



VITO® oil filter system

Business case for Burger King EMEA



VITO® excellence in oil filtration

Agenda

- 🔥 Product introduction
- 🔥 Business case
 - 🔥 Target & KPIs
 - 🔥 Conditions
 - 🔥 Procedure
 - 🔥 TPM Analysis French Fries Fryers and Multi Fryers
- 🔥 ROI
- 🔥 Conclusion



Product introduction

- 🔥 VITO filters remove food particles and carbon from your frying oil. Frying in clean filtered oil results in a better tasting and better looking fried product. Your oil costs will be cut, and there will be less work load due to less changes of oil and cleaning.



- 🔥 Microfiltration with the **VITO® oil filter system**



- 🔥 TPM/ quality measurement with the **oiltester**



Product introduction - Handling

- 🔥 VITO creates vortex/ circulation.

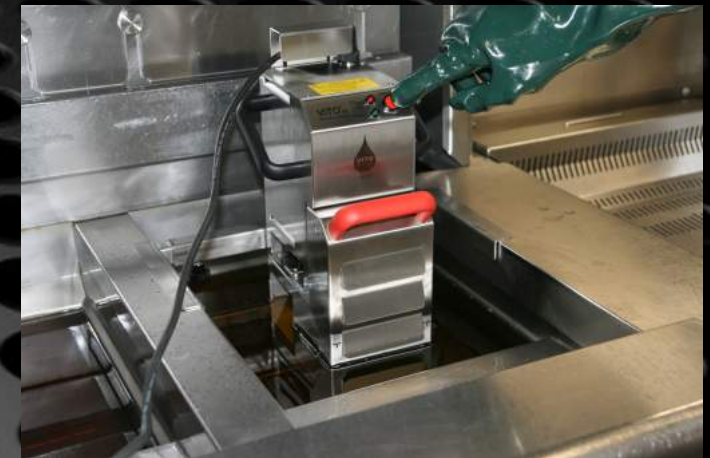
Suction depth: 35 cm

- 🔥 Particles go into the VITO and with high pressure through the filter paper to get caught.

Filtration power: 60 l / min

Total cycle time: 4,5 mins

- 🔥 Clean oil comes out in front.



Business case: Target & KPIs

- 🔥 Prove frying oil savings on top of built-in filtration
- 🔥 Easy and safe handling
- 🔥 Safety in the kitchen



Business case: Conditions


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VITO AG Germany



	Test
Test stores, Germany	# 14273 in Tuttlingen
Franchisee	BK-Tuttlingen GmbH
Weekly sales	∅ 25.000,00€
Fryers	4 x 25 l (50lbs) Pitco ME 2 with built-in filtration 2 French Fries Fryers 2 Multi Fryers
Frying oil	19,11 € / 15 l box → 1,27 € / l

Experience		
# 14941 in Hildesheim	Wunstorf	# 12606 in Bad Oeynhausen
Burger King Deutschland GmbH		
4 x 25 l (50lbs) Frymaster	4 x 15 l (30lbs) Frymaster	4 x 15 l (30lbs) Frymaster
1,27 € / l		



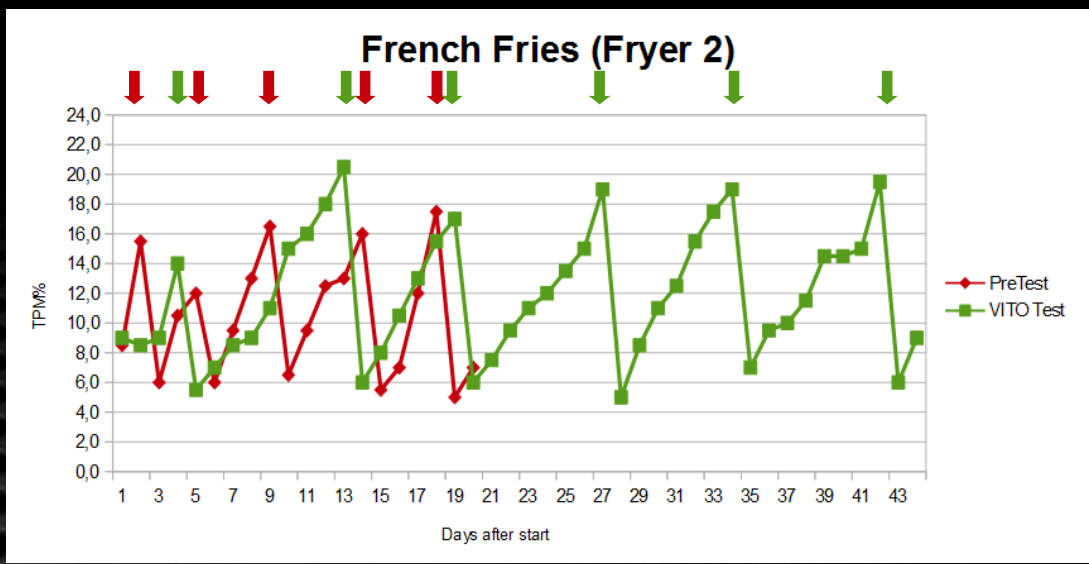
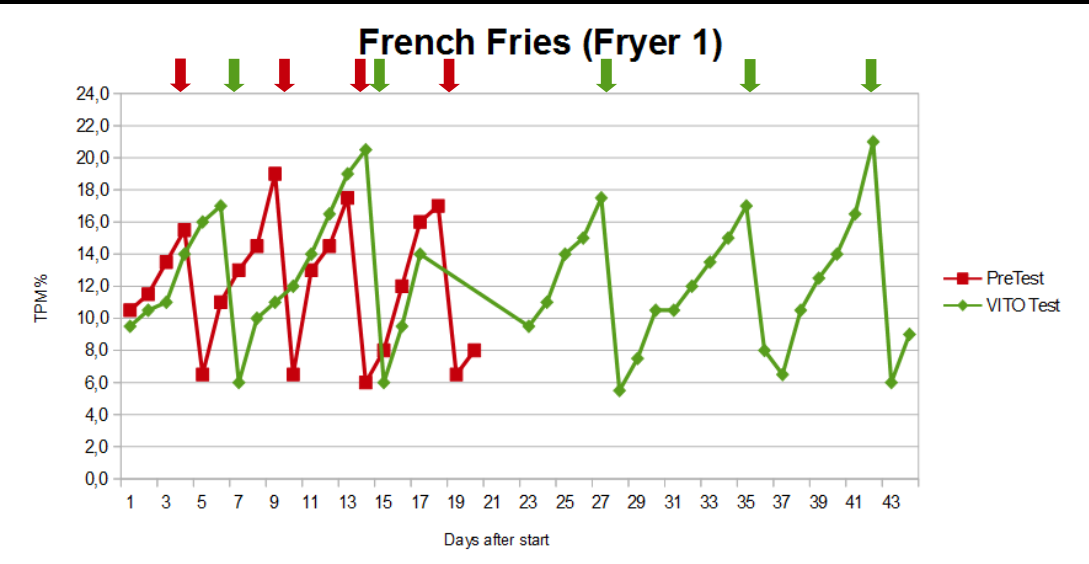
Business case: Procedure



	Pre Test	VITO® Test
Start	Mid December 2016	Mid January 2017
Parameter	<ul style="list-style-type: none"> - Oil quality (TPM) measurement with oiltester - Limit: 24% TPM 	
Daily procedure	<ol style="list-style-type: none"> 1. Night: Fryer Filtration 2. Morning: <ul style="list-style-type: none"> - Measurement with oiltester - Documentation 	<ol style="list-style-type: none"> 1. Night: Fryer filtration 2. Morning: <ul style="list-style-type: none"> - Measurement with oiltester - Documentation - Filtration with VITO®

→ TPM data comparison Pre Test and VITO® Test to work out oil savings

TPM Analysis – French Fries Fryers

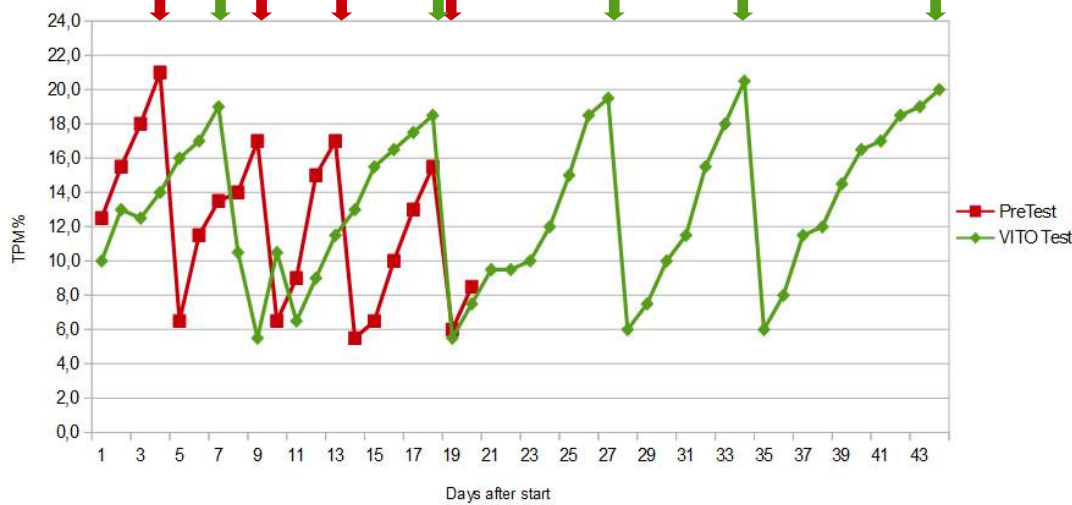


Without VITO®	With VITO®	Results
∅ oil duration: <u>5 days</u>	∅ oil duration: <u>8 days</u>	→ 60% of increase/ oil life extended: 3 days
↓ 1,4 changes per week/ 72,8 changes per year	↓ 0,875 change per week/ 45,5 changes per year	→ 27,3 changes saved per year

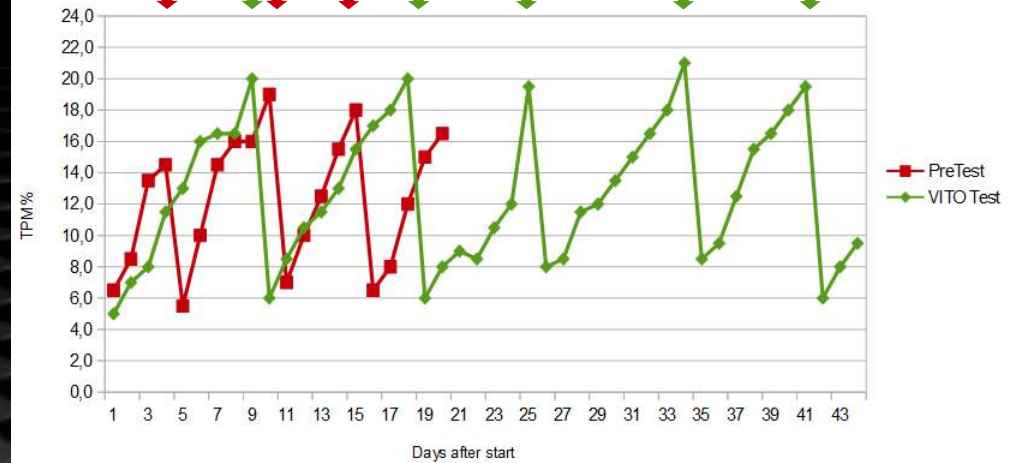
→ savings of frying oil: **37,5%**

TPM Analysis – Multi Fryers

Multi Fryer (Fryer 3)



Multi Fryer (Fryer 4)



Without VITO®

∅ oil duration: 4,5 days

↓ 1,55 changes per week/
80,6 changes per year

With VITO®

∅ oil duration: 7 days

↓ 1 change per week/
52 changes per year

Results

→ 55,56% of increase/
oil life extended: 2,5 days

→ 28,9 changes saved per year

→ savings of frying oil: **35,7%**

ROI

	# 14273 in Tuttlingen	# 14941 in Hildesheim	Wunstorf	# 12606 in Bad Oeynhausen
Oil liters per fryer vat	4 x 25 l (50lbs)	4 x 25 l (50lbs)	4 x 15 l (30lbs)	4 x 15 l (30lbs)
Oil cost	1,27 €/l			

Weekly oil cons. without VITO®	190,50 €	254,00 €	152,40 €	228,60 €
Weekly oil cons. with VITO®	121,92 €	165,10 €	106,68 €	160,02 €

Ø savings with VITO®	36%	35%	30%	30%
Oil cost savings	68,58 € per week / 274,32 € per month/ 3.566,16 € per year	88,90 € per week / 355,60 € per month/ 4.622,8 € per year	45,72 € per week / 182,88 € per month/ 2.377,44 € per year	68,58 € per week / 274,32 € per month / 3.566,16 € per year
Cost	1.700,00 € (VITO®) + 1,80 € (cost of filter paper) x 365 (days) = Total cost 2.357,00 €			
ROI	8,6 months	6,6 months	12,8 months	8,6 months



Conclusion

🔥 Target

Prove frying oil savings on top of built-in filtration

Easy and safe handling

Safety in the kitchen

→ Increased profitability!

🔥 Result

VITO saves 30 – 35% on frying oil cost on top of built-in filtration

180,00 – 350,00 € savings per month
= 2.300,00 – 4.600,00 € savings per year

ROI: VITO pays off within 6 – 13 months

Less, safe workload around the fryers due to easy handling and less oil changes

