guide to heated
holding shelves
Before leaving work, Deron orders burgers, chicken, and pizza for his family through the Big Yumz Burgers and More app.

Deron is on I-75 and has to stop for gas. Then he encounters heavy traffic on his way to Big Yumz.

Having been delayed 25 minutes, Deron is worried that his family's dinner order is getting cold.

Thankfully, Big Yumz has streamlined their to-go ordering setup with an FWE Heated Holding Shelf to ensure the best food quality possible.

To his shock and surprise, his order is still hot and delicious! Deron is now a happy and loyal Big Yumz customer.
Why People Love Our Heated Holding Shelves

**Hot & Ready to Serve**
Delivering precise and consistent heat from the radiant elements, our shelves provide uniform warmth for all food and containers.

**Grab ‘N’ Go**
Adapts the traditional foodservice setting into a modern grab ‘n’ go market. Shelves are naturally open, providing quick and easy access.

**Quick Heat Up Time**
Outpacing other food warmer product lines, heated shelves heat to a factory preset of 175° F (79.5°C) in under 15 minutes.

**Safe and Secure**
With brackets on the wall-facing side of the shelves, you will never have to worry about shifting or moving.
Today there is a growing demand for online to-go and delivery ordering. However, by the time the customer gets the food, it’s usually lukewarm or cold.

**How do we approach the growing market for to-go and delivery service?**

### Meet the Heated Holding Shelf

This revolutionary product adapts the traditional foodservice setting into modern Grab ’n’ Go market. Our shelves are easy to operate and allow for frictionless loading/unloading. They also heat up faster than heated cabinets, reaching 175°F (79.5°C) in less than 15 minutes.

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**Does Heated Holding Matter?**

52% of customers said they would not use a delivery service again if their order arrived at the wrong temperature.

Stats from The NDP Group/Delivering Digital Convenience Report, 2018

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**Who Wants Quick Service?**

79% of millennials have ordered takeout via app or website.

Stats provided by The NDP Group

60% of U.S. consumers order delivery or takeout once a week.

Stats from Poppinpay

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**Why Go Mobile?**

30% revenue growth on average when using an online service.

A Recent Study Commissioned by GrubHub

67% of customers who have placed an online order will become a more frequent visitor.

Stats Provided by Pizza Magazine Quarterly

34% of diners reported spending more per order online than they would in person.

Stats Provided by 7Shifts Blog
If you can dream it, we can build it.

FWE is the master of customization. We strive to meet the individual needs of the customer, and will even design a tailored solution that is perfect for your unique needs. Below are examples of custom designs. The back of this pamphlet lists a menu of common accessories and color options.
Optional Accessories

Elevate your design.
Customize the look of your shelves with these powder coating options.

Need a custom heated holding shelf?
Call 800-222-4393 today! An FWE representative would be happy to assist in providing you with the best options. FWE can customize a solution to fit your unique needs.