



Kwik Trip

ROLLS OUT

FRESH FRIED CHICKEN PROGRAM



CUSTOMER

Kwik Trip/Kwik Star 770+ convenience store system located throughout Wisconsin, Minnesota and Iowa

HENNY PENNY DISTRIBUTOR

Taylor Enterprises of Wisconsin

EQUIPMENT

Henny Penny OGA-322 two well gas open fryer with auto lift

PRODUCT

Fresh, hand-breaded fried chicken

Every day, fresh bread, baked goods, dairy products and fuel are shipped to every store in the Kwik Trip system by a company-owned fleet from its central production and distribution facility.

“We make and brand as much of our product as possible,” said Jim Bressi, Director of Research and Development at Kwik Trip headquarters in La Crosse, WI. “If we can’t do it better ourselves, that’s when we look for a partner.”

When it was time to add fresh fried chicken to the hot food lineup, they found a partner in Henny Penny.

At 8,000 square feet, a typical Kwik Trip store has plenty of room for groceries, fresh fruit and meat to go with hot and cold beverages, packaged snacks and dairy treats. As more and more consumers turn to retail locations for takeaway meal options, it is critical for the hot food menu to match bakery and dairy in quality, freshness, and variety.

Kwik Trip’s new chicken program features a hand-breaded fried chicken menu requiring two standard 50-lb vats per store. Having narrowed the field to nine different fryers, Bressi and Kwik Trip senior category manager Ali Van Dalen focused on three overarching concerns: service calls, ease of use, and safety. The fryers were tested, one per store, for nine weeks and evaluated along the way.

DID YOU KNOW?

Like Henny Penny, Kwik Trip also values employee ownership. Kwik Trip co-workers participate in a 40% profit sharing program as part of their benefits.

The fryer they chose was the Henny Penny 320 Series 2-well gas open fryer with auto lift. "One day they asked us which one we wanted. She and I both said 'Henny Penny.' After looking at all the data, talking to the people who actually used them, and evaluating the pros and cons, the decision was pretty easy," Bressi said. "It was mainly the fryer itself, the way it's built, how cleanable it is. The programmable control works very well for what we want to do."

Ralph Conner, regional sales manager for Henny Penny, was quick to point out that none of this would have been possible without the total value approach of Taylor Enterprises of Wisconsin-the Henny Penny distributor for that region-and the guidance of its owner and president, Earl Hansen.

Henny Penny distributors are directly responsible to customers for sales, service, start-up, warranty, and training. "It's a collaborative effort," said Conner. "Earl brought Kwik Trip to the Henny Penny factory to see how we make the fryers and deliver on a total value proposition with our distributors, but the core relationship is with Taylor Enterprises of Wisconsin."

That relationship had been ongoing in other equipment categories, but the fried chicken program took things in a new direction.

"Earl and Craig (Schroeder) were absolutely critical," Bressi said. "Craig worked very, very hard at sales, at installing, at teaching people-teaching me-about the machine. I would put Craig's efforts up there as one of the big factors in our decision to go with Henny Penny."



KWIK TRIP BY THE NUMBERS

30,000 the number of Kwik Trip co-workers employed by the company

1965 the year Kwik Trip opened its first location

770+ the number of Kwik Trip stores across mostly Wisconsin, Iowa and Minnesota

80% the percentage of product delivered by Kwik Trip to its stores on a daily basis

40 the number of new stores Kwik Trip plans to open this year