



**BIOZONE**<sup>®</sup>  
SCIENTIFIC INTERNATIONAL

McDonalds Ratingen IceZone X trial

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**Internal use only**



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### Background

Team Prünthe <http://www.teamprunte.de> is a McDonalds franchisee consisting of 15 outlets in the area around Essen, Mülheim and Ratingen, a heavily populated industrial region. The owner, Marcus Prünthe, has been a McD franchisee for around 25 years.

We have been approaching a number of McDonalds franchises in Germany during 2016 with a view to developing IZX and OGR business. The Ratingen branch Manager, Sven Schützeichel, asked us last week for a meeting and informed us that the branch had recently failed **a mandatory annual hygiene inspection carried out on their ice machine**, due to the presence of **coliform colonies**, found in a sample of ice taken from the bin. For information, the cost of the mandatory annual inspection is paid for by McD HQ in Munich **but any failures result in the need for a re-inspection to take place at a later date. This must be paid for by the franchisee, at a cost in this case of EUR 300.**

We arranged a meeting immediately and presented IZX, explaining that this would likely help them to pass the next inspection as well as decrease their cleaning costs. Herr Schützeichel requested an **immediate** trial and we dispatched a unit to our German hygiene contact, Martin Völker with a request to install it ASAP.

## Location

Lise-Meitner-Str. 6, Ratingen, Germany  
(24/7 branch with drive through)



## Date and time of install, attendees

Tuesday 22 November

Martin Völker, ART Systems

Andrew Wyper, BioZone Scientific

Sven Schützeichel, McDonalds Ratingen branch Manager

## IZX model – IZX-30



## Ice machine model

### Manitowoc B420



## Methodology

Herr Schützeichel was asked to ensure that the ice machine was fully cleaned and the bin emptied of ice before attendance on site.

The machine was found on arrival to be in a relatively clean state and the bin was empty



The machine and all removable parts were cleaned with hot water and detergent





Particular care was taken with the inside of the machine, especially where there were joints overlapping. These were scrubbed with brushes soaked in detergent





The IZX-30 unit was then fitted by Herr Völker according to the manual and video instructions





The machine was then reassembled and placed onto automatic wash cycle in accordance with the Manitowoc cleaning manual



## Objective

1. The main objective is for McD Ratingen to pass the next hygiene inspection.
2. A secondary objective is to demonstrate the benefit of IZX in reducing cleaning times

## Next steps

1. McD Ratingen is obliged to book a re-inspection of the ice machine. There is no set date for this. It has to be arranged with the external inspection agent at a date to suit both parties.
2. Herr Schützeichel is to rebook the inspection, with the intention of this taking place within the next month. He is to inform us of the date, when this is known
3. Herr Völker will revisit site for us in two weeks to inspect the machine and ensure that the IZX is functioning properly. He will also check that a hygiene regime is being followed – hand washing etc.
4. If the next inspection is passed, Herr Schützeichel will demonstrate the value of the IZX to Herr Prünte, the franchisee, with the request for the unit to be purchased and the recommendation that units be bought also for the other branches within the McPrünte franchise
5. In conjunction with Herr Völker we will now use this trial as proof of concept for other franchisees in Germany - we already have interest from McLau franchise in Northern Germany
6. We will also use this trial as proof of concept for a planned meeting with McD HQ in Munich. We have already been in contact with them directly but it has taking a long time to obtain a meeting so a functioning unit in a McD is a great advantage, as is the support of an established franchisee
7. At this point in time, there has been no request to conduct a longer trial since the primary objective is to pass the hygiene inspection. However, we need to consider what steps might be needed going forward in order to prove the reduction of cleaning times. For obvious reasons, we have not discussed this yet

## Additional information and follow on

1. Herr Schützeichel appears willing to consider purchasing the IZX units based merely on the result of the next hygiene inspection.
2. Whilst on site, Herr Schützeichel also pointed out an odour problem in the gent's toilets. Aerosols were being used to keep down the smell but with limited success. These were also leaving residue on the tiles, which was proving difficult to clean. We offered to install an AC30 on trial.
3. The AC30 delivered an immediate result and Herr Schützeichel was impressed. He has since reported that his cleaning schedule has been reduced with immediate effect because there is no longer any build-up of residue from the aerosols.
4. The franchisee, Herr Prünte has already been informed of the success of the AC30 and the franchise operations manager has already seen its performance first hand.
5. **An order was since placed, on 25 November, for two AC30 units** for two other branches within the franchise and we have asked Herr Völker to install these and to make an offer to McPrünte with the aim of ultimately installing one unit per branch i.e. 15 units
6. Herr Schützeichel has now agreed to act as internal sponsor of AC units to support us in contacting other franchisees and McD HQ in Munich and it is now our aim to have him support us in convincing franchisees and McD HQ in Munich of the value of IZX
7. Herr Schützeichel is a former employee of Tank&Rast, a large motorway service operator <http://tank.rast.de/en/> who we tried unsuccessfully to sell AC units to last year. He has agreed to introduce us to a key decision maker at Tank&Rast and to act as sponsor for us there too.
8. This provides us with a potential way in to a very large operator of petrol stations, restaurants, cafeterias and hotels etc. We also understand that all BK outlets at Tank&Rast across Germany are soon to be converted to McD