

# Avery Dennison Case Study



## HOLLYWOOD Slots

HOTEL & RACEWAY

### Hollywood Slots' Bustling Kitchen Uses Avery Dennison's FreshMarx Automated Date Coding Solution to Ensure Quality and Safety for Its Guests

**Business Challenge:** Hollywood Slots Hotel and Raceway in Bangor, ME 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, 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.

According to 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 protect the health of our guests." Freshness labeling is a critical step in Hollywood Slots food preparation process which is why they are so pleased with the simplicity of Avery Dennison's FreshMarx automated solution.

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 old 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 unlabeled food and have to throw it away. "With the FreshMarx solution, I can read every tag and I never find unlabeled product, anywhere," he added.



When this facility opened in July of 2008, the kitchen staff immediately began utilizing Avery Dennison's state-of-the-art 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."

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Here's how it works:

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.

It's a no-brainer!

By adopting the FreshMarx automated system, the kitchen staff spends 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 a safe and consistently high quality product. Our food is labeled 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 utilizing 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



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innovative solutions – complete with an ROI.

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