

## **Foodservice Solutions Case Study – HMS Host Onroute**

### **The Customer Problem Statement: Reduce Downtime and Operating Costs**

Every Operator has the challenge of maintaining brand integrity which means providing a superior customer experience and product consistency across locations. For a retailer who relies on coffee beverage sales for the bulk of their profits, the finished product must be made from the highest quality ingredients and prepared perfectly & consistently at every store.

Seeing that water is the largest ingredient in coffee, managing water quality characteristics are key to a successful operation. While esthetics are a major concern, keeping coffee brewing equipment performing consistently is of equal concern. Avoiding downtime and managing repairs and maintenance expense are key to a successful operation.

### **The Scenario:**

Our client, HMS Host Foodservices, operates Onroute Travel Plazas in Ontario, along Highway 401. In November, 2014, our client reached out to us regarding operational challenges at five sites, from Mallorytown, Ontario to the Ontario-Quebec border. Within each of these locations, there is a Tim Horton's Café. All five locations are on well water, treated by a water softener serving the whole plaza.

HMS Host was consistently plagued with the negative effects of hardwater damage on coffee brewers and specialty coffee equipment, even though each of the travel plazas had a whole store water softener system to soften all water at the site, maintained under a service contract by a property management company.

Despite having softening equipment, water samples demonstrated hard water was still getting to the coffee equipment and the client had no success in solving the problem with the property management company.

How bad was the problem? The client states, "The sites were experiencing serious issues with scale buildup and we had coffee making equipment failing every few days." The on-staff equipment manager maintained an inventory of extra brewers and spent the bulk of his time exchanging cleaned brewers for scaled units. This was an expensive and time-consuming enterprise, resulting in waste of money and resources, just to keep brewers brewing.

After determining that the client would have no success in getting the Travel Plaza whole store softeners working any better, our team went to work on behalf of the client. We conducted on site water tests to determine local water hardness and total dissolved solids, to prove that was the culprit. As part of our total water management programme, we conducted in-depth on-site surveys and prepared a comprehensive watercare solution.



**The Danamark Solution:** (Using Danamark-trained installation service providers):

1. Installed a Pentair water softener in the Tim Horton's café to reduce water hardness from 30 plus grains per gallon (gpg) down to 1-2 gpg.
2. Installed a Pentair MRS-600HE-II reverse osmosis system, adjacent to the water softener, to reduce the total dissolved solids (TDS) from as high as 745 parts per million (ppm) down to 100 ppm, for perfect brewing and brewer maintenance.
3. Installed RO water storage tanks, to manage flow requirements for peak operating hours.
4. Trained the onsite maintenance team on system monitoring & preventative maintenance
5. Set up each location on our Danacare Express Programme, for ongoing automatic cartridge replacement order fulfillment.

**The Result - One Happy Client.**

The solution developed by Danamark Watercare is helping this client maintain the highest quality water requirements for Tim Horton's Café premium coffee, tea and espresso drinks and keeping all brewing equipment running at optimum levels, avoiding downtime, while drastically reducing repairs and maintenance expense. The following is the client testimonial:

RE: Onroute Travel Plaza Foodservices

February 12, 2015

Attention:

Stephen Grodzuik  
Danamark Watercare

Dear Steve

*I just wanted to thank you for the excellent job you and your team did designing and installing our RO systems for our five sites. The sites were experiencing serious issues with scale buildup and we had coffee making equipment failing every few days. The advice you provided in guiding us to a solution proved to be invaluable – we have had no failures of our equipment since the installs. The payback will be very quick based on the positive results we have seen so far. The install team was very professional, thorough and friendly. They were very clean and worked efficiently to get the install done in the time frame you outlined. They explained everything clearly to the site maintenance personnel.*

*Overall this was a very positive experience in which you helped us transform a very difficult situation into a very positive one. I'd be happy to speak with anyone about the positive experience.*

Regards

Steve

Stephen Hart

Stephen Hart, P.Eng  
President  
iFM Inc.

If you would like to learn more about how Danamark Watercare has helped businesses across Canada with innovative Foodservice watercare solutions, or how we can do the same for your business, please contact:

Stephen Grodzuik, Market Manager, Foodservice

Direct Toll Free: 1-888-326-1162

[foodservicesales@danamark.com](mailto:foodservicesales@danamark.com)