



GIGI'S CUPCAKES



Customer Profile:

Gigi's Cupcakes in Beavercreek, Ohio, is a cupcake-only bakery. The shop's cupcakes are freshly baked every morning, so the menu changes daily. The Beavercreek location, a Gigi's Cupcakes franchise owned by Bob and Kathy Schumann, offers a variety of cupcake flavors every day and sells 16,000 to 20,000 cupcakes per month.

There are more than 50 Gigi's Cupcakes franchises nationwide, and the operation is growing, with new units opening every month.

Challenge:

Baking beautiful cupcakes can be a messy business. The employees of Gigi's Cupcakes in Beavercreek often spent up to six hours a day washing mixing bowls, bowl scrapers, beaters, piping bags and other ware in the shop's three-compartment sink. The owners were concerned that their employees were spending too much time washing ware and not enough time on more productive activities, such as helping customers.

In terms of water consumption, Gigi's Cupcakes used 154 gallons per workday (44,352 gallons per year) in its three-compartment sink. It was not uncommon to drain and refill the sinks several times a day, to maintain compliance with NSF and FDA Food Code temperature requirements. This also put a strain on the water heater.



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“With the LXi, I’ve got one warewasher that will do everything I need in the shop on a regular basis. And since everything fits in the LXi, except for a few large sheet pans and our 40-quart mixer bowl, I know employees are cleaning ware and it’s getting sanitized properly.”

> Bob Schumann, Gigi’s Cupcakes Franchise Owner

Cleaning the cupcake display trays presented another challenge. Every morning, the cupcake decorators would place cupcakes on 18-inch-by-42-inch trays inside the display case. At the end of the day, employees would clean the trays for the next morning. Because these display trays were too large to soak in the three-compartment sink, employees had to scrub them by hand.

Solution:

Objectives:

- Reduce the amount of water used and the cost to clean ware.
- Ensure that all ware is completely cleaned and sanitized properly to NSF and FDA Food Code requirements.
- Improve employee productivity, by reducing the time spent washing ware by hand at the three-compartment sink.

Hobart Products Involved:

- Hobart’s LXi Undercounter Warewasher is designed to address operators’ needs for sanitation while incorporating technological advancements that help foodservice managers comply with health regulations.
- The LXi uses only 0.74 gallons of water per rack, one of the lowest in the industry for an NSF-rated, two-minute-cycle machine.
- LXi high-temperature machines won’t go into final rinse until the water is at least 180°F—the temperature required for sanitizing.
- Hobart LXi Undercounter Warewashers are ENERGY STAR® qualified for their energy- and water-saving advantages.

Actions Taken:

- Installed the LXi undercounter warewasher, which fit in the space available without needing to relocate other equipment.
- Modified the cupcake display trays so that they now fit in the undercounter warewasher and no longer need to be cleaned by hand.





“The employees love the LXi, because it takes away the messy job of washing ware in the three-compartment sink. They can spray off a little bit of product left on the bowl, throw the bowl in the dishwasher and know that in a couple of minutes, it’s going to come out clean and dry. Plus, it cuts down on their frustration of having to scrub bowls and pans by hand and constantly refill the sinks.”

> Bob Schumann

- Shared information about the reduction in water consumption and energy costs with Gigi’s Cupcakes corporate management. The president of the company and the vice president of operations visited the shop to see the warewasher in action. They agreed that the results were compelling enough to share with all Gigi’s Cupcakes franchisees at their annual meeting.

Results:

- **Reduced water use by 23,000 gallons per year.** Using the three-compartment sink, Gigi’s Cupcakes used 44,352 gallons of water per year. With the LXi undercounter warewasher, the bakery uses only 21,600 gallons, a reduction of 22,752 gallons annually.
- **Reduced costs associated with washing ware by more than \$4,100.** By switching to the LXi undercounter warewasher, Gigi’s Cupcakes saves \$4,100 annually in sewer, energy and labor costs.
- **Improved employee productivity by 50 percent.** Employees were spending up to six hours a day at the three-compartment sink. With the LXi undercounter warewasher, employees now spend no more than three hours a day washing ware. By reducing warewash labor by more than 50 percent, employees can now concentrate on more productive activities, such as helping customers and decorating and filling cupcakes.
- **Ensured consistent and repeatable results when cleaning and sanitizing ware.** The LXi undercounter warewasher is an NSF-rated dish machine, so Gigi’s Cupcakes management can rely on wash and rinse temperatures meeting NSF and FDA Food Code minimum standards every time.
- **Impacted water conservation nationwide.** Because they experienced such impressive water saving, the Schumanns were asked to present at the national meeting of Gigi’s Cupcakes franchisees. This presentation could encourage other Gigi’s Cupcakes franchise owners to implement similar water-saving measures nationwide.



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