



“Ovention did some pretty cool things for us It’s a much faster way.”

Brian Donoghue, Director of Food Service · Weigel Stores, Inc., Powell, TN



“When we needed new equipment to handle our menu expansion, Ovention had the oven that offered more flexibility and speed,” says Brian Donoghue, Director of Food Service for Weigel Stores, Inc. Opening its Tennessee dairy more than 50 years ago, the company has added 64 Weigel’s convenience stores throughout the state, so the decision to use Ovention ovens didn’t come lightly!

“Ovention’s ability to make food so quickly, with such energy efficiency was intriguing,” says Donoghue, who was sold on the Matchbox 1718 model after rigorous trials in Weigel’s test kitchen. *“Things turn out perfectly!”* he reports. *“We can cook a pizza in less than three minutes; that’s an amazing timeline for a fresh, made-to-order pizza! It allows us to compete with a pizzeria but not have our customers take up a parking spot for 15 minutes.”*

Weigel’s stores use Ovention Matchbox for pizzas, paninis, burgers, chicken breast and other sandwiches, *“so customers can get on their way quickly, which is what people want,”* maintains Donoghue. *“And with only so many parking spots up front, it’s what we want -- to keep those spots opening up quickly for more customers.”*

With thousands of unique cook settings and Ultimate Temperature Control, the Matchbox is key to menu variety without slowing down. *“Customers can order anything off the menu, shop the store, get a drink and by the time they reach the counter to pay, their food is ready to go,”* says Donoghue. *“You can’t let parts of your business negatively affect other parts of your business; they have to work symbiotically to create a great shopping experience for our customers,”* states Donoghue. *“That’s what Ovention does for us.”*

Weigel Stores, Inc. is realizing lower operator costs in more ways than one with its Matchbox models, because they even help eliminate the waste of food stored too long or going un-purchased. Donoghue emphasizes, *“This is a fresher way of preparing food, and it’s a couple-minute transaction.”*

The ventless feature was a big plus for Donoghue, not having the expense of installing hoods in multiple locations. Plus, the energy efficiency keeps operating costs down and employees happy because the ovens don’t pour a lot of heat into the buildings, he assures.

In the Weigel’s setting, even appearance matters. Matchbox 1718 is ideal for a small footprint and looks great. *“We have an open kitchen,”* explains Donoghue, *“so customers see the oven and think it’s pretty cool. It’s got a cool, hip, ‘wow-factor’ to it.”*



Winner of the FSAA Innovation Product of the Year Award 2015