

CASE STUDY: ROYAL FARMS

How a niche Convenience Store chain is gaining significant market share and received immediate savings by changing its water treatment



Royal Farms has established itself as mid-Atlantic area's "Quick & Friendly" Restaurant of choice by offering quality, freshly prepared foods, convenience products, and value priced fuel. It accomplishes this in clean and innovative stores that result in exceeding customer expectations. Royal Farms anticipates capturing market share from Wawa convenience stores. Royal Farms stores are strategically located on frequently travelled routes for fleets and vacationers as well as within easy access to the local residents. Royal Farms is proud of its commitment to protecting the environment. All locations have to live up to the corporate standards.

Royal Farms Business Goals

- Achieve a yearly growth rate of ten percent by adding new high volume stores, refurbishing legacy stores, and growing same store sales by constantly improving our offers.
- Strive for consistent improvement of organizational efficiencies and control of expenses.
- Exceed customer expectations by consistently:
 - * Operating clean and inviting stores
 - * Providing fast and friendly service
 - * Serving excellent, fresh foods

The PureOFlow Solution from Pure Revolution

Pure Revolution completed a survey of a few of the Royal Farms locations in Maryland and Delaware and concluded that their current insufficient water treatment methods were hampering the stores' ability to meet its business goals. As a pilot, they installed PF1400/45CB systems in a couple of locations.

Results: Growing same store sales

To cater to high demand from heavy traffic and grow sales from beverages, employees at each location kept on hand 24 pots of coffee on burners and a high volume of ice and iced beverages. Unfortunately, high TDS levels and highly acidic pH levels in the water were having a negative impact on their hot and cold beverage sales. As a result, food sales was also impacted. Their previous water treatment provider was not able to help bring their pH level up to normal levels or reduce the TDS levels to impact taste, smell or appearance of ice or water used for beverages.

However, within 24 hours of installing the PureOFlow system, the pH levels were raised to a more neutral 7.5. Within days, the stores noticed a spike in beverage and food sales and received positive feedback from regular customers on how good their coffee tasted.

The best endorsement came from Ken, a 73 year-old customer at the Pasadena, MD store who had stopped buying coffee for a few months because it tasted and smelled so disgusting. After the PureOFlow install, he became so enthusiastic about the tremendous improvement in taste and smell that he has become a Royal Farms coffee devotee who meets four of his contemporaries each morning to enjoy their daily coffee together.

According to the manager at the Corporate store location, "Beverages taste clean and the coffee is consistent with every cup we serve to our customers." Manager of store #32 Pasadena, MD added, "Good clean water that doesn't smell and makes our ice and beverages clear for our customers." The staff at the Salisbury location were quick to chime in, "Our customers love the clear ice and the taste of our fountain drinks thanks to the PureOFlow system."

Results: Consistent Improvement of Organizational Efficiencies and Control of Expenses

The high TDS levels and high acidity made the water very aggressive, causing constant equipment breakdowns. With such high demand for beverages, the Royal Farms maintenance crew were always on call for repairs that needed urgent attention. Immediately after switching to PureOFlow, the pilot locations noticed an immediate improvement in equipment maintenance, which positively impacted their staff efficiency. The once over-worked maintenance crew are glad that they don't have to deal with urgent calls. "No repair calls on coffee or related beverage equipment sine PureOFlow put in their systems in the stores." - Royal Farms Maintenance Engineer.

With expense control being a predominant factor for growth, each of nine locations are proud to be saving about \$3000 a year just from changing from Cuno filters to the PureOFlow system for the Beverage, Coffee and Ice Machines.

In addition to savings from filter changes and maintenance, there are additional savings to be taken into consideration when converting the CUNO filter systems to the PureOFlow system. With rebrixing of the soda machines, each location can also save about about 10-20% on soda syrup costs because less syrup is needed with purified water.

The Assistant Manager of Store #32 says, "No More changing of filters, just clean water that we provide to our customers."

Results: Purified Water

Previous Water Quality	Current Water Quality w/PureOFlow
Total Dissolved Solids (TDS): 170-400 mg/L	TDS: 50-75 mg/L
pH: 4.1	pH: 7.0

Conclusion:

As a convenience store, Royal Farms is very proud of its commitment to a clean environment by providing fuel that exceeds all Federal EPA requirements for purity and air quality. It is also proud that it is now able to exceed customer expectations by maintaining clean and inviting stores. With no scale build-up it keeps equipment bacteria-free while providing purified water and ice.

Royal Farms provides excellent, fresh food and beverages that are now acceptable for those on sodium-restricted diets because there is no more salts in the locations' water.

The PureOFlow system helped Royal Farms locations in Maryland and Delaware live up to its corporate values as well as provide their customers value and quality that enhances their customers' experience.

To grow its market share at an annual rate of ten percent seems an easy target these days as its reputation for high quality beverages spreads throughout the Mid-Atlantic region. Manager of store #99 Newark, DE added, "Our customers have mentioned that we have the best coffee in the County!"

Note: After the success of the first few installations, Royal Farms has committed to switching all locations to PureOFlow systems.



PureOFlow by Pure Revolution

www.pureoflow.com • (702) 834-6570 • sales@pureoflow.com