

THE KEY TO

# Auntie Anne's Successful Beverage Program



"Scotsman Ice Systems offers quality ice machines – built to last a while," says Smucker. The company provides competitive pricing and ensures quality ice with every beverage."



"Ice machines are an essential piece of equipment that can create production disruptions if not installed and repaired with attention to detail," says Smucker. "Whenever there are issues in the field, Scotsman Ice Systems ensures the units are fixed properly in ample time."

## Scotsman Provides Superior Quality and Service to Help Auntie Anne's Succeed

When it comes to customers, superior service is the top priority for Auntie Anne's. Accordingly, the company expects the same superior service from its own suppliers and manufacturers.

Dale Smucker, vice president, purchasing and distribution for Auntie Anne's, manages the supply chain for the Auntie Anne's system. He negotiates pricing and equipment with various manufacturers. Smucker depends on reliable manufacturers, especially ice machine manufacturers, to ensure Auntie Anne's stores run smoothly.

### QUALITY THE CUSTOMERS DEMAND

The company has more than 1,330 locations in 46 states and more than 25 countries (and growing). To date, more than 1,025 of Auntie Anne's stores have Scotsman ice machines. Currently, Auntie Anne's uses C0522 cuber models and N0622 nugget models, each yielding 600 pounds of ice, to accommodate the stores' average ice-making capacity need.

### SUPPLIER OF THE YEAR

Oftentimes, ice machines are not installed according to factory specifications, which leave restaurant operators with a hefty service bill and potentially low-quality ice or no ice for customers.

Due to the high amount of yeast used in Auntie Anne's stores to produce its pretzels, the hazard of mold and bacteria buildup in the ice bin is prevalent.

Scotsman Ice Systems hosted a preventive maintenance seminar to inform franchise operators how to properly clean and sanitize the ice machine to prevent buildup from scale, lime, etc. and prevent yeast bacteria from entering the machine. "Scotsman Ice Systems is committed to the Auntie Anne's account and committed to great service," says Andrew Fausnacht, supply chain analyst, equipment and smallwares of Auntie Anne's. "Scotsman never ceases to go above and beyond supplier expectations."

Based on the company's continued excellence in customer service and training, Scotsman Ice Systems was awarded Auntie Anne's "2012 Top Supplier of the Year."

**Scotsman**  
ICE THE WORLD DEMANDS



More than 59 percent of Auntie Anne's business is the beverage program.

Auntie Anne's relies on Scotsman Ice Systems for superior service and training to maintain its successful beverage program and provide superior service to its customers.

In the next four to five years, Auntie Anne's plans to install nugget ice machines in a majority of its stores. Auntie Anne's goal is to implement nugget ice as a tactic to increase its beverage sales by more than 65 percent.

## AIM TO INCREASE BEVERAGE SALES

Auntie Anne's goal is to implement nugget ice as a tactic to increase its beverage sales by more than 65 percent.

"With nugget ice, we are guaranteed to reduce energy and water costs while meeting customer preference," says Smucker. "We look forward to working with Scotsman in getting competitively priced, quality ice machines. With that, we are guaranteed superior service with each ice machine we purchase."



**AuntieAnne's™**

▶ To learn more about what's next for Auntie Anne's, visit [www.auntieannes.com](http://www.auntieannes.com).

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