



***“Formax® was an important contributor to our BK™ Chicken Fries team. From concept to execution, they were there every step of the way, delivering outstanding technology solutions and dedicated customer support.”***

—John Smith  
VP of Operations  
Kraft Foods -Oscar Mayer Brand

Imagine the thrill of reaching millions of new customers with an inspired new product that’s so fresh, mobile and original, it has everybody flocking for more. Then, imagine actually being in the room when Formax® first presented the concept for BK™ Chicken Fries to Kevin Houston and Burger King®’s R&D team.

At the time, Formax® was experimenting with the concept of “fry-shaped” chicken portions on its own. The opportunity was first presented to Burger King® at a Formax® New Product Development Seminar led by Ron LaBruno, Manager of Tooling. His slides of the straight, curved and crinkle-shaped chicken fries sparked immediate enthusiasm. And chicken, says Burger King®, has never been the same.

“Formax®’s ability to meet deadlines on time and on budget is unequivocally strong,” says Houston who rushed the concept to Burger King®’s leading poultry processor. Houston kicked off the project by identifying the exact lengths, widths and weights that he required. Formax® answered the call by producing a cost-efficient F•O® test plate. In the following days, LaBruno turned Formax®’s operations loose on the task of developing high-capacity tooling – using proprietary technologies to ensure superior productivity, product appearance and weight control on Formax®’s fastest forming systems. The result was an inspired win-win for Burger King® management and loyal customers.

“HAVE IT YOUR WAY®” packaging for six, nine and 36 pieces further set BK™ Chicken Fries apart. Burger King®’s team took the product to a higher level, providing a space in the lid for the different chicken fry dipping sauces. Formax® added to the product’s visual appeal by ensuring the fries would stand up in the box and look plentiful.

Formax®’s concept-to-development role with BK™ Chicken Fries is no surprise to industry insiders. The company’s commitment to customers flows from their need to continuously improve processes and products. Formax® technology led to the development of Tender-Form® patties, True-Sculpt™ boneless hot wings, skinless sausage, 3-D ribs and even chicken nuggets to name a few.

Where is your imagination going today? Inspired thinking and technology from Formax® can make it happen.