

RESTAURANTS

Easy Ice Service

Easy Ice redefines the way restaurants meet their on-site ice needs. As the first and only national provider of commercial ice machine subscriptions, Easy Ice offers a unique value to restaurants – a guaranteed ice supply with zero financial risk.

The company's full-service, pay-by-the-month plan includes:

- Delivery
- Installation
- Bi-annual cleaning
- Regular preventive maintenance
- Water filter changes
- Repair parts and labor
- Emergency ice in 3-6 hours
- Emergency ice until machine is repaired and producing to specs

In partnership with Reddy Ice and local licensees, the Easy Ice hassle-free approach is the flexible, cost-effective alternative to purchasing or leasing an ice machine.

Machine types and sizes

Easy Ice supplies Hoshizaki ice machines, rated "Best in Class" by FE&S Magazine. Hoshizaki ice cubes are 98 percent hard – the highest in the industry. Harder ice melts more slowly and prevents watered down drinks. Fresh drinks are consumed more quickly, resulting in more beverage orders per patron. The unique crescent shape of the Hoshizaki ice cubes also results in less splashing and less wasted beverage for maximum profit.

With a variety of cube, chewable or cubelet and flake ice machines, Easy Ice can meet the needs of every restaurant:

- **Quick Service Chains** can outfit fountain dispensers with a KMD-410M or KMD-450M model. High traffic locations can upgrade to the KMD-850M.
- **Neighborhood pubs, sports bar restaurants, and casual dining restaurants** can supply the freshest ice and eliminate the hassle of transporting it from the kitchen by placing one or more KM-260BAH machines with built-in bins under the bar. For the kitchen, Easy Ice supplies cuber ice machines that range from 251 to 2500 pounds per day.
- **Food storage and food displays** are best served by the F-801MAH flaker machine, which also provides ice for rapid cooling in back-of-house food preparation and storage.
- For **high-seating capacity restaurants**, the KM-901M crescent cuber can supply 732 pounds of ice, enough to serve about 480 customers an average of 1.5 pounds of ice each.

Choosing the right machine

Industry experts agree that restaurants and bars should select ice machine production levels and storage bin sizes based on peak demand times. Peak demand is a moving target, however, and business can often grow rapidly. Easy Ice eliminates the risk of being "stuck" with an incorrectly sized machine by offering subscribers the option to upgrade or downgrade machine sizes once a year with no penalty. When considering machine sizes, restaurateurs should also remember that studies show one large machine is more energy efficient than operating multiple smaller machines. Just food for thought.