

ACP Culinary Sales Manager Tony Aguiar demonstrates how to use the Menumaster microwave.



# MenuMaster Microwave rates an “A+” with Primrose Schools

**F**ounded in 1982, Primrose Schools is a large early childhood education provider, with 304 franchised locations in 25 states and a company-owned school in Atlanta. The schools provide care for children as young as six weeks old, and up to six years of age. Additionally, children up to 12 years old can participate in after-school programs. Each school serves anywhere from 180 to 220 students, along with faculty and staff.

The kitchens in these schools, says Bob Benowitz, Executive Vice President of Operations for Primrose, originally had a

household stove and a small microwave. “As we progressed,” Benowitz says, “we had commercial ranges and ovens, stovetops and commercial refrigerators,” which necessitated a costly fire suppression system in each kitchen. “We were looking to save money on our kitchen and the overall costs of our building,” he says.

Concurrently, parent satisfaction surveys were showing that the school’s food offerings needed improvement. “We knew our meal service at that time probably wasn’t as strong as it needed to be,” Benowitz says. “We got so much response

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**—Bob Benowitz**

back from parents to improve our menus that we said, ‘Let’s do it.’”

Primrose knew that a change in the kitchen setup was needed. The company’s national architect and construction department went through the process of specifying new kitchen equipment. After much searching, the Menumaster® MRC30S2 microwave was chosen.

The school’s registered dietitian, Ann Dunaway, developed a new, balanced menu program featuring eight weeks of breakfasts, snacks and entrées. The next step was to pilot the program with franchisees, and to help with that, Primrose brought in ACP Culinary Sales Manager Tony Aguiar.

“Three years ago, we brought that pilot group in, along with Chef Tony, to give us a cooking demonstration,” Dunaway says. “Nobody knew how to use the microwave.

There was some resistance initially, especially as we were rolling out the balanced menu program. Tony showed us how to program [the microwave], and how it can really do everything. He also filmed beautiful training tapes. He was really excellent on camera. They’re in our library for the balanced menu program and every school in our system is required to participate.”

But the service didn’t stop there.

Dunaway says that Aguiar “has tested a lot of recipes for us and helped us get the timings right. Last year, I sent him a new recipe for Lentil Sloppy Joes. He tested the recipe a few times and sent it back with the proper timing. He’s offered to do that any time we need help. He’s definitely been very, very helpful, since I don’t have a test kitchen to test these recipes in.”

Benowitz notes that the Menumaster microwave not only saves time but it also saves money for Primrose Schools. “We didn’t need that \$50,000 [fire protection] system anymore,” he says. In fact, Primrose has installed around 200 of the Menumaster microwaves in its schools.

Benowitz is very pleased with the

performance and reliability of the Menumaster microwaves. “Now that people know how to use them, they totally support them,” he says. “I can’t think of any call I’ve had to say I’ve got a malfunctioning microwave. They’re trusted, they’re reliable and when you really know how to use them, they absolutely do replace the stovetop and ovens we’ve had in our schools.”



Bob Benowitz,  
Executive Vice President  
of Operations for Primrose



Ann Dunaway, RD,  
Dunaway Dietetics,  
Consultant to Primrose Schools



Samples from the training videos developed for Primrose Schools to help promote proper usage of the Menumaster microwaves.



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