



An NSF International White Paper

Why NSF?

How Major Foodservice Chains Answer That Question



If your job isn't hectic enough, imagine having to protect your organization's brand, decode and incorporate new food safety regulations, monitor health department sanitation code requirement updates and attempt to read the ever-changing requirements for food contact materials. Those are responsibilities of the design engineer or sales manager for a company's foodservice equipment line.

To top off the list, they are charged with finding the most credible certification organization to help confirm and resolve many of these daily concerns. According to leading foodservice executives, NSF International is their certification body of choice for the very same reasons.

If you are charged with finding the best certifying partner for your company's products, don't take our word on the value of NSF certification; listen to a few potential customers instead.

These same concerns that affect design engineers and sales managers – such as brand protection, regulatory compliance, food safety regulations and field monitoring – also keep foodservice executives awake at night. Multi-unit foodservice executives are responsible for choosing equipment for their organization's footprint which will meet all regulatory needs and provide consistent,

signature food items regardless of location. Finding a single piece of equipment that answers those needs simplifies food safety and quality assurance procedures significantly. Operating procedures, replacement parts, cleaning instructions, etc. can all be standardized based on the equipment that food service executives specify. Choosing the right piece of foodservice equipment with the right certification is critical to minimizing the risk of both initial and long-term problems for their company and brand.

With so many foodservice equipment manufacturers in the world today, all touting new and innovative designs, and promising reliability, durability, energy savings, ease of use and price breaks, it is very difficult to stand out. Offering peace of mind because your product is certified by NSF can make all the difference. You can sell all of the points above and offer to provide field units for testing, but without the NSF certification mark on the product, you have a much steeper hill to climb; many foodservice equipment purchasers will not even consider your product. The right certifier must be an integral part of your equipment design and manufacturing system to be used by multi-unit foodservice operators on a global scale.

“We will not look at a major equipment piece to be used in our restaurants if it is not certified to NSF standards,” says Frank Leary, Vice President, Operational and Regulatory Compliance for **Wendy's**. “Equipment certified to the appropriate NSF standards assures Wendy's that the equipment has been evaluated and tested to the highest sanitation standards in the world, which is a critical component of our brand protection strategy,”

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David Abney, Sonic



adds Leary. Material safety and conformance to sanitation standards are critical to Wendy's to assure any equipment purchased is manufactured to the sanitation standards required by regulators. Purchasing equipment certified to NSF standards assures Wendy's that it will not have compliance issues with regulators during plan

review or food safety audits.

Consistency of menu items from restaurant to restaurant is another critical requirement for protecting Wendy's signature food items. "Our customers expect consistency from restaurant to restaurant, country to country, and one way to assure uniformity is strict standard operating procedures and identical equipment, to reduce any chance of variation in product."

Ensuring good quality food is also important. "NSF is the expert in food equipment sanitation and safety. That's why we put our faith in the mark and require all products used in our warehouses be NSF certified," comments Craig Wilson, Vice President, Food Safety & Quality Assurance at **Costco Wholesale, Inc.** He says there is no reason for his staff to reinvent the wheel and use valuable resources when these requirements have already been proficiently satisfied. The NSF mark on equipment means that Costco's Quality Assurance team can focus on other regulatory and compliance needs.

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Wilson continues, "One great service NSF certification includes is follow-up inspections to make sure the product has not changed. That gives my staff peace of mind, knowing a product will not change without review and re-testing."

Standing behind the NSF mark is also critical to Sonic Industries. David Abney, Senior Director of Quality Assurance and Food Safety, says, "Food safety is top priority at Sonic; that is why we partner with NSF and require all equipment utilized in our drive-ins to be certified to NSF standards."

Choosing NSF as your certifier for commercial foodservice equipment assures you that your product meets all current regulatory public health and sanitation standards. And you provide a key market advantage to your sales force. Contact NSF today at: 1-877-893-1325 or foodequipmentinfo@nsf.org to discuss certification and get the process rolling. It will be the best decision for your peace of mind, as well as your customers'.



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