

# CASE STUDY

*Hank's Franks advances foodservice program with AutoFry.*

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## OBJECTIVES

Hank's Frank's of Lodi, New Jersey was looking for a way to extend their current foodservice program to include fried food offerings, specifically French fries to go with their delicious hot dogs. Owner Gary Benanti and his staff faced a number of hurdles in this pursuit. They were limited on kitchen space and also needed a solution that would be within their budget.

## SOLUTION

After performing some dedicated research into frying options, Benanti chose AutoFry MTI-10XL, a ventless, automated deep-fryer, made by Motion Technology, Inc. This fryer fell within Hank's Franks spending range, avoided the installation of a hood system, and fit comfortably in their kitchen. The addition of the AutoFry MTI-10XL helped Hank's Franks expand their current menu and increase profits.

## BENEFITS

### 1. Avoid hood/ventilation costs

Hank's Franks was able to avoid purchasing a traditional open fryer and hood system which may have cost up to \$60,000.00 or more.

### 2. Operate in any space

With a wide range of sizes, there is an AutoFry for every space. Hank's Franks found the perfect model to fit a particular area of the kitchen that was to designated for a new fryer.

### 3. Increase foot traffic with promotions

The Hank's Franks team thoroughly promoted the addition of French fries to their menu. This included social media posts, and even a t-shirt.

### 4. Expand food offerings

Hank's Franks was able to utilize fries in more than one capacity with existing ingredients. By topping fries with the same chili and cheese used on their Chili Cheese Dogs, Benanti creates an upsell opportunity without having to invest in additional food inventory.



## VICTOR KIPIANI

*-Hank's Franks*

“We are  
VERY happy  
with our  
investment!”



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