



PrimoHoagies

Fast Casual Restaurant Chain – Westville, NJ



“The SelfCookingCenter® allows us to cook a variety of items for our sandwiches, such as chicken cutlets, meatballs and our award-winning seeded bread on the line, while still maintaining the same consistency from store to store with ease of use. From the first store, we knew it was the perfect fit for us.”

Eric Bonner, Vice President Operations



Consistent, Authentic Quality

PrimoHoagies

- > Original PrimoHoagies opened on Ritner Street in south Philadelphia in 1992
- > 90+ PrimoHoagie locations in seven states
- > Known for its Philadelphia styled hoagies
- > Restaurant franchised in 2002; corporate headquarters located in Westville, NJ
- > Chalfont, PA location opened May 2016
 - Family-owned and operated franchise
 - One location with two managers and nine employees
 - Volume ranges from 120– 200 sandwiches served on a Monday to 2,000 on Super Bowl Sunday

Known for its Italian specialty sandwiches on homemade rolls, PrimoHoagies has more than 90 franchise locations in seven states. At the Chalfont, PA location you'll find franchise owner, Mike Medycki, working alongside his wife, son and daughter making hoagies fresh to order. Customer favorites include the Italian, the corned beef Schwartzie and the chicken cutlet.

In the city where the hoagie was invented, you have to serve a great sandwich, and PrimoHoagies has earned a loyal following by delivering quality, consistency and authenticity. Its signature rolls, baked daily, are crisp on the outside and soft and chewy on the inside, layered with meats, cheeses and veggies.

RATIONAL ovens bake the hoagie rolls (using a proprietary recipe) along with menu items like meatballs, Philly cheesesteak and chicken cutlets. Franchise owners are able to cook what is needed for the day, so that they do not have a shortage or abundance of food.

“The flexibility of the RATIONAL makes it the heart of the kitchen.”

Mike Medycki, Franchise Owner



The RATIONAL Solution

To ensure consistency and quality among franchise locations, PrimoHoagies specifies the RATIONAL SelfCookingCenter® for every kitchen. “Once we saw the consistency of the oven, the simple 'press a button and go' operation, we knew the RATIONAL oven was for us,” said Eric Bonner, vice president operations, PrimoHoagies Franchising, Inc. “Plus, the service RATIONAL offers is professional and responsive. We could not ask for much more from our partnership with RATIONAL.”

Medycki, a RATIONAL Certified Chef as well, worked with Bonner's team to develop SelfCookingCenter® programs to perfectly bake hoagie rolls of various sizes, and is now working to create a program for Philly cheesesteaks for all PrimoHoagies franchise locations. “To me, the main benefit is the way programs and pathways can be set up to do anything,” Medycki said. “It's so easy to use. Also, the product consistency can't be beat, and that's huge for everybody.”

Benefits

- > iCookingControl:
 - Prepares food exactly the way you want it, every time, with the touch of a button.
- > iLevelControl:
 - Intelligent mixed loads lets you prepare different foods at the same time.
- > HiDensityControl:
 - Sensors detect and identify current conditions inside the cabinet, evenly distributing heat and precisely adapting the energy level.
- > Chef Assistance:
 - Initial on-site training for you and your kitchen staff.
- > Certified service partner network:
 - Provides best in class service locally around the clock.

Equipment at Chalfont, PA Location

2× SelfCookingCenter® 61



Consistent and Delicious

100% of bread baked in RATIONAL equipment. Approximately 25% of menu items prepared using RATIONAL equipment.

Foods prepared with RATIONAL equipment:

- > Hoagie rolls of various sizes
- > Philly cheesesteak
- > Meatballs
- > Chicken cutlets
- > Cookies

Applications:

- > Fast casual dining and catering



“My restaurant now almost runs
without me due to the RATIONAL.”

Mike Medycki, Franchise Owner

Seeing is believing! Come cook with us.
Experience the high-performance
SelfCookingCenter® for yourself and visit
one of our free RATIONAL CookingLive
events at a location near you.

Reserve your spot today at rationalusa.com
or call us toll free at 888-320-7274. We look
forward to seeing you at our next event!



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