

# SCHNUCKS REALLY COOKS WITH BAXTER HYBRID CONVECTION OVENS



## **CUSTOMER PROFILE:**

Founded in north St. Louis in 1939, the family-owned Schnuck Markets Inc. has grown to include more than 100 stores in seven states: Missouri, Illinois, Indiana, Wisconsin, Iowa, Tennessee and Mississippi.

Teammates of Schnuck Markets Inc. have been serving customers a unique combination of quality food, variety and value for more than seven decades. Proud to be known as the "Friendliest Stores in Town," Schnucks offers customers the convenience of more products and services under one roof.

JON TOWNSEND  
Co-manager

"The Baxter ovens are well designed, user-friendly and reliable. Racks adjust easily, providing versatility that allows us to offer a wider variety of foods to our customers each day. Everything browns nicely and looks absolutely great, which is very important when you're merchandising and trying to appeal to your guests as they shop."

GEORGIA SMITH  
Deli Manager

“Learning how to operate the Baxter ovens was a piece of cake. Recipes are simple to program and timers are easy to hear. We can cook a variety of foods at the same time, just on different racks. Pans and vats come out of the oven and go right into the hot case or soup kiosk for sale.”

Schnucks owns and operates its own distribution facilities and bakery, enabling the company to provide better service when it comes to delivering the products customers want when they want them.

Growth and change have been two constants as the company continues its quest to deliver the best food experience for customers' lifestyles and budgets.

In 2002, Schnucks further expanded operations into the mid-South, now its second largest market. Their manufacturing operations have relocated through the years to accommodate growth and gain the advantage of technological advancements and innovations.

Schnucks leaders are committed to evolving to meet the needs of the company's changing consumer base, but one thing they say will never change: Schnucks teammates are committed to the philosophy that customers are their "reason for being" in the grocery industry.

#### **CHALLENGE:**

For the convenience of customers, the deli department in the Schnucks store in Cape Girardeau, Mo., is set up as an island. Cooking and prep work are done in a small back room. The deli staff used a steamer to prepare soups, casseroles and fruit cobblers, as well as individual poultry pieces, in addition to offering whole chickens baked in their Hobart Rotisserie Oven.

Food-preparation challenges included the following:

- Cooking food in the steamer and using a microwave convection oven to brown it yielded inconsistent and less-than-ideal results, leading to some food waste.
- Timing was difficult, and different types of food required constant attention and checking.
- Pans needed to be rotated and transferred frequently.



CINDY BLOECHER

Equipment  
(Purchasing)  
Specialist II

“Because the ovens have the added capability of steam, they provide gentler cooking than the dry air in the rotisserie, so the smaller pieces of chicken and turkey tend to stay moist and won’t dry out. They take up the same amount of space, yet use considerably less water and energy than the old steamer, which reduces costs.”

### SOLUTION:

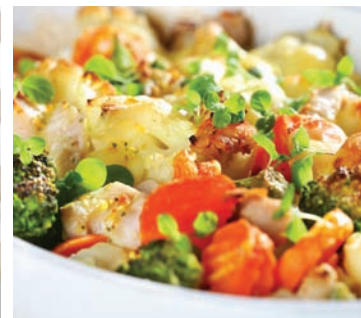
#### Baxter Products Involved:

- The Baxter Hybrid Convection Oven combines the best features of a rotating rack oven and a traditional convection oven in a smaller footprint.
  - The oven’s patent-pending airflow system evenly bakes a wide variety of items, all with the benefit of convection steam, ensuring consistent, quality cooking results from top to bottom and front to back without ever rotating a pan.
  - A fan in the oven’s rear wall circulates heated air through the hybrid oven’s side panels and to the product. Diffusers in the side panels distribute the heat evenly throughout the oven. A patented steam system dispenses water from large openings onto two sets of spherical cast-iron plates.
  - A large window allows for a clear view of food during baking, without the need to open the door and lose heat, thus saving energy.
  - Easy-to-use digital controls allow programming and storage of up to 99 multi-step recipes.



#### Actions Taken:

- The Cape Girardeau Schnucks store serves as a beta test site for the Baxter Hybrid Convection Ovens.
- The deli staff uses two hybrid convection ovens stacked on a stand to prepare four varieties of soup, several casseroles, one or two desserts and 30 to 40 poultry pieces daily, replacing an old steamer and virtually eliminating use of an existing microwave convection oven.



GEORGIA SMITH

“Day after day, the Baxter ovens consistently give us the same great results our customers have come to expect. We can program a specific recipe, or set the timer and go do other things. Each oven has a window that lets us see the food so we don’t have to open the door to check on things and lose the heat, then start the cooking all over again.”

## RESULTS:

- **Higher quality foods with better appearance:** Products made in the hybrid convection ovens brown beautifully and taste better, adding to visual appeal and quality—all of which are important when merchandising deli products to attract customers. Thanks to the convection process with steam, the Schnucks Cape Girardeau store enjoys the following benefits:
  - Chicken and turkey pieces, lasagna and casseroles brown perfectly without needing to be turned and are moist and delicious.
  - The deli was able to expand its menu to include fruit cobblers, which were difficult to cook effectively using the steamer and convection microwave because they would turn out soggy and not properly browned.
- **More consistent cooking results:** Using the Baxter ovens, the deli produces more consistent food. Programmable recipes produce the same quality results each time. Built-in timers alert staff when food is done so they no longer have to worry about overcooking or undercooking because of uncertain cooking times. As a result, food waste is reduced, saving time, energy and money.
- **Versatility and additional capacity:** Oven racks adjust easily to accommodate a variety of products with different cooking times, providing versatility as well as additional cooking capacity. As a result, the deli can now prepare more casseroles and desserts along with twice as many individual chicken and turkey pieces in a wider mix each day.
- **Increased efficiency, reduced risk, improved safety:** The hybrid convection ovens cook food in the same pans and vat inserts used in the hot case and soup kiosk. Workers don’t have to turn food over, rotate pans or transfer hot food between pieces of equipment, so efficiency is increased.
- **Ease of cleaning:** The Baxter ovens are easy to clean using soap and water and/or common cleaning products, such as generic degreaser and household cleaner, decreasing the amount of labor required for cleanup.
- **Saves energy and water.** The compact, versatile ovens replace an old steamer, saving both water and energy. A microwave convection oven previously used in conjunction with the steamer is rarely used, since the new hybrid convection oven does everything needed with just one piece of equipment.



**Technology so advanced, it's patented.**

From consistent, gentle heat to even airflow and generous steam, every Baxter innovation is designed to help you provide an authentic customer experience. That's why Baxter equipment is manufactured by dedicated teams using materials proven to last. And it's backed by 50 years of experience and the legendary service and support of Hobart Food Equipment Group. If that's the kind of support network you've been looking for to help create everything from artisan bread to appealing entrées, contact us today at 888-4HOBART.



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