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Objective:

To meet the highest expectations for quality, service, cleanliness, and value.

Goals:

- Respond to the needs of each individual Owner/Operator, Manager, and their Crews.
- Focus on equipment simplification and cost reduction.
- Dedicate resources to evaluate and strengthen Distributor Performance and Service Support.
- Commit to ongoing Operations and Service Training.

Midwest Equipment Company Service and Parts Departments News!

We have now begun the job of retro-fitting all of your shake and combo freezers for the Clear Cup McCafe Shake program. This update will allow you to use one cup for all clear cup applications throughout the store. This is taking place over the next few months. You will be receiving a call from our project coordinator to announce the week that we will be visiting your store for the upgrade. Thank you in advance for your understanding and patience as we complete these upgrades, the Oakbrook schedule is very tight and we appreciate your understanding.

Both before and after your update, here are some quick tips that will guide you in serving a quality shake:

- ✓ Calibrate shake syrups **weekly!** (Calibration cup Part# 017203) **1 ounce in 7 seconds (TTS).**
- ✓ Clean & sanitize syrup lines **weekly!**
- ✓ Clean syrup valves **weekly** on Model 8634 & **daily** on Model C602 for proper blending. (Taylor Lube Part# 048232)
- ✓ Replace syrup pump tubes (Part# X54979) every six months or if unable to calibrate 1 ounce of syrup in 7 seconds.
- ✓ Prime syrup lines to remove all air pockets. Note: Do not prime lines in calibration mode; only in prime mode.
- ✓ Remove syrup lines from shake door & insert syrup port plugs (Part# X58474) prior to the start of the heat treatment cycle. (If not syrup will get hard and clog syrup valves).
- ✓ Check to make sure the white driven spinner securely connects into the bottom of the draw valve and does not fall. Replace spinner (Part# 034054) if worn. (This can cause flavor carry over).
- ✓ Maintain your machine with a quarterly Tune up Kit.
- ✓ On your 8634 and 5472 you need to make sure your air system is working properly. Air compressors should be able to cycle off and hold pressure in the system and not cycle back on too frequently. (If so this would require a service call).
- ✓ Adjust cup fill and verify all flavors shut off at the desired level.

Don't hesitate to call Midwest for expert telephone support—24/7.

You have received your November quarterly auto shipment from us. In that shipment are new shaver blades for your C029 blended ice machine. These blades wear down overtime and reduce your yield and profit drastically. Studies have found that changing these blades every six months or 50,000 cycles will keep your profits up and product consistency where it should be. Don't wait till something goes wrong or the product is not dispensing right. Follow the simple directions to changing blades on your blended ice machine included in the package (see attachment also). Simple preventative maintenance will save you time in the long run.



Call Direct

Service: 800-386-1025

Parts: 800-390-5502

Midwest
Equipment Company



2011 Turbo-Charge Contest

The Region or Market with the most participants in this year's Turbo-Charge Training events will be awarded a C602 Combination Shake/Sundae Freezer. The contest runs from January 1, 2011 until December 31, 2011. Donations to RMHC will be given in honor of the runner-up in each Region or Market.

Current contest leaders are:

- East Division:
Boston Region
- Central Division:
Indianapolis Region
- West Division:
Pacific Sierra Region
- International Market:^{*}
Malaysia and Singapore are tied

* The U.S. and Canada are included in the North America Divisions.

There is a lot of time left to gain leadership in this year's contest. Contact your local Taylor Distributor for details.

McCafe Shakes

By February of 2012, all U.S. McDonald's restaurants will have rolled out the new "McCafe Shake". This is the same great shake McDonald's has been serving for over 10 years, but with a twist. Or more appropriately, with whipped cream and a cherry on top!



Over 14,000 shake machines are currently being upgraded to serve this shake in its new, more visually appealing, clear cup. Restaurants that have added the "new shakes" have seen sales increases of over 40%! These new shakes started several years ago in five McDonald's in Cheyenne, WY. That Operator has increased his shake sales by more than 80%!

Besides increased sales, some benefits of the shake enhancements:

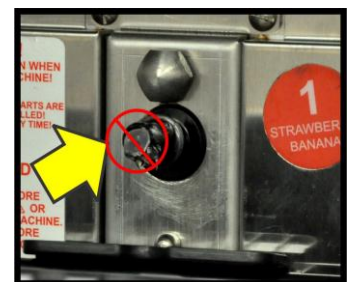
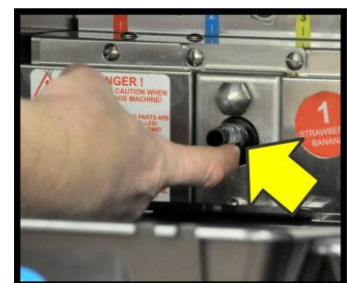
- ❖ Simplification – no more shake only cups. This will simplify inventory management and free up space in the stockroom.
- ❖ Environment – the McCafe CPP (Clarified Polypropylene) cups have a smaller environmental impact and reduce solid waste by 25%.
- ❖ Cost Savings – the CPP material costs less and will save money.

Blended Ice Machine – New Procedure

There is a new procedure for using Taylor Lube to lubricate the inlet tube on the Taylor blended ice machine. Product inlet tubes are now to be lubed once a week after the weekly cleaning of the machine. Following this new procedure reduces leaks, helps improve yields, and creates a tighter seal of the bag around the inlet tube.

To lubricate the inlet tube:

1. Remove all product bins.
2. Lightly lube one inch of the inlet tube with Taylor Lube. Be careful not to get any lube inside the product fitment.
3. When cleaning the machine weekly, take a towel and wipe the inlet tube completely.
4. Reinstall the product bins.



Hot Right Now: IntelliGap Grill Turbo-Charge

NEW – The Taylor Company has just released the IntelliGap Grill Version of our Turbo-Charge Training Sessions. Turbo-Charge Training Classes have been proven to reduce equipment down time and lessen Crew frustration. As if that isn't a good enough reason to participate, Taylor conducts an annual Turbo-Charge Training Contest to benefit RMHC. The Regions that send the most participants are awarded generous prizes for the RMHC House in their area. Turbo-Charge Training is informative, fun, and benefits a very good cause.

As a reminder, Turbo-Charge Classes are offered at no charge to the McDonald's Community. Contact your local Taylor Distributor to schedule a Session near you.

IntelliGap Clamshell Grill
C832 / C834 / C835 / C842 / C844 / C845

OVERVIEW BEEF INTEGRITY GRILL CONTROLS OPERATING PROCEDURES TROUBLESHOOTING QUIZ

OVERVIEW

History

Taylor has provided grills to McDonald's since 1985.

From the beginning of Taylor's grill relationship with McDonald's there have been three major revisions:

- Models 11, 69, 12 and 15 require the operator to adjust time, temperature and selector knobs.
- Models 22, 22E, and 15E require the operator to select the menu item and adjust the selector knobs.
- Models 32 and 35, automatically adjust time, temperature and pressure upon menu item selection. These are referred to as "Infinite Gap" grills.
- The newest line of grills maintains many of the features of the "Infinite Gap" grills but adds auto-leveling and automatic product recognition. These new grills are referred to as the "IntelliGap" grills and include models C832, C834, C835, C842, C844, and C845.

2 Platen Grills
Models C832, C834, C835

3 Platen Grills
Models C842, C844, C845

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New Additions to the McDonald's Team at Taylor



Andy Franklin has been promoted to Senior McDonald's Technical Projects Manager. In his new role, Andy will focus on McDonald's projects beginning with cooking appliances and progressing towards dessert and niche opportunities. He will consult with cross-functional teams on project development, field reporting analysis, and internal customer alignment. He will provide follow-up communication to McDonalds and Senior Taylor Management on an ongoing basis. Andy will also work directly with McDonald's Innovation Center to coordinate equipment requirements, product testing, and development opportunities.



Craig Merwin was selected for the Business Manager position for the McDonald's Central Division. He will be working with 12 Taylor Distributors and about 4,000 McDonald's restaurants. Craig likes to say he doesn't work in Service, he doesn't work in Sales, he works in Solutions! In his "spare time", Craig will spend time visiting the McDonald's Innovation Center in Romeoville, IL. Craig's equipment knowledge and expertise will be a big asset to the McDonald's Team.

Distributor Name
 Address
 City, State, Zip Code