



#### Success Story:

## Hollywood Slots' bustling kitchen uses FreshMarx® automated date coding solution to ensure **quality and safety** for its guests.

Hollywood Slots Hotel and Raceway in Bangor, Maine is an 8-acre entertainment complex that welcomes as many as 8,000 guests per day. Its fully functional production kitchen is humming nearly 24 hours a day. Its employing 80 staff members over three shifts in order to produce all of the food that supplies the multiple facilities and food stations encompassed within the Hollywood Slots amusement compound.

Avery Dennison has successfully integrated its state-of-the-art FreshMarx® 9415™ automated freshness solution into the bustling kitchen, enabling the Bangor, Maine entertainment complex to date code all of its prepared food with accurate, legible labels even during the busiest times.

#### **Business Challenge:**

Freshness labelling is an important step in Hollywood Slots food preparation process, as stated by Mike Camire, Director of Food

and Beverage for Hollywood Slots, "Every food item must be properly date coded every single time in order to ensure that our quality standards are upheld and to

#### In Short:

**Industry:** Hospitality

#### **Overview:**

Hollywood uses the FreshMarx® 9415™ automated solution to accurately label food prepared for up to 8,000 visitors across its seven food-service facilities.

#### **Challenge:**

Implement a safe, accurate, and easy to use solution to remove time consuming and error prone labelling by hand, reduce waste and improve the customer experience.

#### **Product/Solution:**

FreshMarx® 9415™ automatic programmable labelling solution

#### **New Solution Improvements:**

- 100% compliance: every item accurately identified, labelled and HACCP compliant
- Improved stock rotation: zero waste due to illegible or unlabelled food
- Easy to operate: minimal employee training
- Improved productivity: less time spent on labelling issues and more spent improving the customer experience

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protect the health of our guests.” Prior to adopting the FreshMarx® 9415™, the kitchen staff tried a variety of date coding methods that didn't achieve the standard Hollywood Slots was seeking. The previous methods required handwriting that was often illegible and involved processes that were too tedious for employees to maintain during high production hours. Mr. Camire explained that he would often find unlabelled food and have to throw it away, “With this solution, date coding fits seamlessly into the flow of our busy kitchen resulting in complete employee compliance. I no longer find unlabelled food and I can read every single label so I know for certain our food is fresh.”

**Optimising business solution:**

When this facility opened in July of 2008, the kitchen staff immediately began utilizing Avery Dennison's FreshMarx® 9415™ automated freshness solutions. “They're so simple to operate that they required very little employee training,” stated Executive Chef, Gary Ames. “They produce consistently legible labels everytime,” adds.

Because every food item is pre-programmed into the 9415 database, all the operator has to do is push the button that corresponds to the food item they're preparing, and an accurate, legible date-coded label is produced.

The 9415 automatically calculates the discard date and creates a freshness label complete with product information, employee ID and expiration.

By adopting the FreshMarx® automated system, the kitchen staff spend much less time date coding, and management has peace of mind. Mike Camire comments that, “With the Avery Dennison system we ensure that we always serve safe and consistently high quality product. Our food is labelled properly and legibly and we know with certainty that it is fresh. This solution works!”

In addition to the three automated systems creating freshness labels in the large production kitchen, Hollywood Slots is utilising a fourth unit in its warehouse area to label the inventory that is received in order to improve stock rotation and freshness.

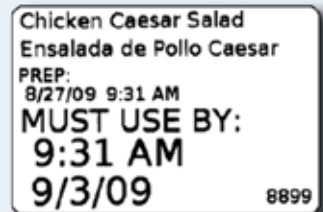
**Avery Dennison can help improve your processes:**

FreshTrax™ is a free consultative service Avery Dennison provides to its food service customers. Avery Dennison experts examine the processes on site and work with customers to develop innovative solutions – complete with a Return on Investment (ROI) breakdown.

With a FreshTrax™ analysis, Avery Dennison can help to discover process improvements that increase productivity and reduce waste as well as ensure health and safety compliance.

***“With the Avery Dennison system we ensure that we always serve safe and consistently high quality product”***

***Mike Camire***  
***Director of Food and Beverage***  
***Hollywood Slots***



Hollywood Slots uses FreshMarx® Durax 2.1 X 2.1 labels



Mike Camire, Director of Food and Beverage and Gary Ames, Executive Chef for Hollywood Slots



FreshMarx® 9415 automated freshness solution

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