

STATE OF COLORADO

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Executive Director and Chief Medical Officer

Dedicated to protecting and improving the health and environment of the people of Colorado

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Colorado Department
of Public Health
and Environment

PROGRAM:	RETAIL FOOD
EFFECTIVE REGULATION:	<i>Colorado Retail Food Establishment Rules and Regulations, July 1, 2013</i>
INTERPRETIVE MEMO NO.:	14-02
DATE:	January 1, 2014
SUBJECT:	Time as a Public Health Control for 200-Count Sliced Cheese Product Wendy's Old Fashioned Hamburgers®

Wendy's® submitted information to this department requesting approval to apply the provision of Section 3-504, Time as a Public Health Control, of the *Colorado Retail Food Establishment Rules and Regulations* to their 200-count sliced cheese product, and to extend the maximum allowable time the product is held outside of temperature control from four hours to eight hours.

Upon review of Wendy's® submitted procedures, and a supporting approval letter from the United States Food & Drug Administration, this department approves Wendy's® request for the specified 200-count sliced cheese product with the following stipulations:

- The specified sliced cheese product shall be held at 41°F or below, until removed from temperature control;
- Time-controlled sliced cheese product in unmarked containers or packages, or for which time expires, is discarded;
- The Implementation Guide for Tempered Cheese provided by Wendy's® for Time as a Public Health Control, and a copy of this interpretive memo shall be maintained in each establishment, and made available to the regulatory authority upon request; and
- Management shall be responsible for training staff and verifying adherence to their procedures and the requirements of this interpretive memo.

Failure to follow the above provisions will result in the regulatory authority citing the violative condition and requesting the appropriate corrective actions be taken.

All previous interpretive memoranda issued pertaining to this subject are hereby superseded as of the effective date above.

A handwritten signature in cursive script, appearing to read "Jeff Lawrence".

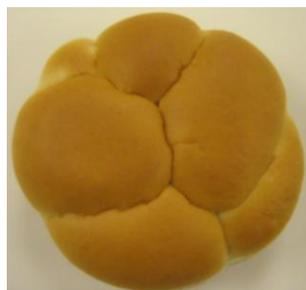
Jeff Lawrence, Director
Division of Environmental Health and Sustainability

Attachment A – Wendy’s Implementation Guide for Tempered Cheese



Implementation Guide

Tempered Cheese / New Premium Bun



National Launch
January / February 2011

IMPLEMENTATION GUIDE TEMPERED CHEESE / PREMIUM BUN CHANGE

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Key Contacts

- Operations Integration, Bob VanVliet (ext. 8494)
- Ops Product Testing – R&D, Kurt Gibbons (ext.3209)
- Training, John Dailey (ext. 3007)
- New Product Marketing, Ron Spiers (ext. 3554)
- QA /QSC, Frank Leary (ext. 3309)
- QSCC, Krista Pohlman (ext. 3403)
- QSCC, Amber McKenzie (ext. 3250)
- Strategic Sourcing Group Co-op, LLC, David Frenz (Ext. 3482)
- POS Company, Audra Bass (ext. 3310)
- POS Franchise, Kim Kusserow (ext. 2044)

Revision History

Date	Page #	Modified By:	Description of Change

Overview

Project Objective

Disengagement of 126 ct. Cheese / Cheese Tempering / Cheese Application

- **Restaurants will transition out of the 126 ct. cheese and only offer 200 ct. cheese. This soft transition will take place per “Activity Checklist” and must be completed before Premium Fish Media begins.**
- **Cheese tempering refers to holding 200 ct. cheese at room temperature.** Cheese is tempered for 1 hour and then available for use at room temperature for up to 7 additional hours. Restaurants will project the 200 ct. cheese needs for a **7** hour period.
- “Tempering cheese” aids in the overall melt of the cheese on the sandwich.
- **Note: Tempering cheese will begin once 126 ct. cheese has been disengaged.**
- All sandwiches with cheese will be served with tempered cheese.
 - Singles with cheese – two slices of small 200 ct. tempered cheese.
 - Doubles with cheese – two slices of small 200 ct. tempered cheese.
 - Triples with cheese – three slices of small 200 ct. tempered cheese.
 - One slice of cheese will be placed on top of chicken and fish fillets when requested.
- **IMPORTANT: Only 200 ct. cheese will be tempered as Natural cheeses cannot be held in a tempered state.**

**IMPLEMENTATION GUIDE
TEMPERED CHEESE / PREMIUM BUN CHANGE**

Project Objective (cont.)

- One additional slice of 200 ct. cheese will be placed on all singles, doubles, triples, chicken and fish fillets if a customer requests extra cheese.
 - Singles, Chicken and Fish: on top of top cheese slice in a starred position.
 - Doubles and Triples: on top of top beef patty.
- Value sandwich cheese application will not change.

New Premium Bun

The new bun replacing the current Random Cut Bun is called the “New Premium Bun”.

- The New Premium Bun will not include corn dust or glaze.
- The New Premium Bun is approximately 4 inches in diameter versus the current 4 ¼ inch diameter bun.
- Restaurants will transition out of the current Random Cut bun and begin using the New Premium Bun per Activity Checklist.
- **Transition to the New Premium Bun will be a soft transition.**

Planning Activities

Note: Grayed areas are informational only.

Activity Checklist

Date	Responsible	Store Date	✓	Activity
12/20/2010				Implementation Guide and Franchise POS Document Posted on WeNet
12/20/10 – 01/14/11				Ordering Window for Cheese Handling Pans and Lids (if needed)
01/03/11 – 01/14/11				Company and Franchise area offices receive Training Kit Materials (Included with the Asiago Ranch Chicken Club Kit)
01/03/11 – 01/28/11				“Train the Trainer” Session - Multi-Unit / TSM / GM Training
01/03/11 – 01/28/11	DM			Management Training
01/03/11 – 01/28/11	GM			Restaurant level Training / Implementation
01/10/11 – 02/18/11				New Premium Bun Distribution to Restaurant
01/10/11 – 03/07/11				New Premium Bun Implementation Timing
01/14/11				Deadline For Non-USA Program Restaurants only: Order Marketing Materials (Combo POP)
01/17/11 – 02/04/11				Shipping of Smallwares (Pans and Lids) to Restaurants
01/17/11 – 02/04/11				Smallwares (Pans and Lids) Arrive in Restaurants
02/08/11 – 02/15/11				Approximate 126 ct. Cheese Disengagement Period (Dependent Upon DC Inventory Levels)
02/08/11 – 03/07/11				(NIGHT BEFORE CHEESE TEMPERING / NEW APPLICATION IMPLEMENTATION) PLACE ALL INSIDE POP UP PER MARKETING SCHEMATICS
02/08/11 – 03/07/11				(MORNING OF CHEESE TEMPERING / NEW APPLICATION IMPLEMENTATION) PLACE ALL OUTSIDE POP UP PER MARKETING SCHEMATICS
02/08/11 – 03/07/11	DM / GM			Follow Up Checklist Completed by GM and Reviewed with DM
02/11/11				POP to Restaurants (Standard Kit includes Nutrition Poster)
N/A				Company POS sends
N/A				Media
N/A				Operations Roundtable
N/A				Notify Distribution Center of Disengagement Plan

IMPLEMENTATION GUIDE

TEMPERED CHEESE / PREMIUM BUN CHANGE

Operational Procedures

Health and Safety

- To minimize the possibility of cross contamination and Health hazards, always wash hands before reporting to position and after changing job tasks. Gloves should be discarded and hands washed any time an employee leaves the station.
- To minimize the possibility of contaminating finished products, disposable, vinyl gloves will be worn for handling cheese when tempering.

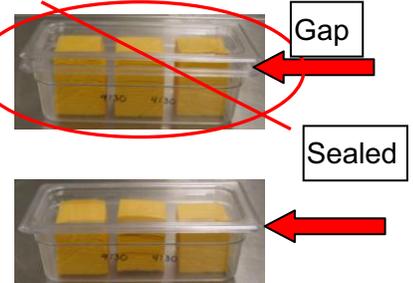
NOTE: Attached in this document you will find a letter from the FDA indicating that it is approved and acceptable for the 200 count sliced cheese to be held at room temperature for a period of up to 8 hours. This procedure is also supported by an independent microbiological challenge study. Even with the supporting documentation, you may still receive inquiries and resistance with this new procedure from your local health department.

If a health department inspector inquires about our new procedure, explain our holding procedures and share the FDA letter with them, in most cases this will suffice. If you have problems with an inspector, where they don't agree with our procedure, comply with their request and return to our standard cold hold procedure to avoid any violations from occurring. Your FAD or DAO should contact QA for further support.

Preparation / Set Up Procedures

Tempered Cheese

- 200-ct. cheese will be “tempered” at room temperature for 1 hour. After “tempering”, the cheese can be stored off-line or placed on the sandwich station close to room temperature for a total of 7 hours.
- Place the projected amount of 200 ct. cheese in a 1/3-sized, 4-inch deep plastic pan.
 - The amount placed in the pan is determined by the projected **usage in a 7** hour period.
 - Divide each 200 ct. cheese stack so that it fits in the pan with the solid lid sealed on top. (One full stack of cheese is too tall for the lid to seal on the 1/3-sized, 4-inch deep pan)
- Mark a 1 hour tempering time on the side of the 1/3-sized, 4-inch deep plastic pan.
 - This is the time it will take for the cheese to become tempered while being held at room temperature.
- Next to the 1 hour temper time, mark the 7 hour cheese expiration time.
 - This corresponds to the time the cheese can be held at room temperature.
- Place a solid lid on top of the 1/3-sized pan and hold on the back room prep table.
- Cheese must be discarded at the end of the 7 hour hold time.
- Remove the solid lid once the tempered cheese is placed on the sandwich station. (A lid is no longer required for processed cheese held on the service lines.)
- For placement on the service lines, do the following:
 - Place a 1/3-sized, 6-inch deep plastic pan in the cheese pan location on the sandwich station.
 - Place the 1/3-sized, 4-inch deep tempered cheese pan inside a 1/3-sized, 6-inch deep plastic pan; this will allow the cheese to be placed above refrigeration while maximizing storage space on the service line.
- Back-up tempered cheese pans are held on the backroom prep table covered with a solid lid. These pans have the same 8 hour tempering and holding time.



IMPLEMENTATION GUIDE TEMPERED CHEESE / PREMIUM BUN CHANGE

Tempered Cheese (cont.)

- For quality purposes, cheese must be discarded **8** hours after removal from the walk-in cooler.
- **Note:** Temper only what is needed for the rush period.
- Star the cheese before rush periods as a speed of service tip.
 - Star enough 200 ct. cheese for the next hour as corners of the cheese will dry out if over prepped.
- Minimize the amount of cheese tempered for late night.
- **IMPORTANT: CHEESE WILL TAKE 1 HOUR TO COOL DOWN IN THE WALK-IN FROM A TEMPERED STATE. THIS HOUR MUST BE INCLUDED IN THE OVERALL HOLD TIME OF THE CHEESE.**
- At close the 200 ct. cheese, with at least 3 hours remaining on the hold time, is placed in a clean 1/3-sized, 4-inch deep plastic pan.
 - Cover 200 ct. cheese with a solid lid.
 - **Mark the remaining hold time on the pan minus ONE HOUR, corresponding to the cool down time on the side of the pan.**
 - Place a “USE FIRST” sticker on the pan.
 - Place pan in the walk-in.
 - For example:
 - Cheese has 3 hours remaining.
 - Mark 2 hours on the side of the pan. (3 minus 1 hour cool down time at close in the walk-in.)
- The following morning at open, temper previous day’s cheese for **1** hour.

New Products

New Premium Bun

THE TRANSITION TO THE NEW PREMIUM BUN WILL BE A SOFT TRANSITION.

Important: clearly mark and separate the current “Random Cut bun” from the New Premium Bun in the bun freezers for frozen bun restaurants or in the back room for fresh bun restaurants to ensure proper rotation and disengagement.

- The New Premium bun will be packaged as per current buns.
- The bag will have a **RED** stripe on the end of the bun bag with red lettering.
- Follow current Prep and Pull charts for thawing.
- **Procedures for heating, holding and serving the New Premium Bun do not change from current heating, holding and serving procedures.**



Service Procedures

Cheese

Transition to One Size Cheese (200 ct)

- **RESTAURANTS WILL NOT RECEIVE CREDIT FOR UNUSED 126 CT. CHEESE.**
- **IMPORTANT: Do not begin tempering cheese until all 126 ct. cheese has been depleted.**
- 200 ct. cheese will be used for all sandwiches including cheese.
 - Value Hamburgers
 - Premium Hamburgers
 - Chicken Sandwiches
 - Fish Sandwiches

Tempered Cheese

- All large 4 ounce and small 1.78 ounce beef patties will be served **HOT** side up.

IMPLEMENTATION GUIDE TEMPERED CHEESE / PREMIUM BUN CHANGE

Cheese Placement

- **Premium Cheeseburgers** (place cheese squarely on all large and small beef patties)
 - **Single with Cheese**
 - Place one slice of 200 ct. cheese on bun heel.
 - Turn one large patty HOT side up and place squarely on top of cheese.
 - Place second slice of 200 ct. cheese squarely on top of large beef patty.
 - **Double with Cheese**
 - Place one slice of 200 ct. cheese on bun heel.
 - Turn one large patty HOT side up and place squarely on top of cheese.
 - Place second slice of 200 ct. cheese squarely on top of large beef patty.
 - Turn second large beef patty HOT side up and place squarely on top of cheese.
 - **Triple with Cheese**
 - Place one slice of 200 ct. cheese on bun heel.
 - Turn one large patty HOT side up and place squarely on top of cheese.
 - Place second slice of 200 ct. cheese squarely on top of large beef patty.
 - Turn second large beef patty HOT side up and place squarely on top of cheese.
 - Place third slice of 200 ct. cheese squarely on top of large beef patty.
 - Turn third large beef patty HOT side up and place squarely on top of cheese.
 - **Single Bacon Deluxe**
 - Place one slice of 200 ct. cheese on bun heel.
 - Turn one large patty HOT side up and place squarely on top of cheese.
 - Place second slice of 200 ct. cheese squarely on top of large beef patty.
 - Place four strips of bacon on top of cheese.
 - **Double Bacon Deluxe**
 - Place one slice of 200 ct. cheese on bun heel.
 - Turn one large patty HOT side up and place squarely on top of cheese.
 - Place second slice of 200 ct. cheese squarely on top of large beef patty.
 - Turn second large beef patty HOT side up and place squarely on top of cheese.
 - Place four strips of bacon on top of large beef patty.
 - **Triple Bacon Deluxe**
 - Place one slice of 200 ct. cheese on bun heel.
 - Turn one large patty HOT side up and place squarely on top of cheese.
 - Place second slice of 200 ct. cheese squarely on top of large beef patty.
 - Turn second large beef patty HOT side up and place squarely on top of cheese.
 - Place third slice of 200 ct. cheese squarely on top of large beef patty.
 - Turn third large beef patty HOT side up and place squarely on top of cheese.
 - Place four strips of bacon on top of large beef patty.
 - **Single Baconator**
 - Place one slice of 200 ct. cheese on bun heel.
 - Turn one large patty HOT side up and place squarely on top of cheese.
 - Place second slice of 200 ct. cheese squarely on top of large beef patty.
 - Place three strips of bacon on top of cheese.

IMPLEMENTATION GUIDE TEMPERED CHEESE / PREMIUM BUN CHANGE

- **Premium Cheeseburgers (cont.)**
 - **Double Baconator**
 - Place one slice of 200 ct. cheese on bun heel.
 - Turn one large patty HOT side up and place squarely on top of cheese.
 - Place second slice of 200 ct. cheese squarely on top of large beef patty.
 - Place three strips of bacon on top of cheese.
 - Turn second large beef patty HOT side up and place squarely on top of bacon.
 - Place three strips of bacon on top of large beef patty.
 - **Triple Baconator**
 - Place one slice of 200 ct. cheese on bun heel.
 - Turn one large patty HOT side up and place squarely on top of cheese.
 - Place second slice of 200 ct. cheese squarely on top of large beef patty.
 - Place three strips of bacon on top of cheese.
 - Turn second large beef patty HOT side up and place squarely on top of bacon.
 - Place third slice of 200 ct. cheese squarely on top of large beef patty.
 - Place three strips of bacon on top of cheese.
 - Turn third large beef patty HOT side up and place squarely on top of bacon.
 - Place three strips of bacon on top of large beef patty.
- **Value Cheeseburgers**
 - One patty Value Cheeseburgers
 - Turn one small patty HOT side up and place on bun heel.
 - Place one slice of 200 ct. cheese squarely on top of small beef patty.
 - Two Patty Value Cheeseburgers
 - Turn one small patty HOT side up and place on bun heel.
 - Place one slice of 200 ct. cheese squarely on top of small beef patty.
 - Turn second small beef patty HOT side up and place squarely on top of cheese.
 - Three Patty Value Cheeseburgers
 - Turn one small patty HOT side up and place on bun heel.
 - Place one slice of 200 ct. cheese squarely on top of small beef patty.
 - Turn second small beef patty HOT side up and place squarely on top of cheese.
 - Place second slice of 200 ct. cheese squarely on top of small beef patty.
 - Turn third small beef patty HOT side up and place squarely on top of cheese.
- **Chicken and Fish**
 - Place one slice of 200 ct. cheese on top of chicken and fish fillets.
- **Extra cheese placement on sandwiches**
 - Cheeseburgers
 - Single Cheese – place one slice of 200 ct. cheese on top of patty with cheese in “Star” formation.
 - Double and Triple Cheese – place one slice of 200 ct. cheese on top patty.
 - Chicken and Fish – place one slice of 200 ct. cheese squarely on top of chicken or fish fillet with cheese in “Star” formation.

IMPLEMENTATION GUIDE

TEMPERED CHEESE / PREMIUM BUN CHANGE

Post Rush Procedures

Buns

- Restock buns as needed.
- Follow other post rush duties as outlined in the Operations Standards Manual.

NEW

Cheese

- Temper the projected amount of 200 ct. cheese needed for the next **8** hours and place on the back room prep table with a solid lid.
- Follow other post rush duties as outlined in the Operations Standards Manual.

Close / Clean Up Procedures

Buns

- Remaining New Premium Buns in the bun warmer must be discarded.
- Follow current closing procedures as outlined in the Operations Standards Manual.

NEW

Cheese

- At close, tempered cheese with more than **3** hours hold time can be held for the next day's use.
- Cheese with remaining hold time must be placed in a clean 1/3-sized, 4-inch deep plastic pan. Cover cheese with solid lid and mark remaining hold time on side of pan.
- Place in the walk-in.
- Any cheese at close with less than **3** hours remaining on the hold time must be discarded.
- Tempered cheese held over from the previous day must be re-tempered for **1** hour with the remaining hold time available for on-line use.

Bagging Procedures

- Follow current bagging chart for all sandwiches.

Operational Considerations

Sandwich Build Expectations (no changes)

N/A

Positional Responsibilities

- Operations Leader:
 - Ensures sandwich makers and grill operators know how many guests in line and cars in the drive through.
 - Ensures Register Operators and customer contact personnel can effectively explain new bun and additional cheese placement on premium sandwiches.
- Register/Order Taker
 - Explains new bun and additional cheese placement on premium sandwiches.
 - Communicates number of guests in line and cars / guests on lot during peak and non peak periods.
- Drinks
 - Explains new bun and additional cheese placement on premium sandwiches.
- Grill Operator
 - Properly projects all beef patties.
 - Knows how many guests to serve.
 - Serves majority of all beef patties.

IMPLEMENTATION GUIDE TEMPERED CHEESE / PREMIUM BUN CHANGE

Positional Responsibilities (cont.)

- Line Coordinator
 - Explains new bun and additional cheese placement on premium sandwiches.
 - Helps communicate to sandwich maker and grill operator how many guests in line and cars in the drive thru.
- Sandwiches
 - **Places the correct number of cheese slices in the correct locations on all premium sandwiches.**
 - Places heel of bun in center of wrap.
 - Takes bun crown in hand and moves from condiment to condiment.
- Dining Room
 - Explains new bun and additional cheese placement on premium sandwiches.

Key Learnings from Market Test

- Cheesing
 - One hour temper is critical to achieve ambient temperature.
 - Follow up on sandwich maker placement of cheese on all sandwiches is critical.
 - Only prepare enough for rush periods to ensure over prepping does not occur.
 - Create “build to” amounts for rush and post rush periods. For example: Day Part 2 – 3 pans, Day Part 4 – 2 pans.
 - Laminate the FDA letter and place in a specific location for ease of communication when requested by the Health Department.
- Company Restaurants
 - **Note:** When transitioning to the new Premium bun, the old product will drop off the suggested order form. **The manager must manually add the New Premium Bun onto the order form the first time.**

Speed Tips

- Operations Leader / Register Operator calls out cars on lot and guests in the door.
- Place bun heel in the center of the wrap.
- Take bun crown in hand and move from condiment to condiment.
- “Star” 200 ct. cheese in cheese pan. (1 hour)
- Grill operator to wear headset and serve majority of all cooked beef patties.

Accuracy

- Ensure all premium cheeseburger patties have a slice of 200 ct. cheese on the bun heel and on top of the single beef patty and in between every additional patty.

Restaurant System changes

- Prep and Bin Charts will be updated.

Anticipated Impacts to Existing Products

- N/A

Sampling Considerations

- Crew
 - Cut Single with Cheese in quarters and have each crew member sample.
- Customer
 - N/A

**IMPLEMENTATION GUIDE
TEMPERED CHEESE / PREMIUM BUN CHANGE**

Product Information

Product Details

New Products	New Premium Bun
Distributor:	Frozen / Fresh
Packaging:	1 dozen/ bag
Storage:	Frozen
Approx. Case Cost:	\$1.29
Shelf Life:	
Is Date 'Manufactured' or 'Use By'	Use By date
Before Prep	80 days
After Prep (opened)	Thaw + 48 hours
Inventory Unit:	Bag
Initial Order:	N/A
Chart of Accounts:	501160
Raw Item #	5835
Raw Item Name	Premium Bun New

Food Cost Break Down

Single with Cheese	Units		Use/Inv	Variable Usage	Approx Cost
Items/Raw Item #	Inv.	Use			
New Premium Bun	Each	Each	12.00	1.0000	0.1075
4 oz. Beef Patty	Lb.	Ounce	16.00	4.0000	0.3990
Salt Iodized	Box	Ounce	64.00	0.0384	0.0010
Mayonnaise	Bag	Ounce	64.00	0.2800	0.0100
Ketchup	Case	Ounce	384.00	0.3072	0.0070
Pickles	Bag	Each	525.00	4.0000	0.0120
Onions	Lb.	Ounce	11.20	0.3320	0.0200
Tomato	Lb.	Ounce	16.00	0.7633	0.0560
Iceberg Lettuce	Case	Ounce	600.00	0.6250	0.0130
Mustard	Bag	Ounce	64.00	0.1693	0.0030
200 ct. American Cheese	Lb.	Slice	40.00	2.0000	0.0900
Total Food Cost:					\$0.7185
FC% @ \$3.29					21.84%

Double with Cheese	Units		Use/Inv	Variable Usage	Approx Cost
Items/Raw Item #	Inv.	Use			
New Premium Bun	Each	Each	12.00	1.0000	0.1075
4 oz. Beef Patty	Lb.	Ounce	16.00	8.0000	0.7980
Salt Iodized	Box	Ounce	64.00	0.0768	0.0010
Mayonnaise	Bag	Ounce	64.00	0.2800	0.0100
Ketchup	Case	Ounce	384.00	0.3072	0.0070
Pickles	Bag	Each	525.00	4.0000	0.0120
Onions	Lb.	Ounce	11.20	0.3320	0.0200
Tomato	Lb.	Ounce	16.00	0.7633	0.0560
Iceberg Lettuce	Case	Ounce	600.00	0.6250	0.0130
Mustard	Bag	Ounce	64.00	0.1693	0.0030
200 ct. American Cheese	Lb.	Slice	40.00	2.0000	0.0900
Total Food Cost:					\$1.1175
FC% @ \$4.29					26.05%

**IMPLEMENTATION GUIDE
TEMPERED CHEESE / PREMIUM BUN CHANGE**

Triple with Cheese	Units		Use/Inv	Variable Usage	Approx Cost
	Inv.	Use			
Items/Raw Item #					
New Premium Bun	Each	Each	12.00	1.0000	0.1075
4 oz. Beef Patty	Lb.	Ounce	16.00	12.0000	1.1970
Salt Iodized	Box	Ounce	64.00	0.1152	0.0020
Mayonnaise	Bag	Ounce	64.00	0.2800	0.0100
Ketchup	Case	Ounce	384.00	0.3072	0.0070
Pickles	Bag	Each	525.00	4.0000	0.0120
Onions	Lb.	Ounce	11.20	0.3320	0.0200
Tomato	Lb.	Ounce	16.00	0.7633	0.0560
Iceberg Lettuce	Case	Ounce	600.00	0.6250	0.0130
Mustard	Bag	Ounce	64.00	0.1693	0.0030
200 ct. American Cheese	Lb.	Slice	40.00	3.0000	0.1350
Total Food Cost:					\$1.5435
FC% @ \$5.29					29.18%

Projected Product Mix

- No changes to current product mix.

Disengagement Information

- No disengagement.

Register Information / Nomenclature (POS)

Register and Customer Contact Position Training

- Time must be taken to prepare register operators and customer contact positions on the changes involved.
 - Conduct role plays with register operators and customer contact positions.
 - Customer response cards are provided to help in answering potential questions from the customer.

- Potential questions are as follows:

Customer: The bun is different than before. What has changed?

Register Operator: Our premium buns are the same formula as before, but they no longer have the corn dusting on top. We made the change because the new bun is preferred by more customers.

Customer: Why are the cheese slices smaller than before?

Register Operator: We're now using slightly smaller cheese slices because they melt better. But we have added an additional slice to our large hamburgers so there is more cheese than before.

Company Restaurant POS Rollout Schedule

Download note: Company registers will be programmed with new recipes per the Activity Checklist.

Register Keying Location

No changes.

IMPLEMENTATION GUIDE TEMPERED CHEESE / PREMIUM BUN CHANGE

Franchise Restaurant Register information

Wendy's has provided each Preferred POS Provider with the Requirements Document for this launch. This document contains detailed recipe requirements. Regardless of your vendor's preferred status, please contact them (at your earliest convenience) to arrange for implementation of this menu addition. Providing your vendor with adequate time will help them ensure they have proper capacity to make the necessary changes by the go live date. If you have any questions, please contact: Audra Bass Corporate Technology Services, extension 3310, or Kim Kusserow Franchise Technology Services, extension 2044 at the Wendy's Restaurant Support Center Office.

Order Taking Procedures

N/A

Equipment / Smallwares



New Smallwares / Equipment Required

The following smallwares items are required and exist in restaurants today to implement this product.

- **Four - 1/3-sized, 4-inch deep clear plastic pans.**
 - Wendy's Item # P0607 Approximate Price: \$5.00
- **Four - 1/3-sized solid lids.**
 - Wendy's Item # P0609 Approximate Price: \$2.80

If these items are needed, please contact one of the approved participating distributors to place your order:

Aydelott Equipment – 1-888-293-3568

The Wasserstrom Company – 1-800-999-9963

Strategic Sourcing Group (SSG) is committed to ensuring there is readily available product at all times with our suppliers. SSG has discussed with Cambro, the approved manufacture of the pans and lids, the participating smallwares distributors and each are confident they can support any of the operators needs for additional pans and lids.

Existing Smallwares / Equipment Required

- N/A

Equipment Ordering

- N/A

Equipment Order Forms

- N/A

Training Materials

Training Materials are included in the Asiago Ranch Chicken Club training materials in a separate envelope.

- 1 – Implementation Guide
- 4 – Customer Response Cards
- 1 – Condiment and Produce VTA
- 2 – Tempered Cheese Sandwich Build Icon Cards
- 1 – Huddle Card

**IMPLEMENTATION GUIDE
TEMPERED CHEESE / PREMIUM BUN CHANGE**

Marketing / Merchandising

Broadcast Materials

Television

- N/A

Radio

- N/A

Marketing/Merchandising Materials

(See Activity Checklist for in-store date.)

- New Combo POP for Interior and Exterior Menuboards will be provided showing the new bun and cheese placement. **These POP materials should be displayed when the new Cheese procedures are implemented.**

Recommended Pricing

- N/A

Menustrips

- N/A

Marketing Contacts

POP

Vectra
3990 Business Park Drive
Columbus, OH 43204
Attn: Deanna Gach

(614) 351-6868, ext. 128
(800) 367-2767, ext. 128
(614) 697-2427 (fax)

OPENING DAY READINESS CHECKLIST

DATE _____ RESTAURANT _____ MANAGER _____

✓ Check when completed

Management Duties:

- Managers and crew trained on cheese tempering procedures.
- Projected cheese amount communicated to opening crew for preparation.
- Cheese Tempering VTA posted.

Crew Duties

- 1/3-sized, 4-inch deep plastic pans and lids washed, rinsed, sanitized and air dried.
- The correct amount of cheese placed in the 1/3-sized, 4 inch deep plastic pans.
- The 1 hour tempering time marked on 1/3-sized, 4-inch deep plastic pan.
- The maximum 8 hour hold time marked on the pan.
- 1/3-sized, 4-inch deep plastic pans with tempered cheese remain on back room prep table until needed on service lines.
- 1/3-sized, 6-inch deep plastic pan placed on sandwich station with the tempered cheese pan placed on top. No lid required.

TTM (Talk to Me) Service:

- Operations Leader ensures the guest count is communicated to the sandwich maker and grill operator.
- Cheese is "starred" in pan for ease of handling.

TTM (Talk to Me) Post Rush:

- Operations Leader communicates projected cheese needs for the evening to the afternoon prep team.
- Cheese tempering procedures occur at least 1 hour before tempered cheese on line expires.
- Post rush cheese tempering procedures followed.

TTM (Talk to Me) Close:

- Closing tempered cheese procedures followed.

EXECUTION CHECKLIST

DATE _____ RESTAURANT _____ MANAGER _____

PROCEDURES TO BE EVALUATED

✓ Check when completed

1. Restaurant Exterior

- Exterior POP properly displayed.
- Proper Menuboard lay out utilized.

2. Dining Room

- POP Properly Displayed.
- Proper Menuboard lay out utilized.

3. Register / Order Taker

- Register Operator / Order Taker properly trained.
- Customer Response Cards in place.

4. Service Area

- Sandwich station set up properly.
- Cheese tempered and held properly on line.

5. Product

- Back up pans of tempered cheese prepared and covered with a solid lid.
- Tempered cheese on line placed inside of 1/3-sized, 6-inch deep clear plastic pan **without a lid**.

6. Preparation Procedures

- Two slices of cheese on both singles and doubles.
- Cheese placed on heel and on top of beef patty for all singles.
- All beef patties served **HOT** side up.

7. Food Safety

- Tempered cheese has the tempered time and the **7** hour hold time marked on the pan.

8. Positional Responsibilities

- Operations Leader, register operators and line coordinators call out number of guests in the door and cars in the PUW to sandwich makers and grill operators.
- Register Operators and customer contact personnel effectively explain new cheese placement procedures to the customer.

9. Post Rush

- Tempered cheese prepared for the next 7 hours of business.

EXECUTION CHECKLIST

10. Late Night / Close

- Tempered cheese on line marked with the remaining hold time, covered with plastic wrap, marked use first and placed in the walk-in.
- Unused New Premium Buns remaining in the bun warmer discarded at close.

11. Other

- N/A

Discussion Points

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Appendix

FDA Cheese Tempering Approval Letter



DEPARTMENT OF HEALTH AND HUMAN SERVICES

Public Health Service

Food and Drug Administration
Washington, DC

May 11, 2010

Robert D. Byrne, Ph.D.

Director - Industry & Regulatory Affairs

Schreiber Foods, Inc.

425 Pine Street

Green Bay, WI 54307-9010

Dear Dr. Byrne,

It is my understanding that you are seeking FDA's opinion on whether Schreiber Foods should be advising its foodservice establishment customers that they can safely hold or display *Schreiber Foods Sliced Pasteurized American Cheese* outside of temperature control for periods beyond the limits described in the FDA Food Code. FDA Food Code Section 3-501.19 describes FDA's recommendations for the safe use of time as a public health control (TPHC) when holding or displaying Potentially Hazardous Food or Time/Temperature Controlled for Safety Food (PHF/TCS food) and this remains our recommendation to our regulatory partners that are responsible for the oversight of retail food operations. FDA recognizes that a number of intrinsic and extrinsic factors and the microbial load that may be present in or on any PHF/TCS food will affect the actual time that the food may be safely held at room temperature. The 4- and 6-hour time limits and conditions established in the FDA Food Code are not specific to a particular type of food.

We have reviewed the report completed by Silliker, Inc. on behalf of Schreiber Foods titled *Microbiological Shelf-life and Safety of a Sharp Pasteurized American Cheese Challenged with E. coli O157:H7, Listeria monocytogenes, Staphylococcus aureus and Salmonella spp. at an Abuse Temperature (revised August 18, 2009)*. The study examined the growth profile of various pathogens at temperatures that could be expected in a kitchen environment. The report asserts that the potential for the proliferation of pathogens of concern is minimal when the studied cheese is held outside of refrigeration for up to 96 hours. The study appears to have been conducted in a manner consistent with the recommendations contained in the March 2009 document "*Parameters for Determining Inoculated Pack/Challenge Study Protocols*" as adopted by the National Advisory Committee on Microbiological Criteria for Foods.

It is FDA's opinion that results of this study suggest there is an appropriate scientific basis should a regulated food establishment wish to pursue a variance from the regulatory authority to extend the standard time limits for the use of TPHC for up to 24 hours in an ambient environment not to exceed 88°F when holding or displaying *Schreiber Foods Sliced Pasteurized American Cheese*. This opinion applies only to this specific type of cheese and presumes that the formulation of this cheese is representative of all products bearing the same name. This also presumes that all other conditions described in Food Code Section 3-501.19 are adhered to, including those related to the appropriate product marking and disposition after the allotted time.

As you know, the FDA Food Code is a model regulation and that the operator of a food establishment will be subject to the requirements of the regulatory authority, which is typically a state or local agency. In deciding whether to recognize the use of time alone as a public health control for holding or displaying this PHF/TCS food and whether an extension of the time limits is justified, the regulatory authority may also take into account, among other things, the prevailing regulation or ordinance, the environmental conditions in the food establishment and the ability of the establishment to implement TPHC procedures properly. These factors should also be given consideration when you advise Schreiber customers about the proper handling and storage of your sliced pasteurized process cheese products.

Kind regards,

Kevin Smith

Director, Retail Food and Cooperative Programs Coordination Staff

Center for Food Safety and Applied Nutrition

Food and Drug Administration

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