



DOROTHY LANE MARKET



Customer Profile:

Dorothy Lane Market is one of the country's leading gourmet supermarkets. Opened in Dayton, Ohio, in 1948, Dorothy Lane Market offers in-store chef demonstrations and an extraordinary selection of healthy foods, organic produce, antibiotic- and hormone-free meats, artisan breads, wines and cheeses.

The grocer is committed to cultivating passion for the history and flavor of great food from around the world. Its reputation has attracted visiting grocers from around the country and as far away as Europe, Japan and Australia.



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“I was very skeptical when I heard about Hobart’s self-cleaning rotisserie because our rotisseries get very greasy after a hard day’s use. I didn’t think it was possible to clean the rotisserie without a lot of hard scrubbing, but Hobart made me a believer.”

**> Jack Gridley, meat and seafood director,
Dorothy Lane Market**

Challenge:

Dorothy Lane Market was looking to improve productivity by reducing the time it takes employees to clean equipment. The independent grocer wanted to incorporate a self-cleaning rotisserie to reduce labor associated with cleaning equipment and allow customers to see the fresh food choices available at Dorothy Lane Market’s Meat Department.

Solution:

Incorporate a self-cleaning rotisserie to improve productivity by reducing the amount of time needed for cleaning.

Hobart Product Involved:

- Hobart’s new **KA7E Self-cleaning Rotisserie** offers press-and-go capability that combines one-button cooking and one-button cleaning for simplified operation.
- The KA7E cooks up to 20 percent faster than traditional rotisseries and is designed to accommodate today’s big birds. This new rotisserie results in product that is cooked to perfection—moist, succulent and delicious—every time.
- The KA7E can save users more than \$500 in annual energy savings compared to other rotisseries on the market.





“We’ve been long-time Hobart customers and have been impressed with their reliable products and incredible service.”

> Jack Gridley

Actions Taken:

- Dorothy Lane Market replaced its existing rotisserie with Hobart’s KA7E Self-cleaning Rotisserie.
- Staff prepares turkey breast, rack of lamb, leg of lamb and pork roast in the rotisserie for display in the hot case.
- Staff prepares whole chickens, which are cooked and displayed in the rotisserie, during peak hours.

Results:

- **Less time spent cleaning:** Dorothy Lane Market estimates Hobart’s rotisserie reduces cleaning time and labor by 40 minutes compared to traditional rotisseries. Cleaning past rotisseries took 45 minutes, as each unit had to be completely disassembled and scrubbed. Staff can clean the self-cleaning rotisserie in five minutes by simply pressing a button.
- **More time with customers:** By spending less time cleaning foodservice equipment, Dorothy Lane Market staff have more time to spend with customers.
- **Faster cooking time:** Staff can prepare more products more quickly in the Hobart rotisserie than in a conventional rotisserie or oven.
- **More sales:** Dorothy Lane Market sells more whole chickens because they are cooked right in front of customers and are displayed in an appealing way.
- **Easy to use:** With programmable recipes, employees don’t have to undergo extensive training to operate the rotisserie. They can select the proper recipe and cook to perfection with the touch of a button.





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