



Applebee's Case Study

Apple American Group LLC

Overview

As the largest Applebee's Neighborhood Grill and Bar franchisee in the country, Apple American Group LLC owns and operates more than 470 stores throughout the U.S. The company reached out to TriMark Foodcraft to repair, replace and rebuild its equipment, counters and refrigeration systems for four of its stores.

"I'd like to compliment TriMark Foodcraft on the work they did for Apple American Group. We are extremely happy with the results," said Karen Williams, Director of Purchasing for Apple American Group LLC.

Before



Challenges

It began when four Applebee's locations needed its 20-year-old make up tables in the Chef's counters replaced. As the four units were being removed, it was evident that the cabinets were severely damaged.

"The work was greatly complicated by the fact that several of the existing cabinets literally fell apart once we removed the adjacent refrigeration units," said Harry Gallins, President of TriMark Foodcraft.

- Remove and replace refrigerators
- Rebuild counters and Chef's line, expo counters; add Randell prep tables
- Complete work overnight in 12 hours with no interruption of service

Installation Solution

The solution was to bring TriMark Foodcraft installers, Randy Coe and Wes Wright to remove and replace the refrigerators. "A lot of this project involved unforeseen challenges," said Coe. "When we cut the refrigerators out, there was no structure in cabinets. We had to weld the walls and rebuild the entire cabinets. We ended up cutting the entire Chef's line out," he said.

After



Custom Fabrication

This wasn't the first time that TriMark Foodcraft encountered this type of issue. "A common problem in many restaurants is a lack of compatibility between essential equipment and the work areas available to support them," said Gallins. "Our answer is our stainless steel custom fabrication capability, which is among the industry's best. That's one of the things that TriMark Foodcraft excels at—custom fabrication," he said.

The custom fabrication ended up saving more than 50% in costs for the customer. In addition to the custom countertops, the team then brought in new energy-efficient refrigerators, which also saved energy costs for the four Applebee's locations. The units were also more environmentally-friendly.

No Interruption of Service

Although the scope of the project was extensive, TriMark Foodcraft was able to complete all of the work in about 12 hours with no interruption in service. "Applebee's was able to open up their doors as scheduled. There was no hold up," said Coe.

Completing the work in a timely manner demanded flawless communication and coordination with the subcontractors. "Everybody cooperated together; there were no problems," Wright said.

Results

- New, energy-efficient refrigerators saved costs
- Custom fabricated countertops saved more than 50% for customer
- Successful completion resulted in five more Applebee's projects scheduled

Apple American was "extremely happy with the results," said Karen Williams, Director of Purchasing for Apple American Group LLC. "I'd like to compliment TriMark Foodcraft on the work they did for Apple American Group. It's amazing what TriMark Foodcraft can do. They did a great job. It was awesome," she said.

Pride in Work

The results show that TriMark Foodcraft takes pride in what they do. "I have to agree that this was an incredible display of hard work, 'can do' attitude and craftsmanship of the highest order," said Gallins.