

The ever-growing Raising Cane's chain now has more than 280 locations worldwide.



While there may be lots of restaurant chains that serve chicken, no restaurant company has staked its reputation on chicken fingers the way Raising Cane's Chicken Fingers has. Since its first restaurant opened in Baton Rouge, La., in 1996, Raising Cane's has grown to more than 280 locations in 21 U.S. states, Kuwait and Bahrain.

Raising Cane's prides itself on serving "always fresh, never frozen" chicken fingers made from premium chicken tenderloins, accompanied by their tangy proprietary Cane's Sauce. In keeping with the company's Southern roots, the menu features traditional sides such as coleslaw and Texas toast.

Beverages are an important factor in the popularity of the Raising Cane's restaurants. Besides the usual array of soft drinks, the chain is known for its freshly squeezed lemonade and freshly brewed tea. The lemonade is made daily from real lemons that are hand cut and squeezed in house. Pure cane sugar and filtered water complete the simple delicious recipe. The tea, available in sweet or unsweetened varieties, is made fresh several times a day from filtered water. "Cane's originated in Baton Rouge, where iced tea is a staple," Sean Bishop, Vice President of Facility Management for Raising Cane's. "Cane's Founder Todd Graves loves fresh-brewed iced tea and lemonade, so naturally, he put them both on the menu," says Bishop. "They've been top sellers ever since."

Raising Cane's serves these perfectly simple drinks with perfect Scotsman ice, which has become a factor in driving business. "It's all about the nugget," says Bishop. "It makes our drinks

# Raising Cane's Raises the Bar



Scotsman ice helps drive soft drink purchases at Raising Cane's.



taste great.” In fact, people expect to have Scotsman ice when they visit Raising Cane’s, he says. “In cases where we’ve had to supplement [with] outside ice or complete an event without it, it’s often asked about. ‘Oh, you don’t have your normal ice? Darn!’” Part of the patrons’ devotion to Scotsman ice comes from the fact that, since its inception, Raising Cane’s has only used Scotsman nugget ice — never cubes.

In each of its restaurants, Raising Cane’s uses two 900-pound Scotsman ice machines in the back of the house to service drive-thru customers. Those machines are supplemented by a third employed at a self-service beverage bar at the front of the house. Bishop says that the machines are quiet and come with a good warranty. The Scotsman team, he says, “has been great. [Scotsman Vice President of Global Accounts] Jim Courtright provides all the information we need. They’ve really partnered with us to ensure that installation goes well and that there’s backup service. They’re able to provide literature and support for our franchised restaurants as well.”

A tour of the Scotsman factory convinced Bishop that the machines were the right choice for Raising Cane’s. “I was very impressed with

**“They’ve really partnered with us to ensure that installation goes well and that there’s backup service.”**

the factory. We got to talk with many of the people on the production lines, and they were fabulous,” he says. “They really took pride in what they did, and it shows in the machines they deliver.”

Bishop says that expansion is on the horizon for Raising Cane’s. “We’ll continue to expand into more states,” he says. More international restaurants will be coming as well. “We’ll continue to use the Scotsman line,” he says. “In fact, we also purchased Victory refrigerators, and we use the Beverage-Air line as well.”

Raising Cane’s success comes as no surprise to Courtright. “Raising Cane’s has become a winner by producing a product — its signature chicken fingers — that’s fresh and flavorful. It’s a distinctive product that customers just can’t get anywhere else. Their quality really stands out,” he says.

The relationship between Raising Cane’s and Scotsman has been mutually beneficial, and Scotsman is ready to support Raising Cane in their global expansion, says Courtright. “Raising Cane’s customers look forward to the Original Chewable Ice from Scotsman, so wherever they go, we’ll go,” says Courtright. “Any way we can help them, we will.”



Would Bishop recommend Scotsman ice machines to another operator? Well, yes and no. “While I would in one sense be happy to recommend to anyone that Scotsman is a good machine, on the other hand, I don’t want anybody to have my nuggets,” he says. “It’s a differentiation between brands. And cubed ice is just not as yummy as this ice.”

[www.scotsman-ice.com](http://www.scotsman-ice.com)

Raising Cane’s uses Scotsman ice machines both in front of the house and back of the house.