



Roller Grill Overview

TODAY'S CONSUMER

Today's consumer looks at 5 key attributes when making food purchasing decisions away from home:

- quality products presented in a clean environment
- a variety of on-trend flavors
- quick and convenient service
- a good value for the price paid
- well-known and trusted brands



GETTING MORE FROM YOUR GRILL

Your location is interested in meeting today's consumer demands, but with two other major considerations:

1. Incremental Profits

- more traffic
- incremental (add-on) sales
- higher margins

2. Operational Ease

- minimal labor required
- simple maintenance
- quick cooking
- little waste



Sara Lee understands your business and wants to help!

This Roller Grill Program Manual will show you how to please your customers while keeping operations simple and increasing total profits.



Roller Grill Overview

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Equipment & Maintenance Tips

THE BASIC ROLLER GRILL



A – THE ROLLER GRILL

SLM-RC24-RG
Small Roller Grill
 Outer dimensions:
 24"W x 19"D
 Average capacity:
 27 (three rows of 9)

SLM-RC35-RG
Large Roller Grill
 Outer dimensions:
 35"W x 19"D
 Average capacity:
 45 (five rows of 9)

B – Menu Board

Use the Menu Board to list the brands and products along with their prices.

C – Roller Grill Dividers

Roller Grill Dividers clearly identify the varieties of product featured on the grill or to identify products that are still cooking.

D – Roller Grill Temperature Controls

Separate dials control the heat on the front and the back of the grill.

E – Sneeze Guard

The Sneeze Guard is a clear plastic shield that keeps airborne germs from reaching the food and holds the product at a consistent temperature.

F – Condiment Station

An area with bulk or individual packages of ketchup, mustard and other condiments.

G – Bun Box

The Bun Box holds buns so they are easily accessible for you or customers.

H – Promotional Board

An area to insert signs that showcase combo deals and specials.



Equipment & Maintenance Tips

INSTALLATION

1. Upon delivery, immediately inspect equipment for any damage during shipping. Note any visible damage on the freight bill and file a claim with the delivering carrier at once.
2. Installation by a professional is recommended. A licensed electrician should be consulted and local codes must be followed. (Electrical specifications are 120 volts, 350 watts, 2.9 amps.)

PREPARING A NEW GRILL

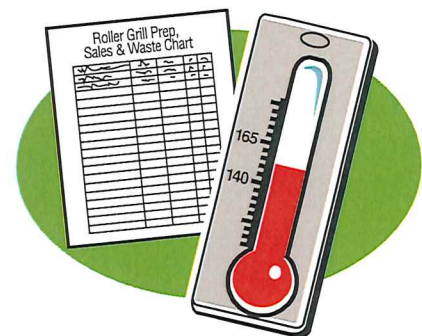
1. Be sure the roller grill is set up on a flat, stable surface.
2. When the grill is new, simply wipe the rollers and the drip pan with a damp cloth to remove any dust or dirt.
3. Turn the power switch on; be sure the pilot light is glowing and the rollers are turning.
4. Adjust the temperature control to medium high — note that there may be two controls, one for the front and one for the back portion of the grill.

PREHEATING

Be sure the grill has been adequately preheated before adding any product:

- approximately 15 – 25 minutes
- on medium high setting of 7 – 8
- to a grill temperature of 4° – 165°F

Once roller grill has preheated, product is ready to be added.





Equipment & Maintenance Tips

DAILY CLEANING

THROUGHOUT THE DAY (while serving)

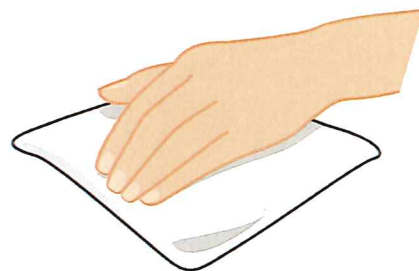
1. Be sure the serving area is free from spills. Use a soft, damp cloth to wipe up any messes.
2. Check the drip pan at least three times per day; remove and clean with hot, soapy water when necessary. Line tray with aluminum foil for easier clean-up.

AT THE END OF THE DAY (when finished serving)

1. Discard any leftover product and remove the sneeze guard.
2. Turn grill on high for 3-8 minutes to loosen any drippings between rollers.
3. Turn off heat, but keep rollers turning and wipe with a cool, damp cloth from the ends toward the center to keep grease and particles from accumulating in the corners.
4. Wash all areas except rollers with soapy water or an approved detergent for use on stainless steel. Use a soft, damp cloth to clean rollers.
5. Rinse with clear water and wipe dry with a clean cloth.
6. Rub metal surfaces in the direction of the polish lines to avoid scratching the finish.
7. Clean condiment containers and sneeze guard with warm, soapy water and rinse thoroughly.
8. Wipe bun area with a clean, wet cloth and let dry.
9. Clean the drip pan at the end of the day with hot, soapy water.

Do NOT use sanitizing solution, oven cleaner, abrasive materials (steel wool or wire brushes) or cleansers with chlorides or phosphates that could scratch Teflon or stainless steel.

Do NOT use window cleaner, because it can cause scratches and leave a cloudy residue.





Product Handling & Food Safety

RECEIVING PRODUCT

- Mark cases to be stored frozen with date received. Frozen product can be kept for up to 12 months.
- Mark cases to be stored in cooler with a "use-by" date 10 days from today's date. (Example: product placed in cooler March 1 would have a use-by date of March 11.)
- Store product at least 6 inches off the floor and 6 inches from walls. First product received should always be served first.
- Mark any partially used bags of product with a use-by date 5 days from today's date. (Example: product bag opened March 5 would have a use-by date of March 10. This date should not be later than the original use-by date on the case.)



THAWING FROZEN PRODUCT

- Thaw frozen hot dogs in a cooler at 30° - 40°F for 72 hrs. (3 days) prior to placing on the roller grill.
- Keep a three-day supply of thawed hot dogs in the cooler at all times.





Product Handling & Food Safety

HEATING

Be sure that the grill has been adequately preheated for at least 15 minutes. Warm thawed product according to the instructions listed on the package.

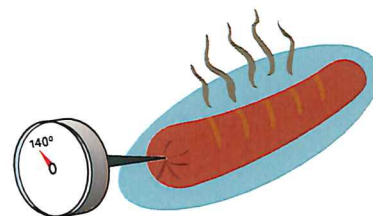
- Smaller products will warm more quickly than larger products. If you have multiple items, place the larger ones on the grill first.
- Cooking times vary depending on the product, the temperature and the equipment. Here are rough guidelines:

LARGE (4:1 or larger) = 35 - 40 minutes

MEDIUM (5:1 or 6:1) = 25 - 30 minutes

SMALL (8:1 or smaller) = 15 - 20 minutes

- Times may vary depending on your specific equipment. Note your equipment's performance and adjust times and temperatures accordingly.
- When in doubt, allow 40 minutes for heating to be sure the product is thoroughly warmed to between 140°F-165°F internally.



HELPFUL TIPS

- Use a probe thermometer to check the product's internal temperature and be sure it is a minimum of 140°F.

HOLDING

Do not hold product on the grill for more than 4 hours after heating.

- Hold product at a minimum internal temperature of 140°F.
- If you add new product to the grill, be sure to move the oldest product to the front and serve it first.
- Track on your prep chart when product is fully heated and holding begins. Discard any product that is held more than 4 hours after heating.

PREP, SALES AND WASTE CHARTS

Keep track of your daily Roller Grill operations in order to measure sales, track waste and maximize profits. Set up a simple chart that lists:

- Today's Date
- Item Description, Quantity and Time Placed on Grill
- Amount Sold and Amount Discarded (Waste)

Use the numbers from your daily prep, sales and waste charts to:

- Plan your menu options
- Determine inventory quantities



Product Handling & Food Safety

FOOD SAFETY

- Always wash hands thoroughly and use gloves when handling and serving food.
- Keep hot dogs/smoked sausage, buns and condiments in separate holding containers to prevent cross-contamination.
- Keep hot dogs/smoked sausage at proper holding temp.
- Keep ice pack under condiment station frozen and keep condiment trays fresh at all times.

SERVING PRODUCT

HOT DOGS AND SAUSAGE LINKS

- Freshness and quality are important to your customers. Always keep the grill filled with at least 3 or 4 of each item ready to sell. A full grill looks more appealing and will cause more sales than one with just a few items on it.
- Make sure the serving area is neat and clean at all times.
- Mark products that are not yet heated and not ready to sell. Special Roller Grill Dividers that say "Stop, Not Ready" may be used.
- The first product heated should be the first product served.

BUNS

- Check buns daily to be sure they are fresh. Discard buns that have been in the roller grill bun box for more than 12 hours.
- Always keep buns wrapped in plastic, either bulk or individually. Many consumers prefer individually wrapped buns because they appear fresher and more sanitary.
- In self-serve units with bulk buns, provide plastic tongs or waxed paper so customers can remove their individual bun without disturbing others.

CONDIMENTS

The condiment station should always be filled with either bulk or individually packaged hot dog toppings. Recommended condiments include:

Ketchup	Onions	Hot Sauce
Mustard	Cheese	Salsa
Relish	Chili	Hot Peppers
Salt	Pepper	Sauerkraut
Pickles	Tomatoes	Mayonnaise

PAPER GOODS

You should also have plenty of the following supplies readily available in the roller grill serving area:

- Napkins
- Serving containers like paper trays, foil bags or wraps

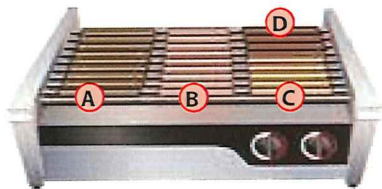


Maximizing Your Grill Menu

Plan-O-Gram Options

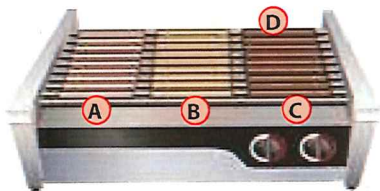
SMALL ROLLER GRILLS

BREAKFAST



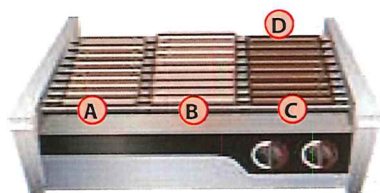
- A – Jimmy Dean Pork Link
- B – Ball Park 5:1 All Beef Hot Dog
- C – Hillshire Farm Smoked Sausage
- D – Hillshire Farm Cracked Black Pepper Smoked Sausage

LUNCH



- A – Ball Park 5:1 All Beef Hot Dog
- B – Hillshire Farm CheddarWurst
- C – Hillshire Farm Mesquite Jalapeño Smoked Sausage
- D – Hillshire Farm Cracked Black Pepper Smoked Sausage

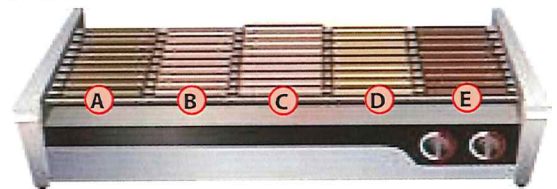
DINNER



- A – Ball Park 6:1 All Beef Hot Dog
- B – Ball Park 4:1 Jumbo All Beef Hot Dog
- C – Hillshire Farm Mesquite Jalapeño Smoked Sausage
- D – Hillshire Farm Cracked Black Pepper Smoked Sausage

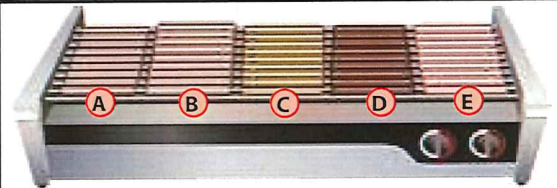
LARGE ROLLER GRILLS

BREAKFAST



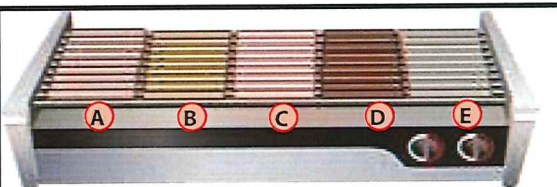
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- D – Hillshire Farm Cracked Black Pepper Smoked Sausage
- E – Hillshire Farm Polish Sausage