is put toward the back)

Control panel covers offer branding and LTO signage and prevents consumers from interacting with the controls.



Roller Grill Capacity Guide

Diagrams of the maximum product size and capacity of FCI offered roller grills.
Organized by capacity within brands.



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RollerGrill Mechanics

RollerGrill model names don't always relate to capacity.

With mfrs. offering larger and non-protein products and divider-bar kits, capacities should be verified.

Some mfrs. are offering slightly wider grills to accommodate larger links.

Link sizes should be compared to capacity guide.

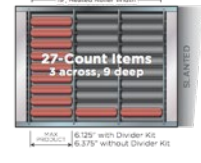
foodpros - FP-8033

23.75"W x 20.25"D x 10.5"H



APW Wyatt - HRS-31S

23.75"W x 18.375"D x 11.75"H



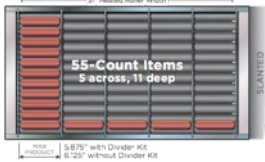
Nemco - 8027SX-SLT

22.25"W x 16.25"D x 7"H



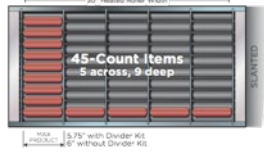
foodpros - FP-8055

35.75"W x 20.25"D x 10.5"H



APW Wyatt - HRS-50S

34.75"W x 18.375"D x 11.75"H



Nemco - 8036SX-SLT

29.5"W x 16.25"D x 7"H



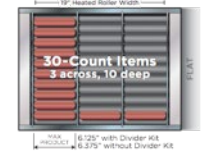
Star - X30S

23.75"W x 20.625"D x 10"H



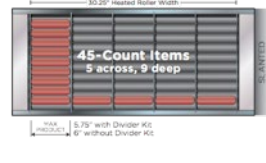
APW Wyatt - HRS-31

23.75"W x 18.625"D x 8.5"H



Nemco - 8045SXW-SLT

35.5"W x 16.25"D x 7"H



Star - X50S

35.75"W x 20.625"D x 10"H



APW Wyatt - HRS-50

34.75"W x 18.625"D x 8.5"H



Typical standard warranty: One Year parts and labor

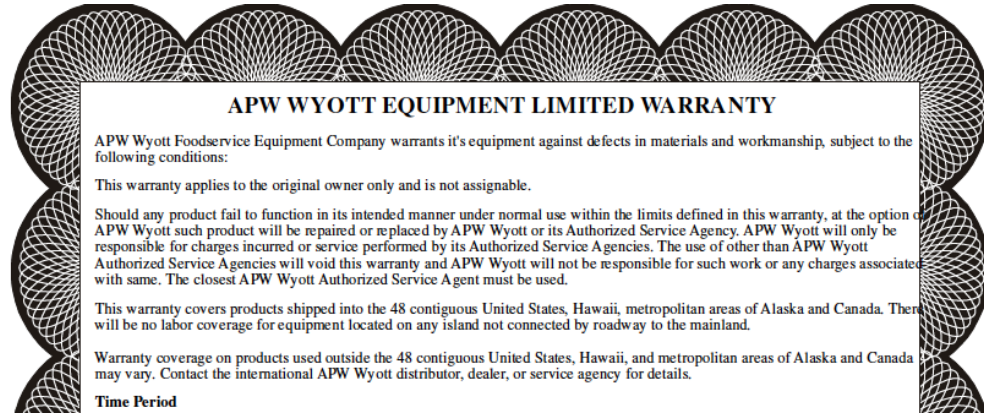
Extended warranty: Two Year parts and labor

Extra extended warranty: Three year (some on motor only)

Note: Most mfrs. have restrictions related to normal use and using brand certified service agents, proof of purchase and serial numbers etc.

Some bill for the service call and credit back if in warranty.

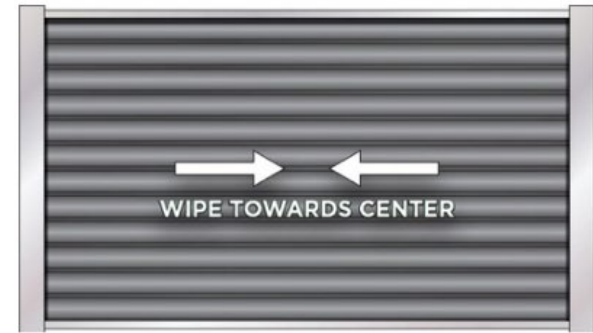
Special FCI Extra extended warranty offers.



Best Practices for Cleaning a Roller Grill

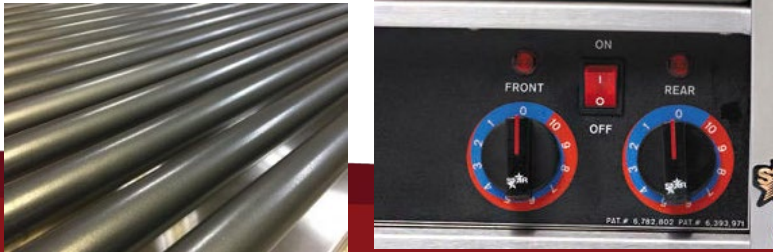
DAILY CLEANING

1. If the grill is off, turn rollers on and set temperature to high and allow rollers to heat up to loosen grease and particles stuck to rollers. (If applicable, remove divider kit to allow access to rollers.)
2. Use caution and gloves as necessary to avoid burning hands or fingers.
3. Use a soft damp cloth to wipe each roller, starting from the end and working towards the middle; never wipe into the end of the roller, as this will cause grease and particles to get into the bearings and may damage the mechanics.
NEVER USE ABRASIVE MATERIALS OR POWDERS AS IT WILL DAMAGE THE COATING ON THE ROLLERS.
4. With grease and particles removed, repeat step 3 using a soft cloth full of soapy water.
5. Remove the drip pan from underneath rollers; wash in hot soapy water. Rinse.5A. If applicable, wash divider kit in hot soapy water. Rinse.
6. If grease remains, use light dish detergent and soft cloth to scrub directly. Rinse.
7. Replace pan (and divider kit) and turn unit off if grill will not immediately be put back to use.
8. Wipe knobs and outside of grill clean as necessary.



Most equipment manufacturers boast consistent temperatures across the grill. Standard target temp. tolerances are (+/-) seven degrees. Most grills have two temperature zones front and back on the grill.

Temperature variances are typically caused by how close the heat element gets to the inside roller-tube wall. Note: There are differences in ambient temperatures from enclosed acrylic sneezeguards and glass canopy guards. Heat also tends to build to be hotter toward the upper back of the rollers vs. the front. Note: Open air sneeze guards are subject to drafts impacting temperature with AC vents and door drafts.



Temperature Management



Different products have unique thermodynamics which impact temp. control. Generally speaking protein products conduct heat better than non-protein products. These typically require a higher temperature setting to regulate internal temps.



Thermal Drawers

RollerGrill Accessories

Most manufacturers offer Thermal Drawers (go by many names).
Purpose to preheat product so it goes on grill at proper temp.
Helps support higher volume stores

Caution: Too much heat / humidity can blister link ends and cause condensation and discoloration.

Must clean grease residue out daily.



Sneeze Guards

RollerGrill Accessories

Acrylic enclosed sneeze guards offer the best protection and heat efficiency though not as functional or attractive. (takes 2 hands).

Glass canopy sneeze guards offer functionality and visual appeal though not as energy efficient. (Typically not NSF approved).

Glass canopies offer other features for signage, snack boxes, tong holders etc.

New foodpros universal sneeze guards (demo) Gold & Platinum

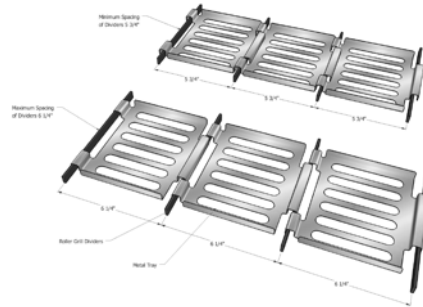
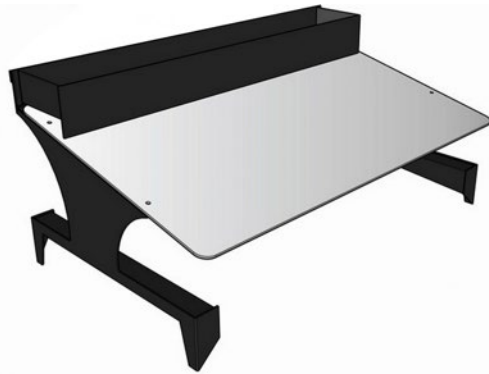
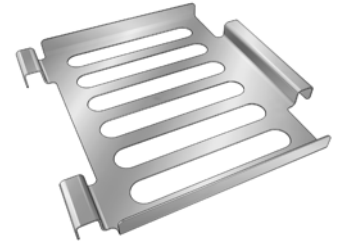


Misc. Accessories – Warmer plates & snack boxes

RollerGrill Accessories

Snack Boxes / racks provide cross promotion opportunity in immediate proximity to the grill with promotional signage as well.

Warmer plates may provide a solution to small pizza
On a slanted grill. (needs to be tested)



Side Saddle Bun Warmer

RollerGrill Accessories



Combo Warmer & Grill

- Self-serve top & bottom.
- Self-serve top, bottom closed with barrier on the lower front.
- Self-serve top, bottom closed with grill reversed.
- Full-service top and bottom with barrier on full front.



RollerGrill Merchandising



RollerGrill Merchandising



Digital Monitor

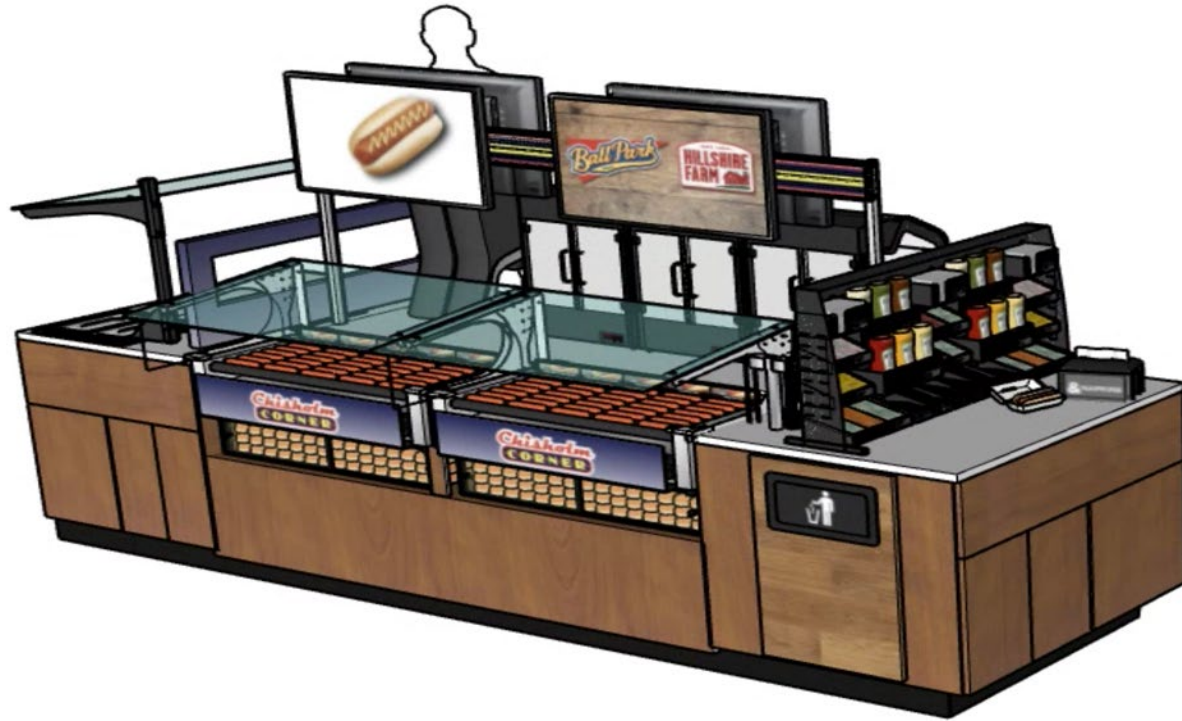


Backlit Display

RollerGrill Merchandising



RollerGrill Merchandising



Condiments



Tyson Branded Condiment Unit

Condiments



Condiments

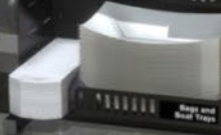


ROLLER GRILL

and condiments



special offer \$199 each



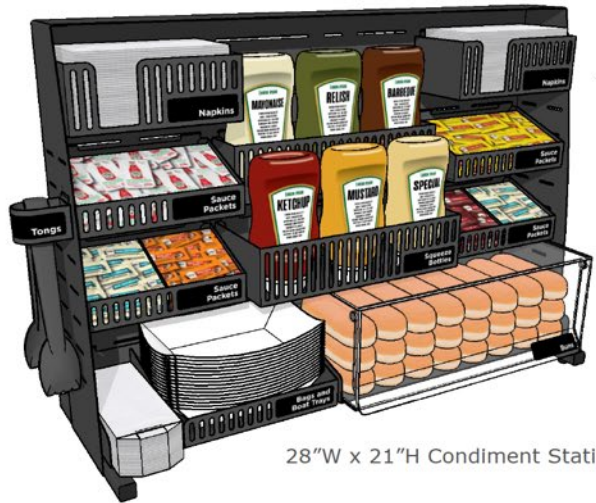
refrigerated fresh

FCI 2-Layered Merchandiser with LED Light Bar Between

FCI Glass Canopy Sneeze Guard

APW Wyatt HRS-31 Roller Grill Shown

FCI Control Cover with Insert Card



28" W x 21" H Condiment Station



RTR-4 Refrigerated Toppings Rail with Condiment Unit Extension Over



Roller-Grill Strategies During Covid-19



Overview

- RollerGrill products are a foodservice staple in the C-Store industry with well over two thirds of all stores offering and up 7% in sales in 2019 over prior year according to NPD Group.
- In the spring of 2020 the Coronavirus hit and most RollerGrills were forced to shut down among many other self-serve food offerings.
- According to Technomic research there is good reason to believe that most consumers (75%) intend to return to pre-Covid buying habits once self-serve formats are permitted to re-open.
- Sales are projected to increase significantly again in 2021.

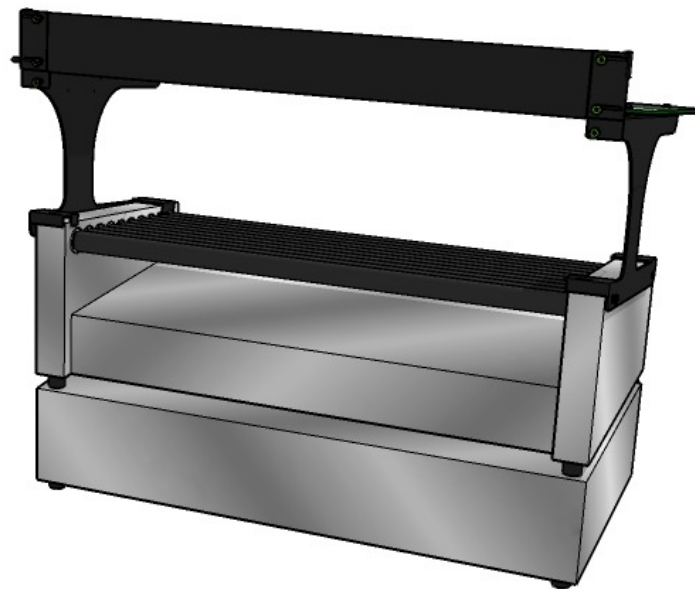
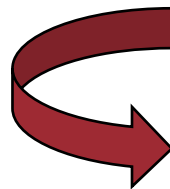


Overview

- While many RollerGrills remain closed some have re-opened where permitted to pre-Covid sales levels when compared to previous years volume.
- Retailers are seeking ways to sell RollerGrill products that customers continue to crave in alternative formats.
- We will illustrate a few creative ideas here to keep your Grill sales rolling during Covid-19.
 - Switching your grills from self-service to full-service.
 - Pre-cooking and packaging the products and holding in warmers or on the grill for self-service.
 - New combo grill and warmer concept (full or self service).
 - Tips for when you re-open the RollerGrills for self-service.



Switching From Self-Serve To Full-Serve



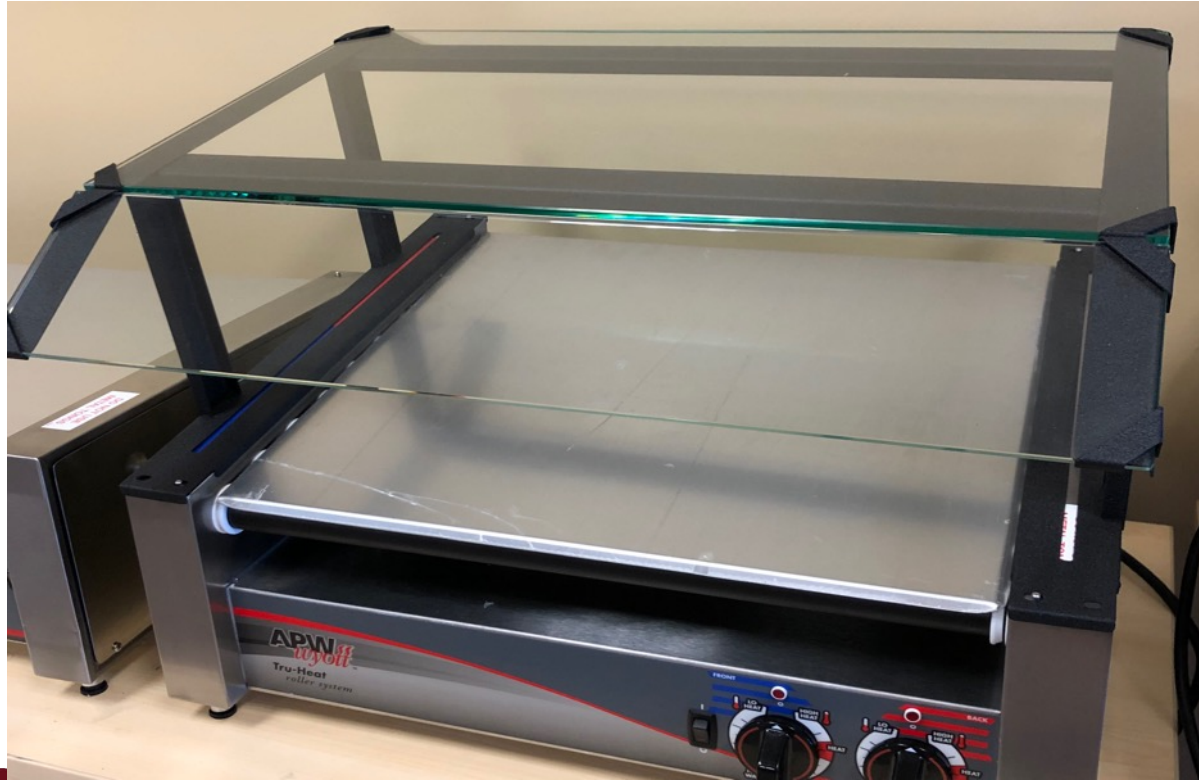
Packaged Hot Dog Merchandising



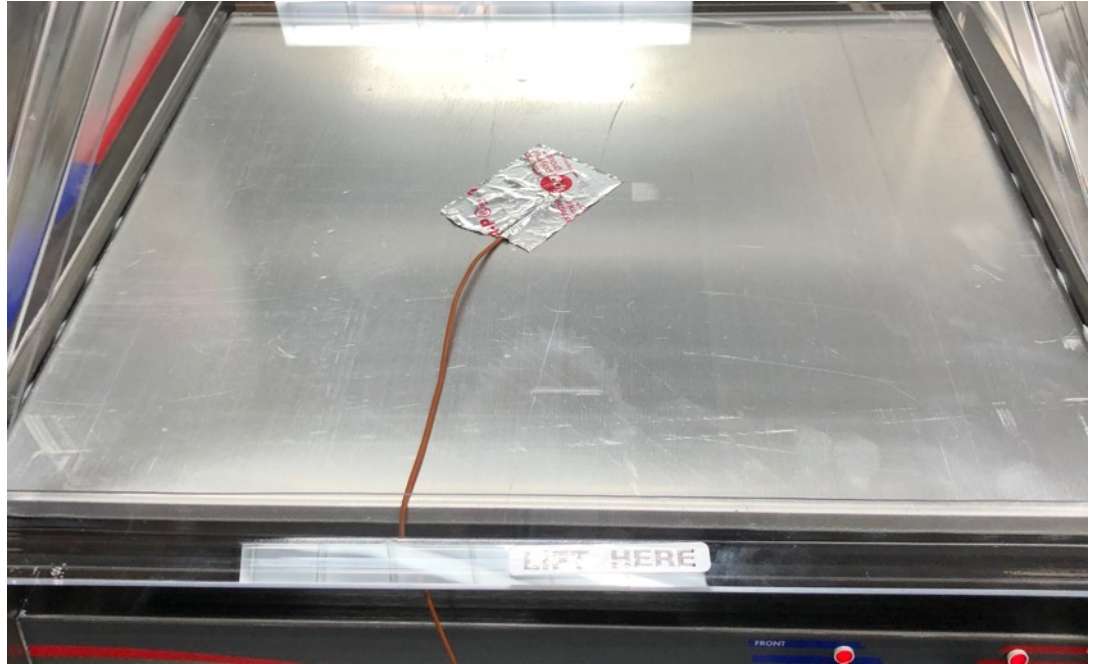
Time & Temp. Testing Directly On Grills



The Drip-Tray Can Be Used As A Platform



Surface Temperature On The Grills



Packing For Hot Dogs In Warmers



Hot Dog Foil Wrap and Bags For Warmers



Promotional Ideas For Hot Dogs



Disposable Tongs For Hot Dogs



Discussion Q & A

A modern office lobby with large windows, a brick pillar, and a reception desk. The scene is brightly lit by natural light from the windows, which show a view of trees and a car. The interior features a brown leather sofa and two armchairs, a central brick pillar, and a reception desk on the right. The floor is made of large, light-colored tiles. The text "THANK YOU" is overlaid in the lower-left quadrant of the image.

THANK YOU