

A NEW INVENTION

ALLOWS PIZZA
RESTAURANTS TO
MAXIMIZE PROFITS

BY ACHIEVING
THE PERFECT PIE



A top-down view of a stainless steel bowl filled with shredded yellow cheese. To the left of the bowl, three US coins are arranged: a one-cent penny, a two-cent nickel, and a five-cent dime. The coins are placed to visually represent the cost of the cheese. The background is white.

VISUALIZING THE COST OF FOOD WASTE

Imagine seven cents on the floor of your pizza operation – a nickel and two pennies.

Then an employee picks them up and throws them away.

Now imagine this happens regularly every single day. Over time, tossing out those seven cents adds up and suddenly thousands of dollars of potential profit has been thrown in the garbage.

Unfortunately, this happens to pizza operations across the country through cheese waste. Every shred of cheese that doesn't land on the pizza – whether it ends up on the prep table or the floor – turns into costly waste.

That's especially true for operations that must deal with roller coaster fluctuations of volatile cheese prices.

Another reality for pizza restaurants: consistency is critical to earning customer loyalty. Despite the common joke that even bad pizza is still pretty good, if your product is *consistently* good, your customers will *consistently* come back.

Because of that, the pressure is high for pizza restaurants to create a consistent, exciting product while eliminating waste whenever possible. That's a lot to consider.

Thankfully, help has arrived.

INTRODUCING THE RANDELL CHEESER STATION®

1 ELECTRONIC CONTROLS

Visible, externally mounted electronic controls allow for quick verification of proper settings, along with printed instructions for operation and cleaning.

2 GRATE

This stainless-steel grate effectively holds the pizza during preparation, but allows cheese to fall back into the holding bin. It's also removable, which makes reloading cheese and cleaning easy-peasy.

3 HOLDING BIN

This refrigerated holding bin accommodates 30 pounds of cheese. The holding bin uses cold-wall conductive cooling to keep the product at a safe temperature.

Fully sealed inside with a clean-out port makes it easy to clean and sanitize the pan opening.



SCALE 4

A valuable option to the Cheeser Station, the scale (with hands-free tare feature) quickly trains employees to use the perfect amount of cheese every time.

LENGTH 5

With a two-foot physical footprint, the Cheeser Station maximizes production without taking up valuable space.

"UNDER THE HOOD" 6

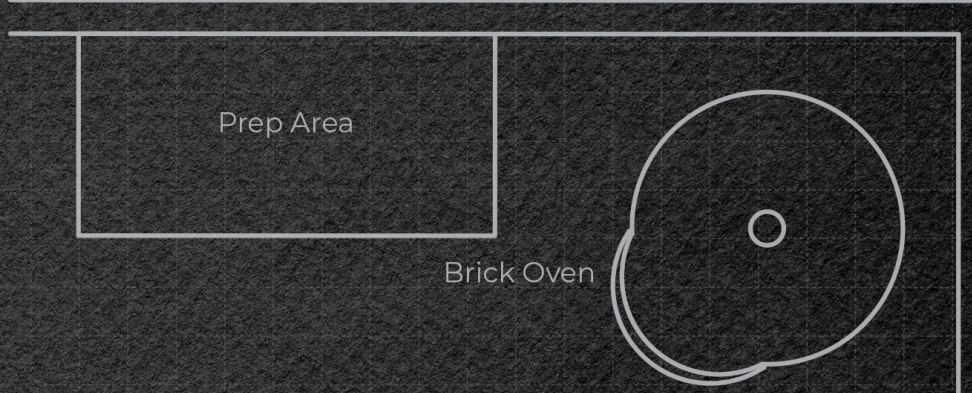
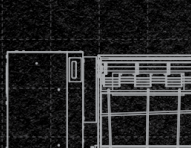
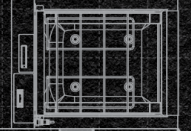
The Cheeser Station has an energy efficient R290 compressor system.

MODEL	LENGTH (in.)	DEPTH (in.)	HEIGHT (in.)	INTEGRATED SCALE	HP	VOLT/CYCLE/PHASE	AMPS	NEMA PLUG	SHIP WT.
RCS-24-WS	24	33	35	YES	0.2	115/60/1	1.8	5-15P	195
RCS-24	24	33	35	NO	0.2	115/60/1	1.8	5-15P	185

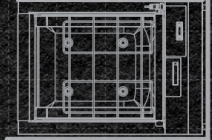
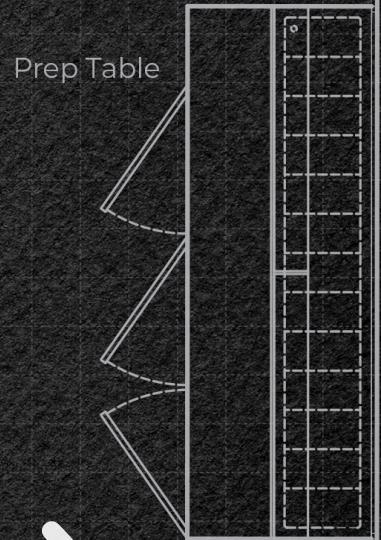


CONCEPT 1

HOW THE CHEESER FITS INTO A FLOORPLAN



CONCEPT 2



Prep Area



PROTECT PROFITS BY MINIMIZING WASTE

WHATEVER CHEESE YOU USE, THIS WILL SAVE YOU SOME SERIOUS CHEDDAR

While the pandemic tragically brought restaurants across the country to their knees, the structure and reputation of pizza operations – more well-suited to takeout and delivery – gave the foodservice industry a sliver of good news.

According to [PMQ's 2021 Pizza Power Report](#), independent and chain restaurants' combined sales remained relatively steady year-over-year in 2020 despite the pandemic.

The bad news?

Volatile and drastically rising cheese prices put a large dent into would-be profits. In April 2020, the wholesale price for a pound of mozzarella cheese in the Midwest was \$1.18, according to the US Department of Agriculture.

By October, the cost increased to \$3.69 per pound.

Because of the moving target nature of cheese prices, it can be difficult to pinpoint budgets. That's what makes cheese waste a sieve for profits, draining money piece-by-piece.

The Cheeser Station's simple but practical self-contained design helps pizza operations have more control over cheese prices by getting 100% utilization. Any shreds that don't land on the pizza end up back in the holding bin – not on the floor or prep table.

Because it holds up to 30 pounds of cheese in the mechanically cooled bin, using the Cheeser Station also results in less trips to the walk-in to restock cheese – saving labor costs while keeping up with demand.

OPERATORS CAN SEE PAYBACK IN AS LITTLE AS 6 MONTHS USING THE CHEESER STATION!

Check out our ROI Calculator to see how quickly the Cheeser Station could pay for itself:

unifiedbrands.net/cheeser-roi-calculator



ACHIEVE A CONSISTENT PRODUCT EVERY TIME



NOT TOO MUCH CHEESE.
NOT TOO LITTLE CHEESE.
JUST RIGHT.

There is an art to making the perfect pizza.

However, there's definitely a science behind it too.

With the scale option for the Cheeser Station – model RCS-24-WS – you can ensure your staff is adding the perfect amount of cheese to every pie. This not only saves money by avoiding excess cheese, but it also helps create the most consistent product possible.

In the culinary world, consistency helps win that coveted customer loyalty. There are too many options for customers to return to a pizza place that didn't have the right amount of cheese.

If somebody has a great experience with your pizza, though, they will come back.

And the Cheeser Station's scale not only provides a better product for your customers, it's also a major time-saver for training, especially with locations that must navigate higher employee turnover.

That's when it's better to treat pizza making as a science, not an art.

The Cheeser Station's hands-free tare feature for the scale allows you to quickly weigh the amount of cheese. Instead of using hard-to-quantify direction ("Take three handfuls per pizza") the scale and tare feature make it clear-cut: "Each pizza should have 8 ounces of cheese."



EXPAND YOUR MENU OPTIONS

ADD ATTENTION-GRABBING
INGREDIENTS WHEN CHEESE
IS OUT OF THE PREP TABLE



INGREDIENTS MATTER.

Increasingly, that means more than the quality of the ingredients. With the rise of foodie culture, the ability to offer a wider range of menu options can become a major competitive advantage for pizza restaurants.

Particularly with Gen Z and Millennial audiences, offering new and exciting pizza options can be a difference maker. Pepperoni pizza may always be top dog, but the inability to create a diverse menu can lose potential customers who want something different.

That's why the Cheeser Station's ability to hold up to 30 pounds of cheese accomplishes more than better organizing the cheesing process. By

holding all the cheese, it creates a significant opening in the rail of the prep table. Now you can introduce new ingredients and expand your menu options.

Buffalo chicken pizza? Why not. A bacon-inspired pizza? Imagine the buzz on social media when people hear about that.

We know space is a premium in a pizza kitchen. The Cheeser Station's footprint is small – only 2 feet wide – but the impact it can have on adding mouth-watering and attention-grabbing toppings is anything but little.



WHERE CAN YOU LEARN MORE ABOUT THE CHEESER STATION?

CLICK OR SCAN THE QR CODE

WEBSITE 1

ROI CALCULATOR 2

randell

GENERAL OPERATION DATA

Number of locations	5
Number of pizza locations	100
Operation type	all Chain
Days of operation	155
Hours of operation	10

CHEESE SAVINGS

Average Cost Per Pound of Cheese

How much cheese does your average restaurant use/order per week?

LABOR SAVINGS

Average hourly employees

3 VIDEOS

4 WHAT THE HECK IS A 'CHEESER STATION'?

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