

Avery Dennison Case Study



First in Date Code Automation



Quaker Steak & Lube Ensures Food Quality and Safety with Avery Dennison's FreshMarx Automated Freshness Labeling Solution

Although the busy kitchen of Quaker Steak & Lube in Middleton, WI is always hopping with up to 12 employees preparing and labeling enough food to accommodate its weekly 5,000 to 6,000 guests, Proprietor, Scott Acker, never worries about the freshness of the food he serves. "My freshness labeling and food rotation are virtually mistake-proof," said Acker.

Admittedly, Scott was not always as confident in his freshness labeling. Prior to adopting Avery Dennison's FreshMarx® automated date coding system, the restaurant utilized different colored round stickers to indicate the day-of-week on which a food item must be discarded.

The previous system required employees to know the exact shelf life of each item they prepared, then count forward from the "prep" day in order to determine the expiration day, and finally, to choose the appropriate colored sticker with which to indicate the item's "discard date".

In addition to the confusion and mistakes Mr. Acker felt the "dot" system created, he had to stock and closely monitor all seven

colors in order to avoid running out of any color that was required to properly label freshness expiration.

Scott Acker knew there had to be a better way and when he discovered that the FreshMarx labeling system automatically performs all of the shelf life date coding calculations for each menu item and produces accurate, legible labels with no employee interpretation or guessing, he was convinced his restaurant should have one.



Kitchen Manager, Andres Lopez says, "This system is so simple to operate and train employees to use. Everything gets an accurate label."

The owner very quickly realized a return on his investment when he integrated the FreshMarx system into his kitchen operation. The efficiency and accuracy of his freshness labeling and food rotation improved and his waste was reduced. "Our health inspectors love the precision of this system. They take one look at our labeled food and know we're serious about food safety," said Acker.

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Here's how it works:

Because every food item is pre-programmed into the FreshMarx database, all the operator has to do is push the button that corresponds to the food item they're preparing and an accurate and legible date-coded label is produced.

The FreshMarx solution automatically calculates the discard date and creates a freshness label complete with product information and expiration.

It's a no-brainer!

Since adopting the FreshMarx automated system, the kitchen staff spends much less time date coding and Scott Acker has peace of mind that his freshness labeling is accurate. "The FreshMarx system bridges the language barriers in my bilingual kitchen, assuring me that my freshness labeling is consistent across all shifts and all employees so that the food I serve is of the highest freshness and quality," Acker added.

Mr. Acker has recommended the FreshMarx system to other restaurant owners and plans to integrate the FreshMarx® 9415™ into the kitchen of his new Quaker Steak & Lube location opening this July near the campus of University of Wisconsin - Madison.

Avery Dennison Can Help Improve Your Processes

We can help you achieve optimum productivity with a FreshTrax analysis. FreshTrax is a free consultative service provided to our food service customers. Our experts examine your processes on site and work with you to develop innovative solutions – complete with an ROI.

FreshTrax analysis can improve your processes and increase productivity while ensuring health and safety compliance.

Call today at 1.800.543.6650 prompt 5 to schedule your free FreshTrax analysis.

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