

# CASE STUDY: McDONALD'S FRANCHISES - MI

How a leading fast-food chain significantly improved its value proposition and received immediate savings by changing its water treatment



McDonald's has established itself as the leader in fast-food. It maintains this leadership position by providing the best value to its customers through innovative menu selections. As the first fast-food chain to offer specialty coffees, McDonald's started capturing market share from a marquee coffee shop. In addition to enhancing the customer experience through value selections, McDonald's protects its brand image through values in action, which include promoting sustainable practices and delivering responsible food. All franchise locations have to live up to the corporate standards.

## McDonald's Business Goals

- Improve customer experience and participation through a full range of value-priced items
- Save money through energy and staff efficiencies
- Build on its values in action by promoting sustainable practices and reducing environmental impacts

## The PureOFlow Solution from Pure Revolution

Pure Revolution completed a survey of a few of the the McDonald's restaurants in Michigan and concluded that many of their problems stemmed from their current insufficient water treatment methods. As a pilot, they installed PF2100/45CB systems in a couple of locations.

### **Results: Saving Money through Equipment Efficiencies**

Their previous water treatment providers were filtering the water but were unable to purify the water to levels that were less than 5 grains hardness to prevent equipment failure.

Not surprisingly, after switching to PureOFlow, the first area that the McDonald's locations in Michigan realized was an immediate improvement in equipment maintenance, which positively impacted their staff efficiency.

The spontaneous accolades were singular in their relief about virtually no maintenance. According to the Brighton, Michigan Corporate location, "No filter changes, No service calls on the multiplex. Just good quality water without all the hassles of filters." Whitmore Lake, Michigan Corporate location added, "PureOFlow found a solution to our water problems that no one else could figure out, gave us the best quality water in our location and eliminated all filters that would plug up every month." Jim Rauschenberger, Operations Consultant - Michigan Corporate locations had this to say, "PureOFlow performed way beyond our expectations. They gave us maintenance-free water to our stores."

## Results: Improved customer experience through appearance and taste of Ice & Beverages:

The most succinct comment about the impact on the customer experience due to improved taste was from Mathew Schultz, McDonald's Franchise owner - Richmond, Michigan, who said, "Ice is clear. All beverages taste better. No filter changes. Less time with our service people."

The *McCafe* line of drinks were gaining in popularity, so the improved ice quality was critical to creating the best tasting specialty coffees. Prior to using PureOFlow for the ice machines, the flavor of the specialty coffees was ruined by bad tasting ice.

## Results: Immediate Savings Through Sustainable Practices

Each location experienced an immediate monthly savings of \$274.70 just from changing from Cuno and Everpure filters to the PureOFlow system for the Multi-Plex, Coffee, Specialty Coffee and Ice Machines.

PREVIOUS FILTER & WATER TREATMENT COSTS VS. PUREOFLOW SYSTEM COSTS			
Line Item	Prev. Annual costs	Current Annual Costs w/PureOFlow	Savings w/PureOFlow
CUNO/Everpure-Multi-plex, coffee maintenance vs. PureOFlow rental	\$4,006.44	\$1,500.00	\$2,506.44
Multi-plex filters	\$1,389.96	\$600.00	\$789.96
Monthly Totals	\$449.70	\$175.00	\$274.70
		Annual savings with PureOFlow	\$3296.40

\*The Multi-plex is four 900 lb ice machines, coffee and beverage station.

There are additional savings to be taken into consideration when converting the CUNO/Everpure filter systems to the PureOFlow system. Each location also saves about \$75 a week or \$3,900 a year on soda syrup costs because less syrup is needed with purified water.

"PureOFlow was the first company to fix my water problems that were costing me over \$3,000 per year with the current filtration provided." - Jessica Saputo, McDonald's Franchise owner -Waterford, Michigan.

These locations are now proud to be adopting sustainable practices because they are using 75% less filters, so there is less filters ending up in landfills. PureOFlow systems provide almost a 1:1 ratio, therefore it does not negatively impact the water footprint.

## Results: Purified Water

Previous Water Quality	Current Water Quality w/PureOFlow
Total Dissolved Solids (TDS): 400-1200 mg/L	TDS: 50-75 mg/L
Hardness: 21-28 grains	Hardness: 3 grains
pH: 7.3	pH: 7.1

The result was water that was better than "bottled quality water."

### Conclusion:

The PureOFlow system helped McDonald's franchise locations in Michigan live up to McDonald's corporate brand values as well as provide their customers value and quality that enhances their customers' experience. With no more sodium added into the water, McDonald's is also delivering responsible food and beverage for those on sodium-restricted diets, so now more people can embrace the tagline, "I'm lovin' it."

The bonus was the quantifiable savings along with extended equipment life with less maintenance and better resource utilization. "The most professional company I have experienced in the McDonald's system in my 25 years with McDonald's. They did what they said they would and eliminated some of the worst water problems in the locations that I'm responsible for in the Brighton, MI vicinity." Karl Brady, Operation Manager, Michigan Corporate.

Beyond virtually eliminating water-related maintenance, the PureOFlow system puts money in the franchise owners' pockets because they own the equipment. With less equipment problems and no more scale build-up, all water-related equipment is also bacteria-free. The benefits are undeniable.

Note: After the success of the first few installations, all of the McDonald's franchise locations in Michigan have now switched to PureOFlow systems.



**PureOFlow by Pure Revolution**

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