



## Zaxby's Atlanta, GA

### Overview

The Atlanta, GA Zaxby's store is perfect examples of the phrase "big things come in small packages." With only 54 seats in the store and 22 spaces in the parking lot, this location is much smaller than a typical Zaxby's and located in one of the most densely populated parts of the city.

But despite its small size, no one could have predicted that the Atlanta Zaxby's would end up breaking the record for most sales in a week.

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### Problem

Zaxby's licensee Sterling Coleman, who worked with TriMark Foodcraft on six of his seven Zaxby's restaurants, knew that this project would have to be approached differently than his other stores. "Everything is so condensed in the city. There were many challenges getting equipment in and out of site," said Coleman.

To say that this project had challenges was an understatement. "There was no room for trucks and trailers," said Ron Johnston, Project Manager for TriMark Foodcraft.

### Solution

- Dollies transported equipment into the building
- Custom fabricated equipment made by hand in the TriMark Foodcraft warehouse
- Oversaw subcontractors to ensure smooth execution of project

### Deliver and Installation Equipment

Tight city streets were not welcoming for the delivery trucks, so oftentimes, large commercial equipment had to be brought into the dirt parking lot by dollies. "We had to physically tote the equipment ourselves," said Johnston.

Along with bringing in the equipment, TriMark Foodcraft installed it as well. "TriMark Foodcraft came in and made suggestions to accommodate the logistical challenges of this space."





### Custom Fabrication Solution

TriMark Foodcraft made the custom stainless steel fabrication by hand. “We’ve been making our own equipment at TriMark Foodcraft since 1960,” says Johnston. That’s one of the things that make us special and it’s one of the ways we add value to our customer.”

### Partnership and Advice

Trimark Foodcraft also escorted Coleman to factories across the country so that he could see for himself how each manufacturer operates, conduct face-to-face meetings with company executives and employees, and get a sense of company culture. This, along with recommendations from TriMark Foodcraft, enabled Coleman to make an informed decision about equipment.

### Results

- The Atlanta Zaxby’s broke the record for the most sales in one week

This kind of success couldn’t be possible without franchise owners like Coleman and the relationship that he built with TriMark Foodcraft. “I have confidence in TriMark Foodcraft. It’s been great doing business with them. TriMark Foodcraft goes above and beyond the call of duty.”

