

Procter & Gamble Professional Products Help Simplify Training for Cincinnati COOKS!



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Cincinnati COOKS!*

Overview

Dawn®, Tide®, Comet®, Spic & Span®, Safeguard®. To the American consumer, these brand names are nearly as familiar as one’s own kitchen. But for student-chefs at the Cincinnati COOKS! culinary training program, they are names whose familiarity contributes to improved training processes that help pave the way to personal stability and self-reliance.

The Freestore Foodbank has been serving the greater Cincinnati community for more than 40 years. Its mission is to provide food and services, create stability and further self-reliance for people in crisis.

As a program offering of Freestore Foodbank, Cincinnati COOKS! delivers on that mission. It is a free 10-week program that prepares low income, at-risk individuals for employment in the foodservice industry. As students proceed through the program, they learn life and job skills that ensure their success, in both professional kitchens and in their personal lives.

The food prepared by Cincinnati COOKS! goes to the Freestore Foodbank’s Kids Café, providing nearly 15,000 hot after-school meals per month. Cincinnati COOKS! Catering also offers professional catering services to the local community, with proceeds benefiting the culinary training program.

**Cincinnati
COOKS!**

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The Challenge

An estimated 76 million food-borne illnesses occur in the U.S. each year, according to the Centers for Disease Control and Prevention (CDC). Of those reported occurrences, about 325,000 people are hospitalized and 5,000 die with a food poisoning diagnosis.

Effective sanitation is one of the foundations of a successful food safety program, which can help lower the risks of transmitting disease through food. Sanitation education and training, therefore, are important steps to help the proper execution and compliance of food safety procedures.

Procter & Gamble Professional conducted the “Cleaning in a Down Economy” survey, which revealed that 68 percent of cleaning professionals found the biggest hurdle keeping employees from performing their best is effective training. During the 10-week Cincinnati COOKS! program, students are trained on a lot of topics, including food safety.



The Solution

In 2009, Cincinnati-based P&G Professional began donating products to Cincinnati COOKS! to help support its kitchen sanitation program.

Dennis Coskie, program director, Cincinnati COOKS!, noticed the difference upon switching to P&G Professional. “Their products and equipment made kitchen sanitation training so much simpler and easier for our students,” said Coskie. “For instance, brand names like Dawn are products they already know, so we’re not spending time on product recognition.”

Outside of the classroom, simple and easy go a long way. The U.S. Bureau of Labor Statistics reports that 35 percent of food preparation workers are under the age of 24; many are employed part-time and consider the position to be seasonal or temporary—all of which contribute to employee turnover in the foodservice industry. Training in the workplace, therefore, is constant, so simple is better.

In addition to offering recognizable brand names to help simplify training for end-users, P&G Professional color-codes its products and packaging, and offers easy-to-use closed-loop dispensing equipment.



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P&G Professional’s intuitive technology provides safety benefits, while preventing spills to minimize waste and human error.

P&G Professional also sent technicians to Cincinnati COOKS! to provide training for chef instructors in the proper use of products and equipment.

“The tech people demonstrated the scientific approach used in developing the products for the foodservice industry and it was obvious that P&G Professional was deliberate in creating solutions that are user-friendly and work well for professional kitchens,” added Coskie. “The techs themselves were extremely knowledgeable and professional, much more than we’ve experienced in the past with other vendors.”



The Results

“Before switching to P&G Professional, it took students a few weeks to properly use equipment and products that clean and sanitize our kitchen,” said Coskie. “Now, it only takes a couple of days for students to comply with our cleaning and sanitation procedures. This is a huge win for our training curriculum since our program is only 10 weeks long.”

Cincinnati COOKS! has helped many individuals gain the confidence to become self-reliant foodservice professionals. More than 100 students graduate from the Cincinnati COOKS! program every year. Within 60 days of graduation, 65 to 70 percent of students acquire jobs in professional kitchens.

Graduates from Cincinnati COOKS! not only fulfill their career goals, they also realize personal fulfillment. Many graduates now working in the foodservice industry are so appreciative of the program and have returned as volunteers, using their days off and vacation time to mentor other students in the kitchen.

“It gives students great satisfaction to give back to the community, which is something they weren’t able to do before,” said Coskie. “This gift of goodwill is something they’ve experienced from Cincinnati COOKS!, and we are able to continually help these individuals with the support of charitable partners like P&G Professional.”