

ALI WORLD

THE ALI GROUP MAGAZINE

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SONIC BOOM

“AMERICA’S DRIVE-IN” IS GROWING
THROUGH CUSTOMIZATION

ALADDIN TEMP-RITE

SERVING THE HEALTHCARE MARKET

TRENDING TODAY

CONSULTANTS’ PICKS FOR
THE TOP 10 FOODSERVICE
INDUSTRY TRENDS





Filippo Berti,
Chairman and
Chief Executive Officer of
Ali Group North America

Innovating Successful Solutions

On behalf of all of us at Ali Group, I'd like to welcome you to the inaugural issue of *Aliworld*, dedicated to the North American market. This North American edition joins our European editions, available internationally in English, French, German and Italian.

In many respects this issue of *Aliworld* has an unofficial theme of innovation. "Innovation" is a word that everyone uses these days. But I think everyone has a different definition of just what makes something innovative. To some, it means labor saving. To others, it might mean energy saving. For still others, it might mean money saving. But the one thing all innovative ideas truly share is their ability to solve challenges or react to market trends effectively and efficiently.

On the following pages we will look at dining trends shaping the industry and the operational impact they will have. We will look at cutting-edge meal delivery systems in the healthcare and correctional foodservice industries, explore how an iconic American quick-serve concept delivers results through customization and carhops, examine how the cream of the coffee world meets customer expectations one cup at a time, taste the sweet success of gelato (a fast-growing dessert option), sample the icy cold success of adult beverage programs in the casual dining segment and much more.

One thing each of these innovative examples shares in common is their use of foodservice equipment solutions from the 19 companies that make up Ali Group North America and our 76 worldwide brands. Individually, each of our operating companies has a long and diverse track record of



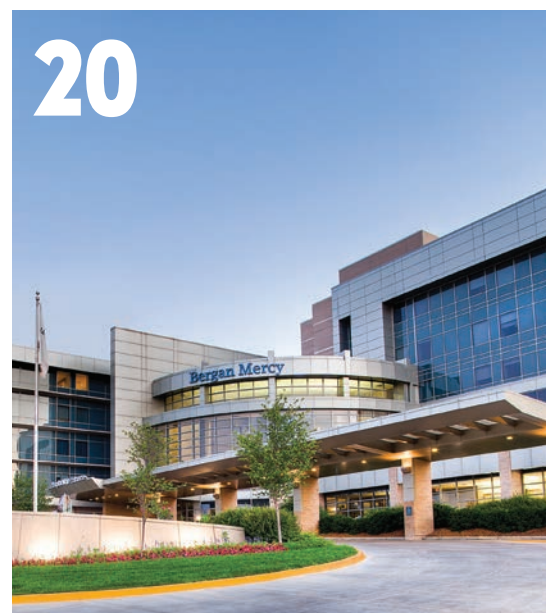
success. Collectively, however, our worldwide brands form a global organization capable of meeting the most complex foodservice-related challenges in any corner of the world.

Like everything we do at Ali Group, our efforts are ongoing. Our core values and principles guide the way we do business and how we continue to innovate. We are very proud that our innovations were able to play even a small role in our customers' success and look forward to collaborating with you in the future to see what we can achieve together in our joint pursuit of excellence.

I hope the articles in this issue demonstrate the passion and enthusiasm that inspired each project. I invite you to contact us with new ideas for interviews and product news for future issues. Please feel free to send your comments to: usa@aligroup.com. *Aliworld* is also available on our website in our publications section (www.aligroup.com)

All of us here at Ali Group hope you enjoy these articles. We also hope that they show you just how committed the Ali Group is to our customers – how we listen to our customers and collaborate with them to provide one of the most diverse product offerings in the foodservice industry.

Thanks for being part of the *Aliworld*.



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First Impressions

Ali Group's strong brands, creative people and entrepreneurialism are the firm foundations for a new phase of growth, says North America COO Rich Gleitsmann, as he reflects on his first nine months in his new role.



Majestic Chicago skyline and beautiful summer weather



Rich Gleitsmann,
Chief Operating Officer of
Ali Group North America

The period since I took on the Chief Operating Officer role for Ali Group North America has been intense. I've done a lot of travelling – and I've learned a lot about the Group. I've been in the foodservice industry for many years, so I was already familiar with parts of it. It has been very exciting to understand the many facets of this organization. Because the foodservice industry is so dynamic and diverse, there are always new possibilities to explore. Just last year, for example, we added the Rancilio espresso machine company to the Group, along with its Egro brand.

A big test for us is how well we exploit the new opportunities that product lines like these offer the Group – and what the Group can offer them. There was much to celebrate last year, too. A real highlight for me was seeing Champion and Edlund win the National Restaurant Association's (NRA) prestigious Kitchen Innovations™ Award in February 2014. That's a seal of approval on our new product development across the Group.

Strong, Together

Innovating, growing brands and finding group synergies is a collaborative business. I was

Peter Carroll, Executive Chef for Moffat USA, provides a cooking demonstration at the Ali Group North America Training Center



Ing. José Luis Nicho
Vice President of Sales
for Latin America



Rob Geile
Vice President of
Consultant Services

really pleased with the plans to expand our training center in Winston-Salem, N.C. With the new investment, we can also get customers and consultants engaged with our brands there, as well as our own people. Their input adds an extra dimension to our development.

Foodservice consultants are an important part of the decision-making process now, so engaging them is particularly important. Some of the brands have done a great job at that – Champion and Beverage-Air spring to mind. We also welcomed Rob Geile as Vice President of Consultant Services last year, with a mission to introduce more consultants to more of our brands. It's a fine balance between finding group synergies and protecting the independence of divisional presidents and their folks. That is something I work on every day – I really value their entrepreneurial spirit. I've worked a lot in large corporations, and Ali Group's divisional structure is a real breath of fresh air.

That's not to say we can't find more cohesiveness. For example, our refrigeration division includes both Beverage-Air and Victory. We are able to deliver real efficiency by moving both production lines into one facility. They remain clearly differentiated brands with unique strengths.



Responding to the Market

Being responsive both in our operational decisions and how we engage with customers is essential in a market that's constantly changing. There are the big trends – for example, the amount of sales now conducted through the internet. There is also a broader consolidation in foodservice equipment distribution.

Additionally, energy standards continue to be a focus. The latest draft regulations in the U.S. raise some real challenges in how we design whole product lines. We've always responded to regulation in the past, and ironically our ability to get out in front of the standards-setters might have encouraged them to push a little too hard.

There is, of course, a market demand for greenness – around water use and waste, as well as power consumption – especially among our institutional customers, the government-run facilities, healthcare and education. We will take it as another opportunity to deliver what our customers need. We are also seeing chain restaurants continue to expand. Latin America is a huge opportunity. In fact, to take advantage of that opportunity, we have hired Ing. José Luis Nicho as Vice President of Sales for Latin America. He will be responsible for developing and cultivating relationships within Latin America on behalf of Ali Group North America and its companies within North America.

We have already seen several Ali Group companies doing well there, with really strong strategies – often with products brand new to those markets.

People Power

All of these opportunities rest on our people. I've seen this year what a high value we place on new thinking. The Ali Group is a great place to work if you want to make a difference.

My view? You always have to try things. Some things may not work – but that's ok. It means you can cross them off the list and move forward. If we are not failing sometimes, that's a sign we are not trying.

We must continue recruiting new talent to keep up that creative momentum and to grow our brands. We must also set higher goals and get everyone to think big, to use the whole canvas. The pieces are all in place. And as a private business, we're not hostage to the next quarterly reporting cycle, which means we can invest for the long term. (That's something my friends in public companies envy.) Now that I've seen the great foundations – our brands, our products, our people and real innovation – I'm genuinely excited about what we can build.



SONIC BOOM: “America’s Drive-in” is Growing through Customization



With an innovative menu offering snacks, real ice cream and more than a million drinks this drive-in QSR is growing sales and its drive-in count.



At its Ultimate Drink Stop®, SONIC offers customers more than a million fountain drink and Slush combinations to accompany its coneys and other specialties



square meals a day. Whether you like to snack throughout the day, eat breakfast for dinner or eat dinner for breakfast, SONIC is there for you. SONIC Drive-Ins nationwide serve the entire menu all day, every day, and all items are made to order and served by a friendly Carhop."

The chain continues to thrive due to this approach. SONIC's network now totals more than 3,500 locations spread across 44 states. Its same-store sales increased 3.5% for the chain's fiscal year that ended on August 31, 2014. During that period SONIC also opened 40 new drive-ins, a full 50% increase from the previous year.

The numbers tell only part of the story, though. How does SONIC's flexible, innovative menu philosophy work in the real world?

With all the ways the quick-service industry has changed over the years, you wouldn't expect a 61-year-old drive-in restaurant to have one of the most innovative menus in the sector. You'd be wrong, though. Founded in 1953, Oklahoma City-based SONIC® staked a claim on the foodservice landscape with a menu that goes way beyond burgers, combined with a willingness to serve whatever customers want, whenever they want it. SONIC pioneered the use of curbside speakers,

"SONIC has one of the most unique menus in the quick-service restaurant category."

which allow customers to place their food order without leaving their car. That concept spawned the slogan, "Service at the Speed of Sound™," which conjured up the idea of SONIC. Founder Troy Smith changed the chain's name from Top Hat to SONIC Drive-In® in 1959.

"SONIC has one of the most unique menus in the quick-service restaurant category," said Eddie Steffensen, the chain's Director of Equipment Services. "SONIC recognizes that today's consumers don't necessarily eat three

SONIC AT A GLANCE

Year Founded: 1953

Headquarters:
Oklahoma City, Okla.

Website:
www.sonicdrivein.com

NASDAQ/NM: SONC

Number of Units:
SONIC has 3,518 drive-ins located in 44 states (Fiscal year ending August 31, 2014)

Average Unit Sales:
\$1,153,000 for FY14, which closed on August 31, 2014

Operational Style:
Drive-in quick-service restaurant featuring individual stalls for "no rush" ordering

Menu Highlights:
SONIC serves its entire menu all day. Menu highlights include burgers, hot dogs and chicken sandwiches; "snackable" items like mozzarella cheese sticks and cheddar cheese-stuffed fried jalapeno peppers; the "Ultimate Drink Stop," which offers more than 1 million drink combinations; and the "Frozen Zone" offering real ice cream treats.



Electro Freeze equipment helps SONIC serve up its Slushes and other frozen treats

SONIC FUN FACTS

In one year SONIC:

Sells enough **tots** that, if placed end to end, they'd **circle the globe two times**

Sells enough **Footlong Quarter Pound Conneys** to **border the 48 contiguous United States**

Sells enough **Cherry Limeades** to fill more than **50 Olympic-sized swimming pools**

Gives away enough **mints** to reach the **top of the Empire State Building**



Above: Customers have come to expect Scotsman Original Chewable Nugget Ice® in their drinks at SONIC

Left: Classic American favorites like the Corn Dog are another reason why customers keep coming back to SONIC



Look at the menu and you'll see the classics, of course: burgers, chicken sandwiches, popcorn chicken, fries and tots. But the chain goes way beyond the standards to provide customers with a level of choice that is hard to match. Options include foot-long chili dogs, and boneless buffalo, barbecue and Asian wings, and "snackable" food like mozzarella sticks and cheddar cheese-stuffed fried jalapenos. All, it should be noted, held at safe temperatures in Beverage-Air® refrigeration units and ready to cook at a moment's notice. Beverage-Air, in fact, has been a valued member of the SONIC team for 18 years now. Fresh taste that's made to order is one of the hallmarks

SONIC, though, takes its drink game to a whole new level, making cold drinks a central part of its menu *and* its brand.



Scotsman has been a SONIC partner for more than 30 years

of SONIC's menu, and keeping food fresh is what Beverage-Air excels at. "For a restaurant chain, dependable refrigeration is of the utmost importance, and allows us to serve our guests the great SONIC food, drinks and desserts they've come to love," said Steffensen.

"Durability and consistent performance are a must in SONIC kitchens, where the refrigeration equipment is often placed near (or even between) pieces of cooking equipment," said Jennifer Ward, Sr. Vice President of Sales and Marketing for Beverage-Air. "Beverage-Air is proud to be a supplier and partner of SONIC. It is important for refrigeration equipment to perform in high-ambient, high-usage locations. Our unmatched performance in these conditions, backed by our strong customer service and support, makes Beverage-Air a smart choice for SONIC."

Then there's its drink menu, the Ultimate Drink Stop™. For most QSR chains, drinks are an afterthought – highly profitable, but an afterthought all the same. SONIC, though, takes its drink game to a whole new level, making cold drinks a central part of its menu *and* its brand.

SONIC offers an astonishing number of drinks. There are Slushes (drinks mixed with crushed ice), Limeades, sodas, iced teas and more. All can be made with flavor add-ins ranging from cherry to chocolate, mint to green apple. All of these different drink styles combined with all the different flavor add-ins allow SONIC to offer an astounding 1,392,085 drink combinations. That's more drinks than anyone could have in a lifetime. Even at three drinks a day, every day, it would take nearly 1,300 years to try every combination.

With just a few exceptions (coffee, juice boxes, etc.), these drinks are all made with The Original Chewable Nugget Ice® from machines designed and built by Scotsman Ice Systems®,

which has been a SONIC partner for more than 30 years. Scotsman is the creator of The Original Chewable Nugget Ice® that SONIC customers have loved over the years. This ice is very much a part of SONIC's identity. It can be seen in commercials, on the website, and on the menu board. Consumers crave the Nugget Ice, and Scotsman's partnership in providing ice solutions to SONIC over the years has been a key component of the beverage program.

It's so popular with customers that most locations derive an extra revenue stream by selling bags of Nugget Ice. In fact, the ice is so synonymous with the chain, said Scotsman Vice President of Sales and Marketing Nate Jackson, that the manufacturer receives frequent inquiries from customers who want a machine that makes "SONIC Ice."

Frozen treats are another important part of SONIC's success. The "Frozen Zone™" section of the chain's menu features, first and foremost, real ice cream rather than soft serve. (By definition soft-serve ice cream has fewer milk solids than real ice cream.) SONIC uses Electro Freeze® equipment to make and dispense its real ice cream, which is included in "Frozen Zone" menu

items like cones, shakes, sundaes, Blasts (ice cream mixed with cookie or candy pieces), floats and more. The combination of frozen and creamy desserts with a variety of toppings, mix-ins and serving formats guarantees that customers can find their perfect treat.

SONIC also uses Electro Freeze equipment to make the Slushes offered in the Ultimate Drink Stop. The Ultimate Drink Stop gives customers an incredible array of choices to quench their thirst, from cold, fruity Slushes to light, guilt-free iced teas.

Looking ahead, SONIC will continue its commitment to innovation and customization, providing customers what they want when they want it. The chain is so dedicated to this approach that it's now a built-in part of SONIC headquarters, said Steffensen. "We are constantly innovating in the kitchen to make our menu exciting and unique," he said. "We just opened a new state-of-the-art Culinary Innovation Center at our headquarters where SONIC's culinary experts will test ideas, equipment, recipes and products to create the delicious and distinct drinks, snacks, entrees and desserts customers love and expect."

Dependable refrigeration is vital to SONIC's operation, and Beverage-Air refrigeration units perform consistently in high-ambient, high-usage conditions



SONIC's culinary experts test ideas, equipment, recipes and products at its new state-of-the-art Culinary Innovation Center in Oklahoma City, Oklahoma



Five Questions for Eddie Steffensen, Director of Equipment Services for SONIC



make everything seamless at the drive-in level, allowing our drive-in crews to do their jobs of serving guests without any issues.

Your company has long-standing relationships with three Ali Group brands. How have these relationships helped SONIC evolve?

SONIC maintains long-standing relationships with our equipment providers because they are the ones we turn to for their specific areas of expertise: they help us evolve and help us achieve our goals as a brand. We appreciate their willingness to step up and help us drive results. Bottom line, we have high standards and we only work with those that can meet those standards.

Beverage-Air is your primary refrigeration provider, and a company you've worked with for 18 years. What kind of support do you look for from them?

We look for expertise in refrigeration technology, and also how the technology relates to our products and our specific environment to ensure we are meeting all our food safety standards. Beverage-Air spends time in our drive-ins helping identify our needs and how they can help us stay ahead of the curve as it relates to our high-temperature and high-volume environments. They make any necessary adjustments from an engineering and design standpoint while working alongside us to help us achieve our goals.

What about your other Ali Group partners, Scotsman and Electro Freeze? What extra steps do they take to understand and meet your needs?

We share our plans with them and expect them to be part of the solution in pushing SONIC forward. If we are going to focus on "frozen favorites" for a specific time frame, then we ask Electro Freeze how they can help us prepare for a successful promotion. This support comes in a variety of forms, from offering promotions to help our system invest in the right equipment to putting together spare parts kits to ensure everything is running and functioning as it should be. The same applies to Scotsman; we work closely with them to ensure we are using the right equipment and asking the right questions of them to support the business our system experiences.

SONIC serves its entire menu all day, every day. What does that mean from a kitchen equipment standpoint?

The fact that we serve the whole menu all day means we must have the equipment available and operational at all times to prepare the specific menu items ordered by our guests throughout the day. We need to have the capability to prepare a Breakfast Burrito or Breakfast Toaster sandwich ordered during the lunch rush or to make the SuperSONIC Double Cheeseburger ordered for breakfast. It's important that equipment can perform multiple tasks and we design our equipment and operations around this very situation so our guests always get exactly what they want when they want it.

What kind of after-sale support do you require from your equipment providers?

When it comes to after-sale support, the level of service required from our equipment providers all depends on the situation at hand. I expect our providers to think of it as more than just a sale, because if we are successful then in turn they are successful. We are all in this together and we expect them to stand behind their products and services and help

Aladdin Temp-Rite: Serving the Healthcare Market

The unique requirements of foodservice in the healthcare setting differ significantly from those of any other foodservice segment. Understanding and consistently meeting those requirements has been the key to nearly half a century of innovation and success for Aladdin Temp-Rite.

Some companies try to be all things to all people. But there's a lot to be said for doing one thing, and doing it better than anyone else. Marty Rothschild is President of Aladdin Temp-Rite®, a company that knows a lot about being the best. "We're very much a niche company," says Rothschild. "But for almost any type of hospital or long-term care operation, including acute care facilities, mental health facilities, Veterans' Administration hospitals and nursing homes in North America, there's a high probability that patient or resident meals are going to be assembled with, and delivered on, Aladdin Temp-Rite equipment."

"You can be completely confident that what you're buying is the best product on the market today."

While many segments of the foodservice industry are quick to adopt the latest trends, Rothschild says healthcare tends to be more risk-averse, possibly because the overriding medical culture is more cautious. "People like to talk about innovation, but with innovation comes change. Because people are often hesitant to make changes, if they see something new or different they may not want to be the first to try it." Rothschild says that establishing a high level of trust with customers is vitally important. "Our long history of being first to market with many patented new technologies, and producing consistently dependable, high-quality products, makes healthcare equipment buyers confident enough in Aladdin Temp-Rite to take the leap to a

new product. And with Aladdin Temp-Rite, they're more enthusiastic about being the first because of that trust, and because of our reputation for quality, reliability and product support," he says.

That history of quality, trust and reliability goes back decades. Rothschild points to the introduction of Aladdin Temp-Rite's innovative, patented Heat on Demand® induction technology system in 1995 as an example. Until that new technology was launched, most hospitals used pellet systems to retain hot food temperatures. Metal bases or "pellets" filled with a phase-changing material such as wax were heated by convection. This system provided heat transfer to the plate, and ultimately to the food. "But these systems could be very unreliable and inefficient," Rothschild says. "If the last pellet put into the heater happened to be the first one pulled out, it might not have reached maximum heat transfer temperature. And the pellet system wasn't always safe for staff or patients from a handling perspective. People could get burned." So he challenged the Aladdin Temp-Rite R&D team: "There had to be a better way."

Induction was the answer, he says. "Induction was already being widely used in manufacturing, but not in healthcare foodservice. We were intrigued with this technology. So we used an inductive activator as a sort of battery charger. We made test bases with metal or metallic properties, and were able to heat them up to the proper temperature for hot-food holding in as little as 10 seconds. Needless to say, it was a game changer."

Aladdin Temp-Rite became part of the Ali Group in 2002, and has continued to introduce new innovations in rethermalization systems, such as the Convect-Rite III® cook-chill system in 2003.

After four decades with the company, Rothschild has seen a lot of competitors come and go, while Aladdin Temp-Rite has remained the industry leader. "When cook-chill first made its way into the U.S., our competition was completely different than the companies in the industry today. Of all the companies in our industry, from as far back as 10 to 15 years ago, Aladdin Temp-Rite is the only one that still offers

a comprehensive line of meal-delivery systems to address any need, with products ranging from cook-serve to cook-chill, conduction, convection, induction and insulation."

That complete product line means the Aladdin Temp-Rite salesforce can tailor offerings specifically to each customer's needs. "Listening to customer needs is the most critical thing we do. Our sales team develops a product plan to meet each specific need based on what we hear from our customers. And because we have a full line of products that provides support from the kitchen to the patient, we find we can help our customers cost-effectively solve virtually every challenge they face," says Rothschild.

As part of its well-known reputation for customer support, Aladdin Temp-Rite customers can rest assured that they will always receive whatever support they need for their Aladdin Temp-Rite products and systems. "We're still supporting cook-chill systems with parts and service that we built and sold more than 20 years ago," he says. "I tell our customers, 'You can be completely confident that what you're buying is the best product on the market today. You can also be confident that we're always at work to innovate and build better products and systems to help you solve your challenges for the future.'"

Along with that focus on innovation, constant interaction with customers to learn more about their needs sets Aladdin Temp-Rite apart within the industry. Its direct salesforce focuses on customer concerns such as temperature retention, cost containment and patient satisfaction. "Our sales and marketing teams connect with our customers on a very personal level," says Rothschild. "We want to know what keeps our customers up at night, and what we can do to help solve their issues and challenges to make their lives easier."

Experience and longevity is key to the ability to understand the customer. The Aladdin Temp-Rite division began in 1968, and Rothschild joined the company just four years later, so he's been with Aladdin Temp-Rite almost since its beginning. His team is experienced, too; most of his direct reports have been with Aladdin Temp-Rite from 15 to 25 years. "These very seasoned people know our customers, have been

in the industry a long time, understand what the needs are, and know how to use new and different technologies to meet those needs."

Rothschild feels a passion for the industry Aladdin Temp-Rite serves, and genuinely seeks out opportunities to be at the crossroads of healthcare and foodservice, wherever that might be. He's served on numerous industry boards and committees throughout his career. Currently, he serves on the Industry Advisory Board for the Association for Healthcare Foodservice, and is on the Editorial Advisory Committee for the Association for Nutrition and Foodservice Professionals. He had previously served on the boards of the American Hospital Food Service Association and Healthcare Foodservice Management.

There's a lot to be said for doing one thing, and doing it better than anyone else. Continuing to find new ways to serve the healthcare foodservice market better than anyone else is how Rothschild

Marty Rothschild,
President of Aladdin Temp-Rite



believes Aladdin Temp-Rite will continue its current success. "Today, Aladdin Temp-Rite is known as the industry leader for customer support, and for new and patented technologies that help solve the challenges faced by healthcare foodservice providers," he says. "We want to continue to be the first name customers and potential customers think of when facing the challenge of keeping hot food hot, and cold food cold, from the kitchen to the patient's bedside, to deliver a truly satisfying patient dining experience."

Revolutionizing an Industry

For many people, particularly those in the Baby Boomer generation, their first introduction to the “Aladdin” brand was in the 1960s on the thermoses and lunch boxes they carried to school every day.

Now known as Aladdin Temp-Rite®, the company originated as a division of the Aladdin Temp-Rite consumer products company in 1968. Aladdin Temp-Rite’s invention of the insulated tray that same year sparked a revolution in the foodservice industry. At last there was an easier way to serve hot and cold fresh-tasting food to large numbers of people, quickly and efficiently.

Used first in the airline industry, the insulated tray was soon adopted by the healthcare foodservice industry, and quickly became the standard. Healthcare foodservice would ultimately become Aladdin Temp-Rite’s primary market.

In 1978, Aladdin Temp-Rite changed healthcare foodservice again with the introduction of Temp-Rite II. It was a first-of-its-kind, fully assembled tray conduction rethermalization system for heating meals in a refrigerated environment.

Heat On Demand® induction technology brought yet another fundamental change to

healthcare foodservice. Introduced by Aladdin Temp-Rite in 1995, it greatly increased the speed of meal assembly and hot-food holding time in hospitals and other healthcare facilities. Heat On Demand technology is embraced by many healthcare foodservice providers today as the best way to deliver their patient meals. Heat On Demand is especially beneficial for facilities using the “room service” concept, which allows patients to order from menus and have more control over the delivery times of their meals.

Responding to customer needs, Convect-Rite III®, a patented cook-chill convection system, was introduced in 2003. The system enables foodservice providers to precook and assemble meals in advance of serving times. Meals are then rethermalized prior to mealtime by distributing temperature-controlled air throughout the cart for consistent, superior results. This ensures that meals, with both hot and cold foods, are delivered to the patient at just the right temperature.

Aladdin Temp-Rite became part of the Ali Group in 2002; the company is headquartered in Hendersonville, Tennessee, where it manufactures and builds nearly 90 percent of the products it sells.

Aladdin Temp-Rite makes nearly 90% of its products in its Hendersonville, Tennessee, manufacturing facility. President Marty Rothschild has worked in nearly every sales, marketing and customer service role during his more than 40 years with the company



Spoken Menu Nourishes Patient Satisfaction at Baystate Medical Center

Baystate Medical Center’s patient satisfaction scores improved with the launch of a Spoken Menu concept combined with guest service ambassadors and a new pod tray assembly area supported by Aladdin Temp-Rite’s Heat on Demand Advantage and Ready-Chill systems.

Baystate Health is a consortium of four hospitals and medical centers located in western Massachusetts. The not-for-profit healthcare provider’s mission is “to improve the health of the people in our communities every day with quality and compassion.” Baystate Medical Center, a 714-bed acute care hospital in Springfield, is the only level 1 trauma center in this part of the state.

From 2007 to 2013 Baystate Health’s Food and Nutrition department provided room service to its patients. This delivery method offered patients an extensive menu and multiple

service hours. Despite the convenience offered to patients, it wasn’t working well. “We weren’t getting meals to the patients in an appropriate amount of time, which is 45 minutes to one hour,” says Nancy Robinson, BS, MBA, Director for Patient and Guest Services. “We couldn’t meet the timeframe consistently during peak volume times in part because of inefficiencies in the kitchen, and the amount of distance between the kitchen and the new tower’s patient rooms.”

Robinson and Richard Callahan, Baystate Medical Center’s Chef and Production Manager, asked a consultant to examine the operation and suggest operational efficiencies. An evaluation team recommended a hybrid model, minimizing room service and adopting a spoken menu/ambassador/pod tray assembly system. “We pushed back,” Robinson admits. “A second consultant also recommended the same approach. We decided to take their advice, and reached out to Premier, Inc., a group purchasing organization, and Aladdin Temp-Rite, for their expertise and support.”

- Several goals were set:
- To increase patient satisfaction with food and nutrition;
 - To offer patients two high-quality choices instead of multiple room service menu choices that were often inconsistent in quality;
 - To make getting a meal a simpler, more personal interaction;
 - To ensure patients receive their hot food hot, and cold food cold, by streamlining the assembly and delivery to under 45 minutes to one hour;
 - To offer alternative menu items such as pizza, sandwiches, hamburgers and salads to patients who want other options;
 - To simplify and reduce menu offerings and liability of exposure to so many products offered by room service.

A pod air curtain refrigerator allows staff efficiencies. For example, doors remain open during tray assembly



To determine if the return on investment of capital and time would be valuable for Baystate, Aladdin Temp-Rite Territory Manager Peter Savenko took Callahan and Young Hee Kim, MS, RD, LDN, CNSC, to other healthcare establishments that had achieved similar goals using the spoken menu/ambassador/pod system in combination with Aladdin Temp-Rite's Heat on Demand Advantage® and Ready-Chill® systems.

Callahan and Kim were impressed with what they saw, and decided to proceed with the change at Baystate Medical Center. Two months before going live, Callahan took two supervisors, a chef and the trainer back to those same hospitals so they could also see the system in operation and get their feedback to give management and co-workers. "That was the key in making this successful," Callahan says. "Once the supervisors and staff saw it function, it made sense to them and they were able to translate how it would work to other staff."

Efficient, Effective Patient Tray Service

Today, on patient floors, a staff member, called a guest service ambassador, speaks with patients. They verbally present the menus, place orders and deliver meals to patients. "If patients have a food-related problem, they tell nurses or the ambassadors, who solve the issue," Callahan says. "This helps nurses in so many ways. Now there's a point person for food-related issues. These issues are much fewer than they were in the past. Tray accuracy is close to or at 100 percent now. The nurses can then focus on other points of care for the patients they are responsible for."



Pod workstations are designed to balance workloads. Donna Seymour assembles hot food items on china plates for patient meals



Baystate Medical Center's Old Main entrance welcomes patients and visitors

Staff members Susan Dziedzic (left), Marilyn Baez (right) and Donna Seymour (back) assemble custom trays in identical pod workstations. Everything needed for assembly is within easy reach

Baystate's new menu includes daily menu specials with a variety of alternatives that are always available. Baystate continues to provide room service to their maternity, pediatric and oncology floors. This hybrid service has proven very successful, significantly improving patient satisfaction.

Implementing Change

The new system required a new way of thinking in the kitchen. Instead of producing food to order, cooks now produce a much smaller menu with only one or two universal items at breakfast, lunch and dinner. To successfully support the change, Baystate asked Aladdin Temp-Rite for help in creating a solution. It was determined that pod assembly workstations would be the most efficient way to accomplish the change in Baystate's tray assembly and delivery process.

Designers at Aladdin Temp-Rite then worked with Baystate's own in-house engineering team and provided CAD diagrams for the most efficient layout of two identical tray assembly pods. The new pod workstations enable multiple staff members to assemble patient trays simultaneously. Everything the staff members need for tray assembly is within arm's reach, which greatly increases efficiency and speed.

"We involved the cooks early on, and asked for their feedback," Callahan says. "They asked us to create a makeshift pod so they would better understand how it would work before using it for actual production. They accepted the challenges, and added flair to it, as well."

TIMELINE

2007 (March) – Baystate implements facility-wide room service with a Mediterranean-flair menu. The system features a call center, with all food cooked to order and delivered via Heat on Demand. Despite the change, patient satisfaction scores remain relatively flat.

2012 – Health system expands the main hospital building by adding a new tower dedicated as the Mass Mutual tower. This features beautiful, state-of-the-art patient rooms. However, meal delivery and service time to the new tower exceed 45 minutes to one hour.

2013 – Patient satisfaction scores decrease due to longer delivery times after a meal is ordered. Delivered hot and cold food temperatures are unsatisfactory. The Food and Nutrition management team reaches out to Premier, Inc. and Aladdin Temp-Rite in April to provide options for Baystate to consider, to reverse declining patient satisfaction.

2013-2014 (September to April) – Conversion to hybrid service model including a Spoken Menu with guest ambassadors combined with room service for maternity, pediatric and oncology floors. Staff efficiency was improved by assembling nearly 80 percent of patient trays in the new pod tray assembly workstations. Special request menu items are provided as needed. Patient satisfaction scores increase, along with the staff's satisfaction in the new system. Tray accuracy rises to nearly 100 percent.

THE TRANSITION PROCESS

In September 2013, once the decision was made to proceed with the new spoken menu/ambassador/pod tray delivery system, Robinson, Callahan and Kim initiated a pilot program to define the parameters of the program and work out any issues. Implementing the new system required extensive training. "We created an ambassador training program for a person who was responsible for training two to three ambassadors for three weeks, or until they were proficient in order taking, menu and diet knowledge and customer service," Callahan says. They also had to learn how to input patient menu selections into an iPad that's integrated with the hospital's foodservice software system.

A unit was converted every three weeks. "We went live with as many units as we had available on December 18, 2013, and we were fully converted in late April of 2014," Robinson says. "Peter Savenko and Eric Roebuck, both with Aladdin Temp-Rite, were on-site the day before we went live to help us put equipment together, set it in place and make sure it was functional. They were both here for the first meal produced. This is a tremendous example of how they provided excellent customer service beyond our expectations."

During the transition process to the new system, two other meal-delivery systems were still in place. Room service with a full-choice menu was available to patients who were not on ambassador floors, and a pre-select meal was available to other patients.

"We created a makeshift pod in the kitchen," Callahan says. "As we added a unit, we increased pars in one area and decreased pars in another. It was somewhat difficult, but attainable. As more units were converted, we could anticipate menu variances and have them readily available."

"The arrival of the pod equipment was timed with the removal of the old equipment," Callahan says. The outsourced electrical installation was completed after equipment installation.

As units with ambassadors increased, demand on the room-service line decreased. "It took a while, created some confusion and frustration, but everyone worked together as we adjusted times and communicated with each other," Robinson says.

ROBINSON AND CALLAHAN'S HARD-LEARNED LESSONS AND ADVICE

- If possible, go live with all applicable units at once. The initial shock will be difficult, but it will even out quickly and make life less hectic in the long run.
- Don't start at Christmas or any other major holiday. While census may be lower, many staff take time off, which adds an additional level of difficulty for conversions.
- Do a site visit so you can see in person how another hospital handles challenges similar to those you face. Watch how the equipment works while actual food production and tray assembly is taking place.
- Communicate, communicate, communicate! It's critical so that all your staff, including nursing, senior administration and everyone else impacted will know what's going on. Nurses are a valuable ally for foodservice, and should be engaged in the process from the beginning. Because most trays are delivered to the floors at the same time, and there will now be a point-person for food-related issues, nurses will appreciate how this change will provide more freedom for them to focus on better patient care.

FACTS OF NOTE

Type of Facility: Acute-care hospital; only level 1 trauma center in western Massachusetts

Beds: 714 licensed beds

Average Patient Meals/Day: 1,800

Hours of Service: 6:00 a.m. to 7:00 p.m. After 7:00 p.m., patients receive food held in storage in the units. Late trays are delivered room-service style.

Menu Specialties: Breakfast menus include dishes such as scrambled eggs, omelets, French toast and pancakes. For lunch and dinner, sandwiches such as chicken portobello Philly sandwich are popular, along with hot entrées such as chicken Parmesan with whole wheat pasta and house marinara; roast pork with plantains and black beans; salmon salad with creamy yogurt dressing; pot roast jardinière; Greek chicken with Mediterranean couscous; and cranberry chicken salad.

Staff: 110 FTEs

Total Project Cost: \$300,000

Equipment Investment: \$245,000

Website: www.baystatehealth.org

KEY PLAYERS

Owners: Baystate Health, Springfield, Mass.

Director for Patient and Guest Services: Nancy Robinson, BS, MBA

Executive Chef and Production Manager: Richard Callahan

Clinical Nutrition Manager and Supervisor of the Ambassador Program: Young Hee Kim, MS, RD, LDN, CNSC

Food and Nutrition Supervisors: Ron Thibodeau; Rita Martinez; Sara DiPinto; Bruce Cierpial; and Chris Einhaus

Group Purchasing Organization: Premier, Inc.

Aladdin Temp-Rite Representatives: Peter Savenko and Eric Roebuck

Baystate’s guest service ambassadors enter patient meal orders into an iPad that’s integrated into the hospital’s foodservice software system. Meal orders are held in queue until a designated time, then batch-printed as tickets into the kitchen. The supervisor on duty separates the tickets by unit, and in predetermined sequential order gives the featured menu item tickets to the pods and any outlier items to the room service line for that particular unit. Those meals are prepared, then coordinated at the pod, and the entire floor’s trays are delivered at once. This process continues unit by unit until all meals have been prepared, assembled and delivered. Today, nearly 80 percent of all patient trays are produced and delivered as part of the new pod system and 20 percent of the units use either room service or preselect menu service due to the nature of the patients’ conditions and foodservice needs.

Each pod contains Aladdin Temp-Rite equipment, including two air-curtain refrigerators, a five-well steam table and a stainless steel worktable. The pods feature Aladdin Temp-Rite’s Heat on Demand Advantage and Ready-Chill systems. Advantage is an induction heat activator that has a 12-second heating cycle for pellet bases. The system maintains hot food temperatures at or above 140 degrees F for up to one hour, without having to use a heated plate. If a heated plate is used, the Advantage system will keep food hot for up to 73 minutes. Baystate also uses Advantage on their room service line.

The Ready-Chill system, which holds cold food for up to an hour, includes freezable cold bases, domes and dishes. Aladdin Temp-Rite meal transport carts used by Baystate hold 16 trays, and feature a built-in top rail, pass-through doors and four swivel casters.

Richard Callahan, Executive Chef, and Young Hee Kim, Manager, Clinical Nutrition, inspect tray assembly and maintain high-quality standards throughout the operation



“Once one unit’s trays are done, we start tray fulfillment for another unit,” Robinson says. “We are now able to produce 500 to 600 meals in one and a half hours three times a day. The hot food delivered to patients is hot, and the cold food is cold, the perfect combination.”

Overall patient satisfaction scores have increased significantly, and the hospital’s staff is extremely pleased. “We monitor satisfaction using PRC (Professional Research Consultants) scores regarding patient scores of percentage excellence,” says Robinson. “Our ranking among our peers went from low teens with a room service model to 70 percent with our new hybrid model. What could be a better outcome?”

Delivering Patient Satisfaction at CHI Health

A central kitchen, call center and Convect-Rite III cook-chill system with Safe-Temp help CHI Health provide 2,800 patient meals per day. The facility also serves approximately 1,200 room-service meals daily.



Above: At Creighton University Medical Center, Rosetta Cannon, a catering associate, displays a tray ready for service

Right: Creighton University Medical Center is one of CHI Health’s 15 acute care hospitals

In August 2014, Alegent Creighton Health joined other Catholic Health Initiatives hospitals in Nebraska to create CHI Health. This regional health system in Nebraska and southwest Iowa comprises 15 acute care hospitals, 150 sites of service, two free standing in-patient psychiatric care facilities, a nationally certified burn center, a nationally certified rehabilitation center and a level 1 trauma center. It employs more than 14,000 people. CHI Health is also the primary teaching partner for Creighton University’s health sciences school. Net revenues total more than \$2 billion.

CHI Health is about healthcare organizations coordinating, collaborating and being more effective by working together, while maximizing each organization’s local strengths. By joining together as one, the combined organization gains greater negotiating power with vendors, payers and legislators. Working together reduces costs and improves CHI Health’s quality of care and service to patients across Nebraska and Iowa.

Providing patient meals for CHI Health is the responsibility of a team headed by Senior Director of Food and Nutrition Terri Hill, Director of Central Kitchen and Culinary Kurt Kenkel, Director of Finance Operations Mike Matulka and Clinical Nutrition Director Kristyn Lassek. Together with 21 executive chefs and more than 300 food and nutrition employees, they produce up to 2,800 patient meal trays daily for eight acute care hospitals, as well as other healthcare facilities. Approximately 1,200 room-service trays also are assembled for distribution at five facilities.

“Patients select from a wide variety of menu items printed on restaurant-style menus,” Hill says. Each day, the central diet office staff members located at CHI Health Bergan Mercy receive calls from patients or call patients in their rooms to obtain their meal selections.



Calls are received and made for that day’s lunch between 7:00 a.m. and 9:00 a.m. Calls for that day’s dinner and the next day’s breakfast are received and made between noon and 2:00 p.m. Nurses and family members can also call in to place a patient’s order. Patients who have dietary changes are contacted directly by the central diet staff before meals.

“All patients are visited by catering associates and by a management team associate to ensure patients are getting everything they need,” Hill says. Each day, meal orders are sent from the central diet office to each campus for customization of each tray.



After trays have been customized to match patient orders, Convect-Rite III carts are mated with their docking stations by catering associate Rosetta Cannon

Central Kitchen Production

The central kitchen is the heart of patient food production. Here, sauces, soups, gravies, side dishes and mouth-watering entrées are created using cook-chill equipment that includes kettles, cook tanks, and tumbler chillers. Freshly cooked food is then vacuum packed and rapidly cooled in a tumbler chiller. Production also includes a bake shop overseen by two executive bakers.

On the trayline, staff prepare nine different types of trays that correspond to diet orders. Chilled food is placed on trays that are positioned inside Aladdin Temp-Rite's 24-tray Convect-Rite III transportation carts. The carts are taken to 26-foot-long refrigerated trucks that deliver them to system hospitals twice a day. Tray carts are stored in refrigerated coolers once they arrive on-site. The farthest transport from the central kitchen is 50 miles away.

About two hours before meals are served on patient floors, trays are removed from tray carts, customized to match patient orders, and replaced. Tray carts are then mated to individual Convect-Rite III docking stations housed in the kitchen. Convect-Rite III can rethermalize up to 30 meals automatically, or manually, at the touch of a button. And many of the bakery products on the menu, such as dinner rolls, are placed on the tray in rough form and cooked inside the Aladdin Convect-Rite III.

The password-protected, programmable docking stations control consistent refrigeration

and heat through continuously balanced air flow throughout the cart (hot food typically requires about 50 minutes to heat). Hot food temperatures, as well as cold food temperatures are maintained for 45 minutes after rethermalization.

Because Convect-Rite III can both chill and cook some products many bakery items like dinner rolls, biscuits, muffins and cookies are kept cold on trays in raw, dough form and then baked right inside the carts. After rethermalization, the fully insulated Convect-Rite III carts are disengaged from the docking stations to serve as meal delivery carts.

Further safeguarding patient meals, the Safe-Temp wireless monitoring system, part of the Convect-Rite III system, provides real-time cart/docking station temperature monitoring and cart engagement. Information is digitized and wireless technology sends data back to monitoring locations. The self-contained transmitter has a lithium battery for long life and a microprocessor for control. The information is passed via a server data collector.

Training and Follow-Up

Another critical component of the patient tray production and delivery system is intensive employee training. Every associate participates in 28 training modules in which a success rating of at least 90 percent is required. Training includes areas such as patient tray service,

transferring trays, understanding central diet office processes and systems, nourishment and tube feedings, and service recovery.

To ensure satisfaction, patient follow-up is also essential. After a catering associate delivers five trays, he or she goes back to the room to see if the patient needs anything further. "We keep this as close to a restaurant-style service as possible," Hill says.

"The patient food production and delivery system has

resulted in outstanding patient satisfaction scores," Hill says. "Nurses also like this system and the quality of food. And because there are designated times for tray delivery, they can anticipate this and get patients ready to eat."

Hill says system benchmarking is another crucial element for success. Benchmarking is done annually using the Truven Health Action OT® Operational Performance Improvement Solution tool, which helps facilities evaluate their operational performance in comparison with best-in-class organizations and facilities of similar size, complexity and patient population.

In the future, CHI chefs will be continually developing new menus in order to keep satisfaction scores high. "The 'chef-centric' model works to align the chefs' knowledge of taste and presentation with the dietitians' focus on nutrition," Hill says. "And the delivery system drives consistency, which allows the organization to achieve operational and patient satisfaction success."

"The patient food production and delivery system has resulted in outstanding patient satisfaction scores."

Bob Linton, a truck driver, prepares to transport food from the central kitchen to other foodservice sites in the CHI Health system



Gene Zurek, a central kitchen cook, prepares food for vacuum packaging before it is placed in a tumbler chiller



FACTS OF NOTE

Type of Facility: In August 2014, Alegent Creighton Health joined other Catholic Health Initiatives hospitals in Nebraska to create CHI Health. The regional health system in Nebraska and southwest Iowa brings together 15 acute care hospitals, 150 sites of service, two free standing in-patient psychiatric care facilities, a nationally certified burn center, a nationally certified rehabilitation center and a level I trauma center. The organization employs more than 14,000 people. CHI Health is the primary teaching partner for Creighton University's health sciences school. Net revenues total more than \$2 billion.

Beds: 2,820 licensed beds

Average Patient Meals/Day: 2,800 cook-chill meals are prepared daily for eight CHI Health hospitals, in addition to supporting three other local facilities. All use the Aladdin Temp-Rite Convect-Rite III® cook-chill system. In addition, approximately 1,200 room-service meals are provided at five facilities.

Hours of Service: Calls are made to or received from patients for daily lunch orders between 7:00 a.m. and 9:00 a.m. Calls for that day's dinner and the next day's breakfast are made to or received from patients between noon and 2:00 p.m.

Menu Specialties: Salmon with teriyaki glaze; breakfast burritos; roasted turkey; bacon, egg and cheese croissants.

Food and Nutrition Staff: More than 300 employees, including a team of 21 executive chefs

Equipment Investment: \$3 million

Website: www.chihealth.com

KEY PLAYERS

Owners: CHI Health

President, Creighton University Medical Center: Kevin Nokels

Senior Director, Food and Nutrition: Terri Hill

Director of Central Kitchen and Culinary: Kurt Kenkel

Director of Finance Operations: Mike Matulka

Clinical Nutrition Director: Kristyn Lassek

Aladdin Temp-Rite Representatives: Michael Hils and Jeff Withers

Trending Today

Consultants' Picks for the Top 10 Foodservice Industry Trends

Every year it's out with the old, in with the new. While food and beverage trends might come and go, larger-scale food industry trends spanning concept development and design seem to last longer, even having permanent operational impacts.

We caught up with two veteran designers for their thoughts on those types of trends – buzzing on the radar now and likely to continue next year. Christine Ambrosia Gurtler, LEED AP, Senior Associate Project Manager in New York City for Cini-Little International, Inc., and Connie Dickson, FCSI, who specializes in non-commercial foodservice design for Robert Rippe & Associates, Inc. in Minneapolis, shared their perspectives.

1. Health & Wellness

Healthfulness at restaurants and non-commercial foodservice operations continues to take top billing as a trend or even industry change sweeping the nation. Though they're not labeled outright as "healthy," dishes are getting more nutritious and plant-packed, more meatless and "natural" using whole, less-processed ingredients. Emerging chains like fresh-focused LYFE Kitchen, vegetarian-friendly Veggie Grill and Native American Grill – even Chobani SoHo Café in New York, the Greek yogurt megashop – all epitomize this trend.

"People are looking for ways to educate their customers and offer more flexibility for their diners with unique diets like vegan, vegetarian, low sodium or gluten free," says Dickson. "In healthcare specifically, retail operations are doing a great job of making their menus healthier and more visible but also attractively priced. Healthcare operators are also using their cafeterias to conduct cooking demonstrations and other education about food, nutrition and wellness."

Operational implications: nutritional information communicated through in-store and online menus; open, exposition kitchens and service lines showing ingredients; more fresh food displays; meat as less the center of the plate; brighter spaces with lots of natural light and green, earthy tones denoting nature.

2. Customization

As Millennials (typically, 18 to 35 years old) make up the largest group of diners – surpassing even Baby Boomers – chains and other concepts have jumped on the Chipotle-era of dining: "fast" food made to order, just for you.

"This whole idea of customization is about wanting the food your way and wanting the preparation of your food to be personal and fresh and visible and in front of you," says Dickson. "I see this trend in everything from quick-serve chain restaurants to schools, universities, corporate dining and even senior living."

While Chipotle continues to see untold success, other chains have applied the customizable concept to foods like pizza and cuisines like Greek, Middle Eastern and Mediterranean, to name but a few. Pasadena, California-based Blaze Pizza sets up like Chipotle's line for in-person ordering and custom-built, personal-size, artisanal pizzas. Roti Mediterranean Grill, based in Chicago with locations in Illinois, the Washington, D.C., area and New York, offers diners base "platforms" like pita pockets, laffa wraps, salads and rice plates with customizable toppings and add-ons. The nine-unit Naf Naf Grill chain, also headquartered near Chicago, lets diners create their own Middle Eastern dishes from a wide range of offerings such as tabbouleh salad, kebabs and falafel.

Operational implications: open service lines and counters with direct views to the food and kitchen; customer service-driven staff; high-tech and multi-use equipment for faster, but authentic cooking; increased design efficiencies for speed of service; integration of online ordering and social media.

3. Craftsmanship

From house-made charcuterie to artisan cheeses, fresh-baked breads and made-from-scratch dressings, sauces and everything else, operators in all segments are taking a culinary-driven approach to foodservice with the best quality they can offer.

"Then there's the whole burger spectrum – with chains and restaurants offering their own special grind of beef, their own unique bun and different toppings with hand-cut fries and hand-made shakes," says Dickson. "It's about getting back to the basics with high-quality, well-thought-out ingredients."

Operational implications: larger kitchen prep areas; temperature-controlled butcher rooms and cases; expanded refrigeration; multi-use and artisan equipment like wood-burning ovens, grills and smokers; cook-chill equipment for longer-term storage of scratch-made stocks, sauces and more.

4. Transparency

We keep hearing it. Consumers want to know where their food comes from. What started as calling out farms on a menu has become a much more integrated part of the entire dining experience. Open kitchens, offering farm and nutritional information, showing the food being made – all this creates transparency. Better yet, buying from small, sustainable and non-commercial farms simply leads the way to better quality ingredients.

"Local sourcing is clearly driven by an interest in food quality, sustainability and ethical considerations when it comes to produce and proteins," Dickson says.

Operational implications: exposed kitchens; farm-focused menu-writing; more prep and refrigeration space; produce washing sinks and systems; better organization for cleaning farm-direct produce off the loading dock.

5. Small Plates

And you thought they would end. Fact is, small plates continue to overtake larger portioned entrees, with all dishes on menus meant for sharing.

"Small plates are still really big, driven by the fact that we tend to graze all day and there aren't clear meal periods anymore," says Dickson. "There is a lot more eating on the go and competition with food trucks. People want to be able to try more foods when they go out." They're also fascinated by the art of these smaller presentations, taking pictures and sharing them through social media.

Global flavors fit into the small plates trend, with "safe" introductions of new flavors and cuisines in smaller portions not requiring the commitment of a giant steak.

Mashups like Korean tacos and creative renditions of Southeast Asian favorites have taken



10 HOT FOOD TRENDS

(Source: Baum + Whiteman, Andrew Freeman & Co., National Restaurant Association)

ROOT VEGETABLES:
celery root, parsnips, kohlrabi

HONEY:
smoked, chile-spiked, spiced, homegrown

SEAWEED SUPERFOODS:
kelp, nori, dulse, kombu, sea beans

YOGURT:
savory, Greek, parfaits

NEW BACONS:
lamb, duck, bacon jam

BROTH:
Asian noodle soups, Vietnamese pho, ramen

BISCUITS:
as sandwich bread, fried chicken sides

ANCIENT GRAINS:
freekeh, farro, kamut, spelt, black rice, red quinoa

ICE CREAM SANDWICHES:
the new dessert

HUMMUS:
plus other Middle Eastern dips

top billing. As such, research firm Technomic points to Asian cuisine as a top food trend for 2015, with dishes like

Vietnamese pho, ramen, Korean bibimbap and other noodle- and rice-based meals making waves.

"The cuisines that haven't necessarily had their day yet but are close on the horizon are Moroccan and Israeli and Middle Eastern dishes," Dickson finds.

Operational implications: overhead tabletop spotlights to showcase different dishes; larger tables to handle more plates; creative and fashionable tabletop pieces; platters and utensils for sharing; authentic equipment pieces like woks; menu writing that showcases grouping small and large plates together rather than organizing by distinct appetizer and entrée selections.



6. Food Halls

Far from traditional mall food courts, food halls and markets feature artisanal cuisine, interesting décor, unique menus, a retail aspect, and front-of-house cooking, according to Gurtler.

“A great example is Gotham West Market in New York City, which opened in 2013 and features several independent concepts, including a tapas restaurant, ramen bar, and taco stand,” she says. “Guests can dine at counters while watching chefs work, or order at the counter to then eat at family-style seating. People are attracted to the interesting and quality menus, as well as the energy of these spaces.”

And then there’s Berg’n Beer Hall, which opened in Brooklyn this year based on the Smorgasburg concept featuring dozens of food vendors, and Chelsea Market, where independent food shops, restaurants, bakeries and kiosks are spread throughout the former Nabisco factory. Other halls bring together a group of unique vendors, Gurtler points out, although others – like Todd English’s Food Hall at the Plaza – have one operator with several concepts.

According to Dickson, these large-scale collections of restaurant and market creates community. “More and more people are looking for a gathering place where they can collaborate with others and try different foods,” she says.

Operational implications: larger-scale warehouse spaces broken into separate uses; communal seating; multi-use and flexible equipment to accommodate different vendors; added refrigerated displays; expanded beer taps and bar equipment.



7. Grocery Restaurants

While restaurants are building markets, on the flipside, many grocery outlets are showcasing their own restaurants with made-to-order meal preparation.

“Some grocery stores – like Wegmans and Whole Foods – have been providing prepared-to-order meals and seating areas within their stores for years,” says Gurtler. “But a more recent trend is bringing full-service restaurants with upscale offerings within the grocery store. Restaurants are a great supplement to grocery sales, and help attract more guests to the store. It also provides a convenience factor to busy guests, who can easily grab groceries on their way out.”

Eataly, Mario Batali’s Italian foods emporium with locations in New York and Chicago, exemplifies this trend, Gurtler points out, with several high-end restaurants scattered among its produce, aisles of pasta, and butchers. Other examples include Foragers, which opened a farm-to-table restaurant at the rear of their boutique grocery store in 2012 and Gotham West Market, which opened in 2013 with a “Food Store” tucked between a sandwich shop and a ramen bar.

Operational implications: mixed-use grocery and restaurant equipment; diversified staff training for sales and service; expanded displays and shelving; mixed use and communal seating.

8.

Single-Food Concepts

Many new restaurants feature several versions of a single menu item, including upscale versions of nostalgic comfort food like macaroni and cheese and fried chicken, according to Gurtler.

She points to S’mac, a macaroni and cheese restaurant in New York City whose menu features creations with gourmet cheeses and mix-ins. Their “Parisienne” comes with brie, roasted figs, shiitake mushrooms and fresh rosemary. In New York and Chicago, chicken has swept the cities, with Honey Butter Fried Chicken and Leghorn Chicken in Chicago and NYC’s The Nugget Spot and Sticky Finger Joint serving chicken fingers with unique coatings and dipping sauces.

Then there are the various emerging grilled cheese concepts like American Grilled Cheese Kitchen in San Francisco and The Melt food trucks in Los Angeles. NYC-based Peanut Butter & Co.’s menu features twenty varieties of peanut butter sandwiches, with ingredients like spicy peanut butter and pineapple jam. And donuts continue to reign in popularity, with shops in NYC like Dough, the Donut Plant and Dun-Well, and Glazed and Infused, Do-Rite Donuts and Doughnut Vault in Chicago.

Operational implications: tighter, more efficient kitchens and work spaces; specialty and custom-designed equipment and tabletop accessories; efficient fryers and other pieces designed to handle higher volumes at quicker speeds.



9. Grab and Go

“Many restaurants and shops have increased their retailing, allowing guests to enjoy their food and drinks now, and take something home to enjoy later,” says Gurtler. “Argo Tea, for example, features hot and cold teas made to order, but also has a wall of loose teas and other tea merchandise for purchase. Other restaurants sell the ingredients (such as jams and tomato sauces) and the recipes (in well-designed cookbooks) that they use in their restaurants.”

Gurtler also points out the recent surge of “uber-specialized” food retailing, such as at Empire Mayonnaise, a store in Brooklyn that sells only jars of handcrafted mayonnaise or the Filling Station, which markets flavored salts and olive oils.

For more traditional restaurants and non-commercial operators, adding retail sections and kiosks helps expand dayparts and capture more sales during non-peak hours, according to Dickson. In the commercial arena, Taco Bell expanding breakfast and SONIC Drive-In, which has focused more on mini-meals and snacking, have served as models for these retail outlets looking to expand their convenience business.

Operational implications: small-scale, compact and counter-top equipment like rapid-speed ovens; refrigerated prep tables and undercounter refrigeration; ventless cooking; multi-use and flexible equipment.

10. Technology and Digital

It’s the digital age, and things will only become more digital. The foodservice industry has responded with online and mobile ordering, tablets for menus and payments and improved websites. Social media is bigger and better than ever, even streamed onto walls via futuristic LED lights and projectors, as in the case of 4Food, a stuffed burger chain in New York City. Some menu boards have even gone digital, complete with graphics, animated images and videos. Lighting, surround sound and music are also important technology tools.

“Technology has been used to increase speed of service,” says Dickson. Online ordering, aside from offering a convenience to busy customers, improves efficiencies and throughput at quick-serve spots. “Loyalty promotions and nutritional information are also communicated through websites and social media.”

Operational implications: high-tech kitchen equipment; integrated lighting and sound; integrated web platforms; in-store tablets and tablet kiosks; free Wi-Fi and smartphone charging stations and computer hookups for higher tech special events.



10 BEVERAGE TRENDS

(Source: Baum + Whiteman, National Restaurant Association)

HOUSE-MADE SODAS:

fruit, mint, citrus flavors

FRESH-PRESSED JUICES:

green, beet, carrot and more

CRAFT COFFEE:

small batch, local roasters, organic, fair trade, pour-overs

BOTANICALS:

herbal liqueurs, house-made bitters

TEA:

specialty iced Thai, Southern, in cocktails

COCONUT WATER:

fruit- and liquor-mixed

MOCKTAILS:

non-alcoholic drinks with fruit, house-made soda, etc.

FERMENTED DRINKS:

kombucha, koji cocktails, bottle-fermented

BEER-BASED COCKTAILS:

Moscow Mule, etc.

WINE ON TAP:

opened bottles tap-preserved and chilled for longer use

Building Customer Loyalty through Service

Making the sale represents the first step in the customer relationship. Providing service that goes above and beyond expectations represents the key to building profitable long-term customer relationships. “Our clients always come first at Ali Group. We listen, we learn and we ensure that we fully understand their needs even after the sale is complete. It is fundamental to share ideas in order for us to improve what we do and serve our clients better,” says Filippo Berti, Chief Executive Officer of Ali Group North America.

For Ali Group, service is the source of sustainable competitive advantage because customers want more than simply high-performance equipment. They expect broader solutions throughout the whole product lifecycle service after the sale, which means the focus is no longer on products, but on solutions. That is why there is a tangible shift from focusing purely on products to providing a rounded service across the foodservice industry, and this trend is driving a process of transformation within several Ali Group brands around the globe.

Today, customers demand more after-sale service, rather than just technical assistance and spare parts. The seller now must become an integral member of the team, as important as the chef or waitstaff.

Pre-sale and post-sale service-related activities are equally critical. Improving delivery times of equipment is a constant concern for all brands in our Group. “Follow-up” activities after the sale, such as providing extended warranties or accessories, help strengthen the relationship while helping the client perform more efficiently and profitably.

By providing service that moves beyond just the selling process, many of our brands are developing lasting partnerships with their clients. Here’s how some of the Ali Group

North America companies are delivering service that keeps customers coming back.

ACP

“Service is like a circle, in that it’s continuous and does not end,” says Mary Potter, ACP’s Senior Vice President of Sales and Marketing. ACP proves that point by conducting a number of “extra” activities for its chain accounts. For one national chain account, ACP supported its individual stores in reprogramming their ACP products to meet the requirements of a menu change. For other major chains, ACP participated in meetings and conferences, both nationally and globally. And to meet the busy schedules of users and service providers, ACP conducted online webinars.

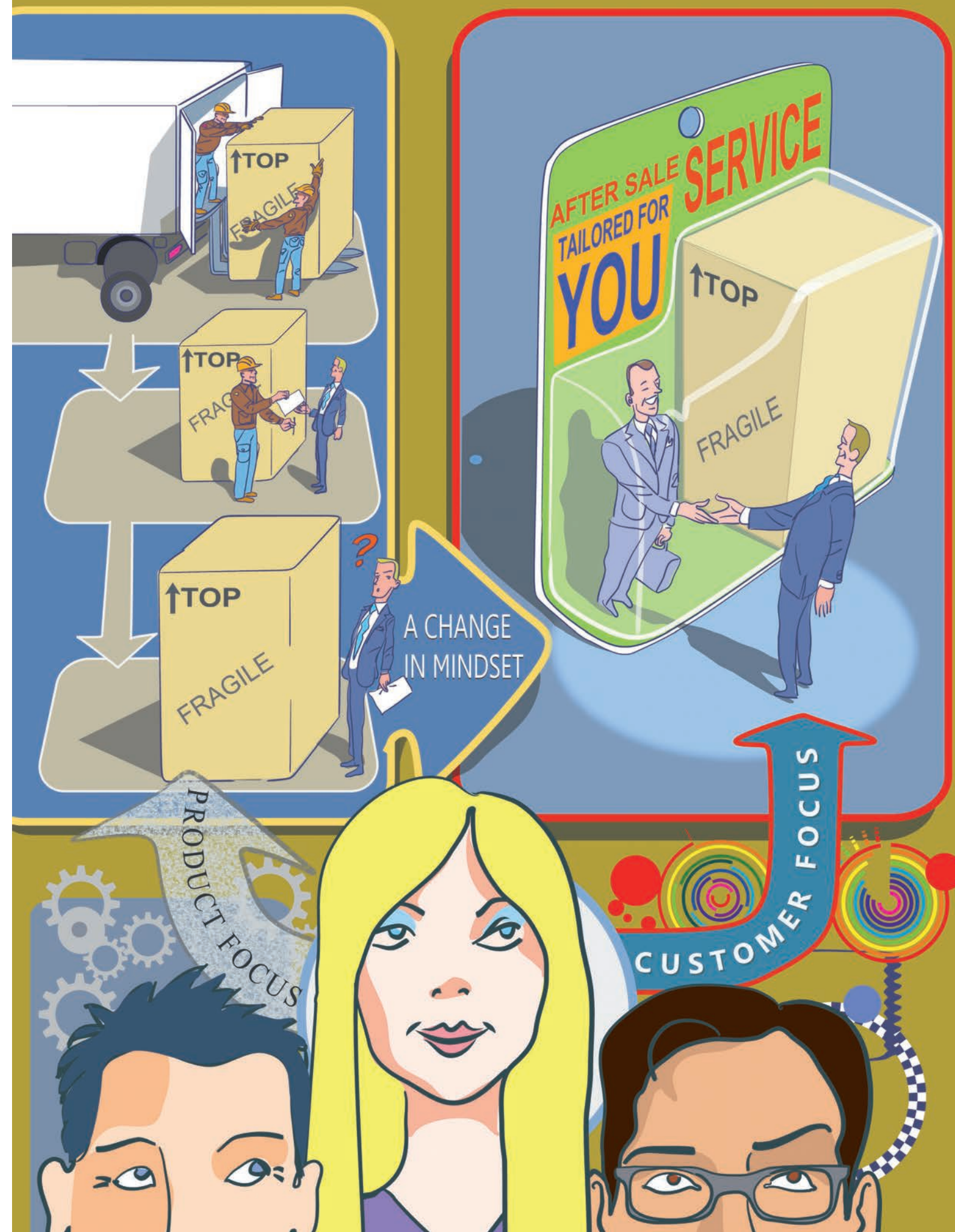
These extra efforts resulted in raves for ACP staffers from end users. One client called an ACP staffer “a valuable asset to your team...an excellent trainer.”

Aladdin Temp-Rite

The key to establishing lasting customer relationships is listening to the customer and acting on the information they provide, according to Marty Rothschild, President of Aladdin Temp-Rite. “Our salespeople are direct,” he says. “They are much more consultative in the selling process. They listen to customer needs and try to meet the needs with one of the various systems that Aladdin Temp-Rite sells.”

Listening means just that. “Very few people really possess the talent of objectivity. No matter how objective they try to be, they will still insert themselves and their own feeling into the equation,” Rothschild says. “If you are talking directly to the customer, getting feedback directly from the customer, then you don’t insert yourself into the equation. You’re trying to meet the needs of the customer.”

Clients want more than just high-performance equipment, they expect broader solutions throughout the whole product lifecycle



Belshaw Adamatic

“Creating win-win scenarios with customers is an excellent way to establish customer loyalty,” says Scott Ummel, Director of Customer Assurance for Belshaw Adamatic. That’s especially true of Belshaw’s relationship with its largest customer, Dunkin’ Donuts. Senior Belshaw technicians have an average of 15 years’ experience and will evaluate more than \$30 million of equipment this year for Dunkin’ at no charge. “The manufacturing team at Dunkin’ Donuts is thrilled with this program because it ensures the equipment will be operating at its optimal level,” says Ummel. The initial service report for Dunkin’ identified potential safety and sanitation issues. “Dunkin’ Donuts thanked us for the thorough evaluation and Belshaw received a PO for replacement parts – definitely a win-win,” he says.

Carpigiani

“Carpigiani’s service program is better than ever,” says Brent Blanton, Service Manager for Carpigiani North America, who adds that “quality service to our customers is a renewed priority.” Over the past few years, Carpigiani has focused on developing and improving its Service Provider Network and its own in-house service department.

The manufacturer of frozen dessert equipment continues to customize training for service providers to meet market needs. Service providers who can’t attend Carpigiani’s local training sessions can access similar information via video. Owners can also perform some of their own service tasks with Carpigiani’s Auto Ship programs, which provide them with tune-up kits for routine maintenance.

In addition, Carpigiani North America has upgraded its internal service procedures to make for an even smoother customer experience. A new phone system makes getting technical assistance and parts information easier; parts warehousing procedures and order processing have been streamlined as well.

Champion Industries

The Preferred Customer program enhances relationships with foodservice operators who have a variety of Champion/Bi-Line equipment. Customers receive additional service, warranty and training that exceeds normal programs, including:

- Annual staff training by an authorized factory representative
- Annual on-site visit from the Champion management team to discuss needs and new equipment

- On-site factory training for the service provider and staff to ensure the maintenance team remains up-to-date on proper servicing
- Annual preventive maintenance review on all Champion/Bi-Line equipment by authorized service staff

“Customers that utilize this program have a loyalty beyond measure,” says Jay Bravinder, Director of Sales for Champion/Bi-Line. Yale University and Villanova University are among the first to get this enhanced service program; each has signed a three-year commitment.

Eloma

At Eloma, service starts before the sale. “In the presale, we are already heavily involved with the future end user of the equipment,” says Thomas Stegmaier, President of Eloma USA. “We know the F&B manager from the hotel or the chef from the restaurant, and we have a very tight contact with them prior to the final sale.”

Eloma’s new Genius^{MT} technology is “loaded on our laptops or tablets so we can share the screen with our customer,” explains Stegmaier. This allows Eloma to offer training at times that are more convenient to the end user. Rather than taking hours out of their day for training, “we can do it in an hour or half-hour,” he says. “If the customer needs to do it repeatedly with new employees, we can do it again without any additional cost to them.”

Technology is helpful, but personal contact is important as well. With customers, “we want to keep it person-to-person,” Stegmaier says. “We always have a live person on the phone. We don’t want to put them into a voicemail labyrinth.”

Ice-O-Matic

At Ice-O-Matic, getting to know the customer’s day-to-day business operations plays a critical role in the service equation. This allows the Ice-O-Matic team to use its expertise to address any problems and resolve them at the root level. Ice-O-Matic sales team members are subject experts, which ensures customers get the most appropriate machine for their operations.

For key accounts, Ice-O-Matic engineers work closely with clients to evaluate specific needs and design practical solutions. Those needs can be as varied as adapting an ice machine to perform seamlessly with a new Coca-Cola Freestyle, or adjusting the physical size of an ice machine to accommodate a Starbucks store.

Each brand within Ali Group wants to be more a partner than a supplier, helping clients build their business

Moffat

Because Moffat has built a global brand on integrity and reliability, “the customer support aspect of our day-to-day business is a continual focus. Standing behind our product, providing dependable support and acting as a resource for customers are daily motivations,” says PJ Loy, Vice President of Sales for Moffat, Inc.

One of Moffat’s key goals is to build relationships and to be more than just an equipment provider. “Doing business with us must be easy,” says Loy, “and we push to provide excellent support after the sale.”

Moffat’s customer service and technical service professionals strive to exceed expectations. The Moffat sales force is on the front lines to educate, provide solutions, and address questions or concerns when necessary. If a problem arises, says Loy, “We correct issues quickly, we help our customers grow their businesses, and finally, we keep it simple: We do what we say we are going to do.”

Rancilio Group

“At Rancilio, rigorous testing and monitoring is one way to ensure long-term customer satisfaction,” says Shelley Kidd, Product Specialist. “The entire process from bench testing to after-warranty is continually monitored and managed by Service Max, an industry-leading field management software.”

Service or sales staff can check the case history of any machine online. Dashboard reports provide a real-time overview of critical information stored in the Service Max system. Multiple-unit accounts can have portal access, which allows them to log in and monitor reports from several locations.

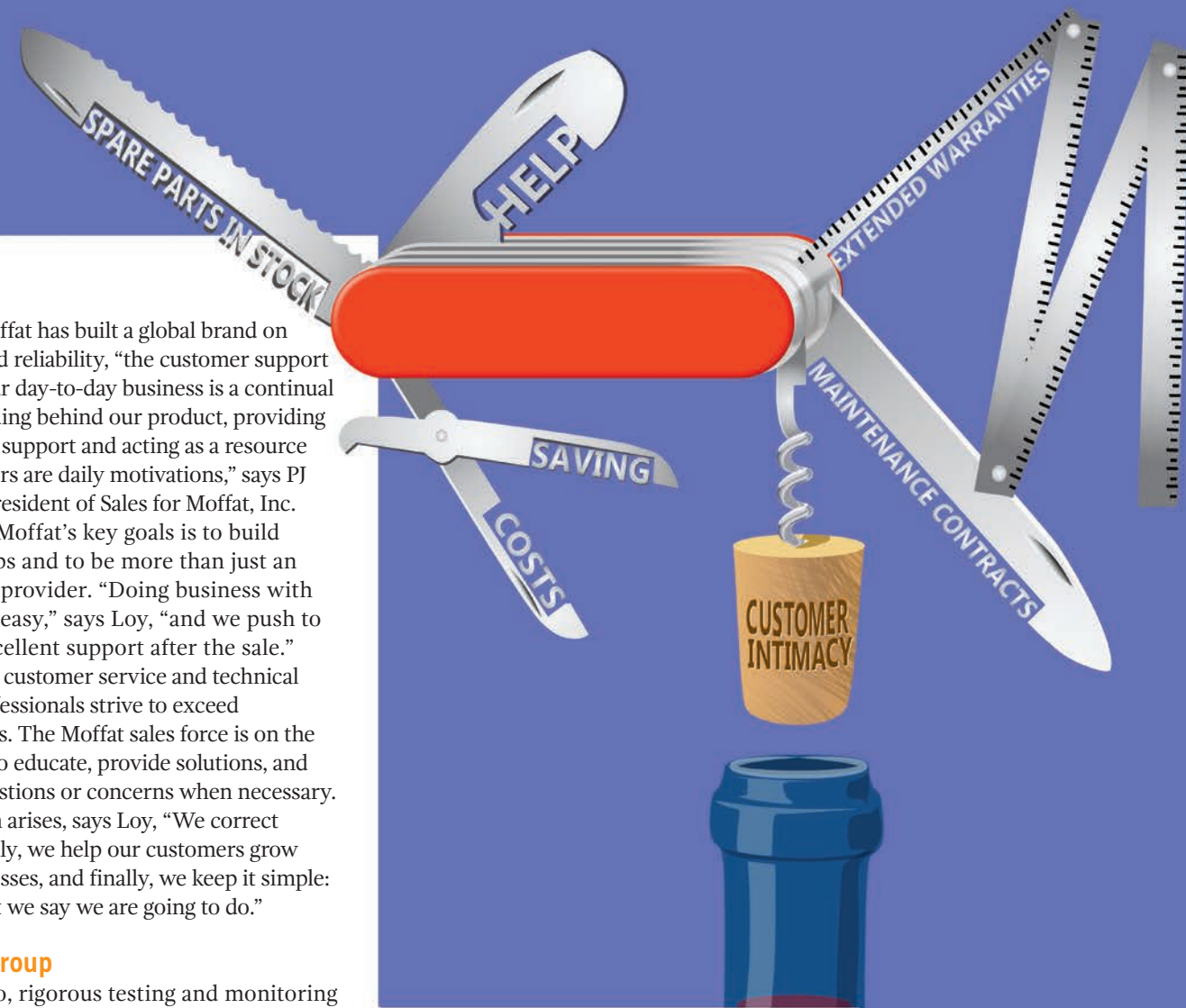
To ensure technicians remain up to speed on the latest service techniques, Rancilio Group North America holds intensive monthly training sessions. “Since it was founded, our Group has always worked on the basis that positive relationships with customers can only be achieved through high standards of service,” said Rancilio Group CEO Giorgio Rancilio.

Scotsman

Scotsman builds loyal customers through a “beginning-to-end” process. “It carries all the way through until we have satisfied customers,” says Gale Suarez, Customer Relations Manager for Scotsman Ice Systems.

Technology is one way Scotsman interconnects with customers, via a 24-hour, 7-day-a-week online portal. Customers can also choose to interact with their personal customer relations team through a custom e-mail address. Service and warranty assistance is also available via phone, through online chat or with industry-leading QR codes that make it fast and easy to check warranty status.

Pointing to the fall 2014 startup of a specialized team to assist residential customers, Suarez notes that Scotsman is “always looking for new ways to support customers.”



Rancilio: Making the Perfect Cup of Coffee

The latest brand to join the Ali Group takes the company into a new market – coffee. Rancilio brings three generations of coffee-making experience to the table.

Everyone's passionate about their favorite coffee, whether it's espresso, café au lait, or just a good old "cup of Joe." That same level of passion about coffee drives the Rancilio Group, the latest addition to the Ali Group portfolio of companies.

Rancilio was founded in Parabiago, Italy, in 1927 by Roberto Rancilio, grandfather of current president and CEO Giorgio Rancilio. His grandfather "was a mechanic who decided to do something different by making coffee machines," says Giorgio Rancilio. "He built up a small business with a handful of people and grew it step by step."

After his death, Roberto Rancilio's three sons took over the company, which soon became a leader in the production of coffee machines "and operations became industrial rather than artisanal," says Rancilio. In 1982, the company expanded its brand portfolio with the introduction of Promac, which produces and distributes semi-automatic espresso machines with a different design, but the same focus on reliability and quality.





“Really big growth came when we moved into a new market – fully automatic machines – with the acquisition of Egro.”

Giorgio Rancilio, along with his brother and two cousins, had taken over the company in the 1990s. He realized difficult decisions had to be made about growing the brand. Since 70% of all Rancilio machines were exported around the world, global expansion became a necessity. Rancilio opened a Chicago office in 1999, followed in short order by offices in Barcelona and Lisbon.

However, “growing geographically was only one option,” he says. “Really big growth came when we moved into a new market – fully automatic machines – with the acquisition of Egro.”

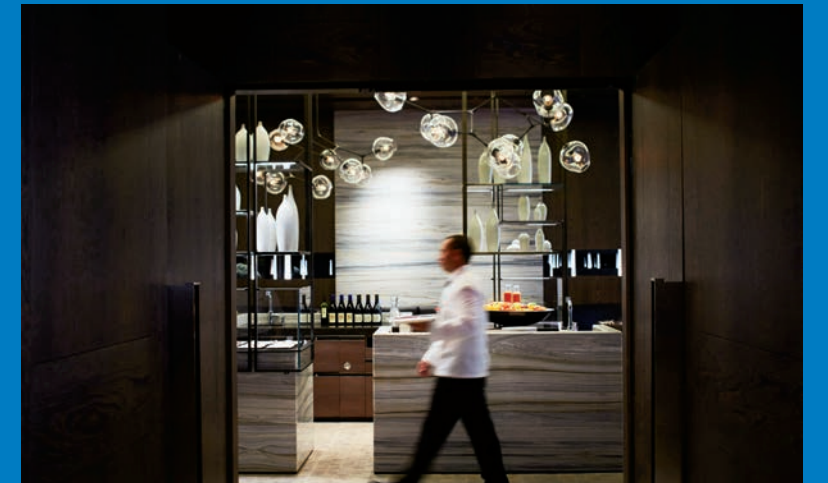


Excelsius is a revolutionary, patented temperature control technology

Expanding the Market

While Italian companies have been known for producing semi-automatic coffee machines used by baristas, “Switzerland has the DNA for developing fully automatic machines,” Rancilio explains. “So we went to Switzerland and found Egro.” With an 80-year history and reputation for building highly reliable and technologically advanced, fully automatic machines, Egro was a perfect fit for Rancilio. “It was the first time our company had looked at acquiring another business, so it was a new experience for us. But we were very satisfied. There are only two companies in the market that are real players and have both automatic and semi-automatic machines. Rancilio is one of them,” he says.

Another difficult business decision for Giorgio Rancilio came when the Ali Group acquired his company in 2013.



ELEGANT COFFEE AT AN ELEGANT HOTEL

The Park Hyatt hotel in New York City caters to an upscale crowd of travelers who demand quality coffee. So it's no wonder the hotel selected Rancilio machines to easily make a variety of delicious coffees. The Park Hyatt has one machine in its Back Room restaurant, another in its room service area and two machines in the events department.

Among the Park Hyatt's international clientele, roughly half order espresso drinks, notes Markus Puereschitz, the hotel's Senior Director of Food and Beverage. “More and more of them are looking for espresso drinks in the morning,” he adds. “That's typical of the luxury market.”

The Rancilio machine gets heavy use at the Back Room, an upscale American grill focusing on fresh meat and fish dishes. There, it's set up as a barista station. “We sell a lot of cappuccinos, espressos, macchiatos, and lattes in the restaurant. The same thing happens in room service,” Puereschitz says. Premium coffees are also popular for hosted events. “When people congregate for a morning or afternoon coffee break, they really do enjoy a hand-crafted coffee.”

Choosing Rancilio was an easy decision for Puereschitz. “I saw the machine years ago at the NRA Show in Chicago,” he says. “I was so surprised that a fully automatic machine was able to create such a great cup of coffee. The crema is just perfect. If you put it in front of somebody, you would think that it comes out of a traditional machine and it's hand-pulled.”

What's more, Rancilio has operational advantages, Puereschitz says. “Besides making a great cup of coffee, it's very easy to use.” He's particularly pleased with the machine's touch-screen operation, ease of cleaning and small footprint. The attachments and peripherals that come with the machine make it “very attractive,” he says.

Puereschitz has known for years how dependable Rancilio machines are. “My family was in the restaurant business in Europe for more than 50 years,” he says. “We always had a Rancilio machine in our restaurant. The Egro is the evolution of the great quality machines that Rancilio has always produced.”



The Egro ONE Top-Milk XP allows customers to choose from a wide range of milk options while a special integrated module enables the preparation of a host of different beverages



For Giorgio Rancilio innovation means finding solutions that make machines easier to use and more reliable



For a company with such an independent, family-centered tradition as Rancilio, the acquisition might have proved problematic. But Rancilio has seen nothing but positives. “I have found exactly what I expected,” he says. “Everything that was promised at the start has been delivered. We share the same values. I am 100 percent comfortable with the next chapter in the life of Rancilio being part of the Ali Group.”

He notes that there has been a great rapport with Luciano Berti and Ali Group management, and feels they share a vision and commitment to taking the company even further. He is particularly impressed with the entrepreneurial spirit within the Ali Group, which drives the individual brands to pursue their vision, foster new product innovation and retain responsibility for the parts of the company they control.

Berti is equally pleased to have the Rancilio Group as part of Ali. “This acquisition further strengthens our position and visibility in the

foodservice equipment market and adds a new dimension and another business segment to our brand portfolio,” he says.

Rancilio sees an ever-expanding market for his coffee machines. He feels that there are even more opportunities to make inroads into the quick-serve segment as well as increased opportunities to penetrate the hotel, restaurant and café segments.

“We share the same values. I am 100 percent comfortable with the next chapter in the life of Rancilio being part of the Ali Group.”

XCELSIUS: THE NEXT STEP IN TEMPERATURE CONTROL

Rancilio has a unique focus on coffee lovers worldwide

Xcelsius is the newest patented temperature control technology developed by the Rancilio LAB department. Its main feature is the Temperature Profiling function, which allows the temperature of the brewing water for the coffee to be set dynamically.

An increase or decrease of up to 5 degrees C. (9 degrees F) can be set during the 25 to 30 seconds it takes to brew each cup. This way, the particular aromatic characteristics of each individual blend can be brought out, ensuring a perfect cup of coffee. This “temperature profiling” makes Xcelsius unlike any other product on the market, and gives baristas an unlimited opportunity to influence the taste of each cup of espresso.

“This is the latest technology and it represents years of effort and engineering,” says Giorgio Rancilio. “A stable temperature is critical and we have put the ability to fine tune the temperature of the brewing water, so that a barista can make great coffee every time by suiting the temperature to the blend of the coffee.”

Development of Xcelsius has been a key strategic initiative for the Rancilio Group, and has taken three years to perfect. Two patented technologies are involved in the system, which was developed in partnership with Polytechnic University in Turin, one of Europe’s leading universities.

Research and creativity are constantly encouraged in the Rancilio and Egro LAB facilities. In 2012, Rancilio Group budgeted 6.5% of its net sales for R&D. Xcelsius is just the latest in a long line of innovations, including ABM.07 advanced boiler management, which allows operators to control the power requirements of their machine, and Egro Zero, which ensures an energy consumption of less than 0.5W in standby mode.

“We are always innovating in order to develop new ways to help the baristas in their job,” says Giorgio Rancilio. “We have spent years working on the quality of a cup of espresso.”



With 45 patents and a qualified team devoted to R&D, innovation is part of Rancilio Group’s DNA

Ali Group North America Focuses on Healthcare Foodservice During Consultant Event

Consultants are an important part of the healthcare foodservice industry – linking operators with the suppliers and solutions they require. Ali Group North America hosted some of the top foodservice consultants to update them on industry trends and how our product lines can help meet the needs of today’s operators.

The Ali Group North America Training Facility in Winston-Salem, North Carolina, was the gathering place for some of North America’s top healthcare consultants as the company hosted a two-day educational experience this past September. The event was hosted by Ali Group North America companies Aladdin Temp-Rite, Champion/Bi-Line, Eloma, Scotsman and Victory.

Consultant Georgie Shockey of Ruck-Shockey Associates provided an overview of healthcare-related foodservice trends. Chef Jim Roth



of Elmhurst Medical Center talked about integrating combi ovens into modern healthcare kitchen design. Best practices in healthcare foodservice were discussed by Angelo Mojica of UNC Healthcare and by Kevin Nokels and Terri Hill, both from CHI Health Creighton University Medical Center.

Over the course of the two-day event, Ali Group team members discussed “hot-button” issues for healthcare foodservice, including efficient service, food safety and waste handling. Most importantly, the attendees got



“hands-on” time with Ali Group brand products to see for themselves how they can make healthcare foodservice work better.

“We are happy to have this opportunity to provide training on the latest solutions and trends in healthcare foodservice. Events of this nature go a long way toward strengthening existing relationships and developing new ones with the consultant community,” said Filippo Berti, Chief Executive Officer of Ali Group North America. “We are already planning similar events for the future.”



Ali Group North America Hosts PRIDE PEAK Training Event

In January of last year, Ali Group North America played host to PRIDE Marketing & Procurement, Inc.’s PEAK (Pride, Excellence, Achievement, Knowledge) Training Event at the Ali Group North America Training Center in Winston-Salem, North Carolina.

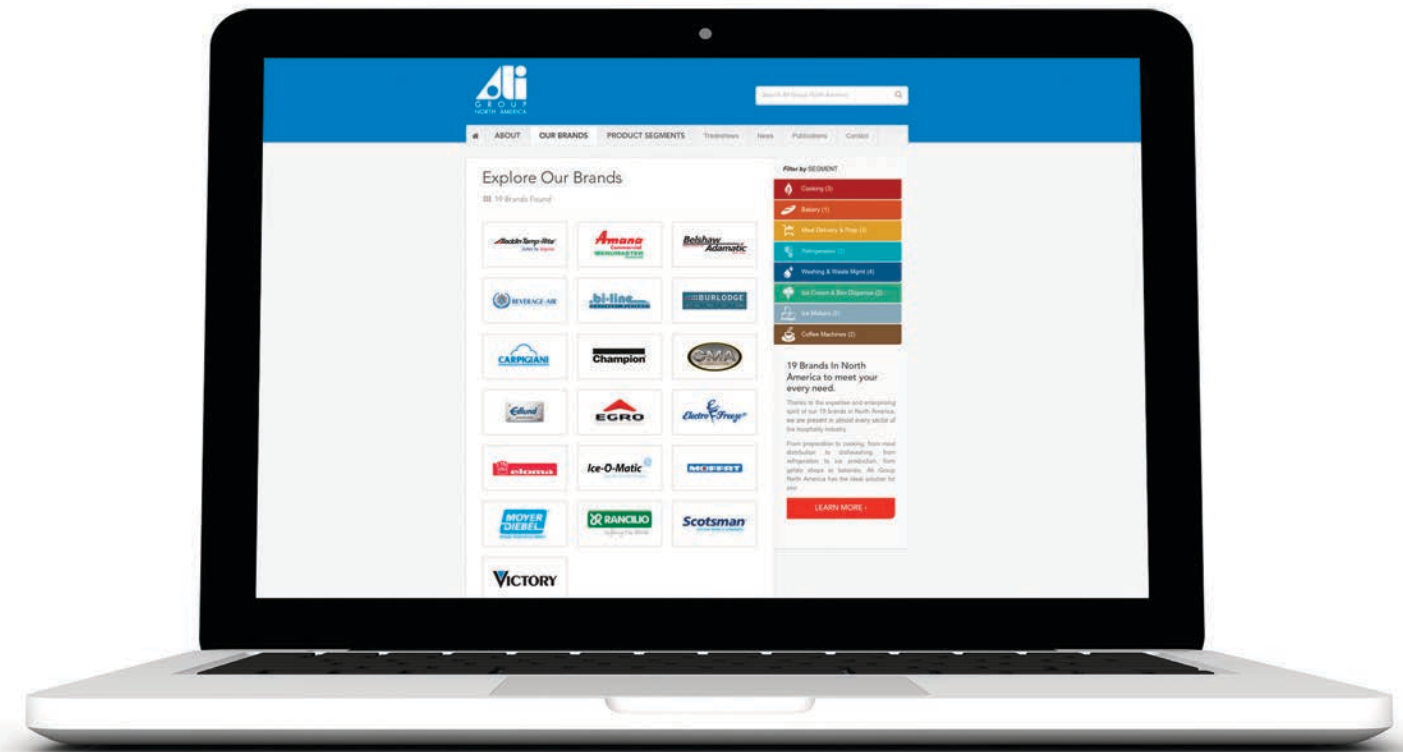
Ten of the Ali Group North America companies participated in this two-day training event: ACP/Amana, Beverage-Air, the Champion Group (including Champion, Moffat and Moyer Diebel), CMA Dishmachines, Edlund, Ice-O-Matic, Scotsman and Victory Refrigeration. All of these brands are approved suppliers for PRIDE.

Forty-three PRIDE dealers from across the U.S. attended the event, which gave them the opportunity to participate in 50-minute training sessions on the ten brands. Each company offered hands-on operating demonstrations, highlighting key product



features and benefits and differentiators from competitors.

“Ali Group North America’s goal is to help our customers stay ahead,” says Filippo Berti, Chairman and Chief Executive Officer of Ali Group North America. “I am very excited that we had the opportunity to work with PRIDE and host their Peak Training event. Our training center offers an ideal environment for dealers to receive the necessary training on the latest solutions to be as efficient as possible. I would like to thank PRIDE Marketing for their partnership in helping us grow our business and solidify our leadership position in the foodservice equipment industry.”



Ali Group North America Launches New Website

Ali Group North America launched a new website dedicated specifically to the North American market in May 2014.

The site, which can be reached by visiting www.aligroup.com and selecting the North America region, showcases all of the 19 brands that make up Ali Group North America, as well as eight segments of the foodservice industry. With pages devoted to each brand's history and unique product offerings, the site shows customers just why Ali Group North America is one of the largest and most diversified companies in the foodservice equipment industry.

Visitors to the site will find the latest news, product launches and trade show information on all 19 Ali Group North America brands.

The site is accessible by all desktop and mobile browsers, and users can share brand and segment pages via Facebook, Twitter and Pinterest.

The site was designed and developed by Orbit Media Studios, Chicago, Illinois.



“Best of the Best” Unite to Create Cutting-Edge Correctional Foodservice

To satisfy the unique needs of correctional foodservice, a team of experts in their fields worked together with Burlodge to create an innovative food delivery system.



Correctional foodservice has challenges unlike any other segment in the foodservice industry. Security issues are paramount. And the sheer number of people who need to be fed can be a major obstacle. On top of that, budgetary constraints and food quality and safety issues come into play. The new, state-of-the-art California Health Care Facility (CHCF) in South Stockton, California, is an example of how those challenges can be overcome when all team members focus on serving the customer.

Built at a cost of \$839 million, the CHCF has been hailed as a groundbreaking facility since its opening in July 2013. This impressively sized complex consists of 54 buildings covering 1.4 million square feet. Operated by the California Department of Corrections and Rehabilitation (CDCR), 2,500 employees staff this facility that provides housing and treatment for more than 1,700 inmate-patients with severe and long-term needs. Obviously, with that many employees and patients to feed, having an efficient meal delivery service was critical.

Of course, given its size and scope, a project like this does not come together overnight. In fact, planning began in 2009. “William Caruso & Associates was brought into the project in the very early stages due to our knowledge of large healthcare and correctional facilities food planning, and for our past work on some of the most well-known foodservice projects in the country,” says foodservice consultant Stephen Young, FCSI, of WC&A. “The project programming phase had the best correctional and healthcare architects and the best engineering groups from around the country, all in one place working on what was to be the most amazing correctional healthcare environment in the world.”

Enter Burlodge

Since WC&A wanted to ensure that the design team was exposed to only the latest and best meal delivery system technologies, there was only one logical choice for the project: Burlodge. “Due to

“Burlodge was instrumental in bringing sample equipment to the users, setting up demonstrations and providing hands-on training and support.”



[our] long-standing relationship with Burlodge, it was a natural choice to bring them into the project,” he says. “Burlodge was instrumental in bringing sample equipment to the users, setting up demonstrations and providing hands-on training and support throughout the design, implementation and commissioning process. We all had one common goal: to provide a world-class project on time and on budget to CDCR.”

“We designed a meal delivery system for the special needs of a prison hospital,” says Stace Carrington, a Regional Sales Executive for Burlodge who began work on the project in 2010. “The system needed to be very specific to work within the logistical handling program the facility had envisioned, while at the same time, comply with correctional hardware specifications. It also had to ensure safe food handling within a cook-chill plating application.”

Carrington and his team worked closely with the Burlodge factory in Italy to develop a prototype Retherm system based around the type of service and tray the CHCF had selected. “The system components included a docking station and cassette for the trays, along with a dolly to move the cassette to point of service,” Carrington says. “Our factory made an excellent prototype which we trialed with CDCR to make sure it met all their criteria of holding food at the correct temperature.”

Burlodge brought to the project many years of successful large-scale project planning and the ability to customize



Stephen Young, FCSI

After reviewing the initial prototype, CDCR requested some minor modifications for the final version. Burlodge had to supply a system that would hold 42 hot and 42 cold trays per Retherm unit, yet meet all safety requirements associated with correctional foodservice. That presented another unique challenge, Carrington says. “We were not only serving inmates in a prison system but the equipment had to meet strict healthcare guidelines at the same time.”

According to Carrington, the key to completing this project was constant and consistent communication. “We developed a direct communication line between the key

“We designed a meal delivery system for the special needs of a prison hospital. The system needed to be very specific to work within the logistical handling program the facility had envisioned, while at the same time, comply with correctional hardware specifications.”

The key lesson learned from this project was that anything is possible with the right combination of talent and qualified people



Stace Carrington, Regional Sales Executive for Burlodge

players so that everyone was kept apprised of the status of the project at all times. This way there would be no miscommunication as the project and manufacturing moved forward. We exchanged many ideas and post-prototype designs until a final product was accepted. All parties worked very closely together to remain on the same page at every turn.”

The Burlodge involvement didn’t end there. Upon delivering the final products, Burlodge provided training and implementation of the system for the start-up of the facility. As with all Ali Group companies, Burlodge is finding that this type of post-sales service is becoming more critical to all segments of foodservice and helps build loyal, repeat customers.

The success of the CHCF project, says consultant Young, is due to “seasoned designers, contractors and manufacturers that can produce and deliver in a professional manner.” Carrington calls it “rewarding to be part of a group of dedicated professionals” and sums up the project this way: “Anything is possible if you have the right combination of talent and qualified people who share a passion to work together toward a common goal.”



East Meets West ... Deliciously

Establishing a new kitchen is always a challenge, but especially so in China. One consultant found that an Ali Group company went the extra mile to provide him with the specialized equipment he needed.



Andaz may be a brand name that's not widely known in North America, but it's making waves in the hotel industry. It's the name under which the Hyatt Group is developing a chain of boutique five-star hotels in some of the world's most vibrant and dynamic vacation and business destinations, from Tokyo, Savannah, and the Napa Valley to Wall Street in New York City.

The newly redeveloped Andaz property in Shanghai, China, is the first hotel Hyatt has developed for this emerging concept in Asia, and it embodies everything the brand signifies. Its savvy, sophisticated clientele demands only the best in design, elegance and comfort. And naturally, the hotel's foodservice facilities must reach that same level of sophistication.

Consultant Vant Tan of CKP Hospitality worked closely with Hyatt's executive chef and Ali Group brand Ambach to create a showpiece kitchen that guarantees the highest levels of quality, utility and flexibility, blending the best of Asian and Western cuisines and culinary preparation techniques. Catering to both its international and local clientele, Andaz offers an eclectic menu that features both Asian and Western-style dishes, ranging from "drunken" prawns with aged Shaoxing wine to crispy eel to slow-cooked Iberico pork cheek.

The Andaz hotel is located in Shanghai's Xintiandi district, which is "a very artsy area of Shanghai. But it is an older neighborhood of the city where many of the older buildings are rejuvenated," explains Tan. "There are a great



Ambach combines the precision of German engineering with the aesthetic qualities of Italian design

many hotels in the city and it is a very competitive market. Budgets are tightly controlled because there is pressure on margins for hotel operators, so in designing kitchen facilities there is a need to combine very high quality equipment with beautiful design and sensible pricing," he says.

"In designing the kitchen facilities there is a need to combine very high quality equipment with beautiful design and sensible pricing."

Andaz's show kitchen resides on an events floor which links to an outdoor terrace with barbecue facilities and breakout areas. Because guests can see into the kitchen, aesthetics were just as important as function. "We used a very simple kitchen design," Tan says, "but it had to incorporate two different sides – one Western and one Asian." For the breakout areas, "we needed the two sides to look similar, even though they were fitted with different equipment."

To help create the artistic, symmetrical appearance, Tan specified customized cabinets. "From the outside, the blocks look identical so that we could maintain a symmetrical design for the kitchen area," he says. That kitchen symmetry conceals two very different sets of cooking equipment: conventional gas-fired ovens for the Western side of the kitchen and a specialized duck oven on the Asian side.

"When it comes to European cooking ranges, there are a few options to choose from, but the Andaz is a five-star hotel and the Ambach equipment package includes high quality and heavy-duty units," he says. "I had specified Ambach equipment before, so I had no worries about the quality," he says. "Ambach was traditionally seen as a supplier of back-of-house kitchen equipment, but it has made a lot of effort to work with designers to adapt equipment for front-of-house use. I'm glad to see a European company that is willing to take up that challenge. Usually, it is the Asian companies that are more flexible in terms of providing customized equipment, but flexibility has become an important concept for Ambach. The company has shown it is willing to listen to designers and then combine the precision of German engineering with the aesthetic qualities of Italian design."



Ambach worked closely with the consultant and interior designer to ensure each unit fits perfectly into the stone casings

BLACKFINN AMERIPUB™

Guests enjoy the lively outdoor patio at the Blackfinn Ameripub in Austin, Texas

“MEET ME AT THE FINN!”

At popular casual restaurants like the Blackfinn Ameripub, the beverages are as important as the food. Here's how Ice-O-Matic helps keep things cool at the Blackfinn.

Delicious food, cold drinks and good friends – that's the recipe for a perfect evening out. Delivering on its promise of providing a place where customers can eat, drink and be lively, the nine-location Blackfinn Ameripub™ has become a popular casual dining spot where friends meet for fun and food.

“Two years ago, we considered our core beliefs about our business and focused on our commitment to create wonderful spots for social gatherings, and to achieve delicious, consistent food and beverages by doing the simple things really well,” says Don Gale, Vice President at Blackfinn Ameripub. “Now, no matter who you are, no matter what food you want or what time of day you visit us, we have what you need.



ICE: PURE AND SIMPLE

With more than 60 years of experience in making ice, Ice-O-Matic understands the important role ice plays in any successful foodservice operation. “Our philosophy is ‘ice, pure and simple,’ and that defines everything we do,” says Scott DeShetler, Director of Marketing for Ice-O-Matic. “It is the same whether we are dealing with big international clients or small businesses. We have whatever you need to make pure ice.”

From its state-of-the-art manufacturing facility in Denver, Colorado, Ice-O-Matic creates equipment sold in 70 countries. Its commitment to its core principles, combined with constant innovation, has helped Ice-O-Matic build a client list that includes heavy hitters like Starbucks and 7-Eleven.

Ice machines occupy a unique niche in terms of kitchen equipment. “They are the only piece of equipment in the kitchen that produces food,” says DeShetler. “All other kitchen equipment is used to prepare food.”

Unfortunately, most foodservice operations don't give their ice machines too much thought...until they have to. “Ice is what we call a ‘low interest’ category, which means that the machines only attract attention when they go wrong,” explains DeShetler. “In a way, that is how we got involved with Blackfinn. They were using a machine that was having problems keeping up with the demands of the restaurant. They came to us, and we did an audit of the operation and came up with a new solution.”

That solution entailed replacing Blackfinn's single ice maker with two Ice-O-Matic ICE1506HR machines on a high-capacity bin with a simple customized bin top. By using two smaller machines, the “Twins on a Bin” solution helps the restaurant produce ice more quickly. It also helps with growth management, says DeShetler. “When they open a restaurant, they might install the large bin with only one ICE1506HR installed instead of two, in order to size for their initial demand and manage upfront capital investment. As the location grows, they can easily add a second unit.”

Blackfinn Ameripub boasts a young, contemporary environment



Blackfinn Ameripub offers a strong local craft beer selection and a range of cocktails made from its own recipes



Guests can enjoy a broad variety of food and beverage options in a fun, engaging environment

COOL TRENDS

- Some cold, hard facts about chilled beverages:
- **21%** of consumers say that beverages play a very important role in deciding which restaurants they visit for meals.
 - **80%** of consumers have purchased a regular soft drink from a foodservice outlet in the past month; 69% have purchased a diet soft drink.
 - **46%** of consumers strongly agree that full-service restaurants should offer greater beverage variety; 40% want more beverage variety from fast-food outlets.

Source: Beverage Consumer Trend Report, Technomic, 2014

“A pub is a great place for social gatherings but traditionally always had a very narrow food and beverage offering,” continues Gale. “We thought we could broaden the term pub to include our passion for variety and flavor. We coined and trademarked the term ‘Ameripub.’ The first Ameripub opened in Austin in 2013, although there were already Blackfinn units operating under a different brand. People flocked to it.” Blackfinn is currently rebranding all its locations as Ameripubs, and has plans to open two more locations shortly.

Customers can embrace the chain’s slogan of “Meet Me at the Finn” without busting their budgets. “The focus is firmly on value as well as variety,” says Gale. The Blackfinn lunch menu on weekdays features 15 items priced at \$10 or less. “We scrutinize every dollar so that we can put as much value on the plate as possible,” he says.

Drink Up

The beverage menu serves as one major point of differentiation for Blackfinn. Customers can choose from a strong local craft beer selection as well as a lineup of specialty cocktails like the “Sex & the City Martini” and the “Texas Sipper.” Since the U.S. is the largest market for ice and accounts for more than 50 percent of global consumption, it’s only logical that an Ameripub would have a critical need for ice that’s delivered quickly and consistently. “Our high volumes demand a great partner for ice,” says Gale. “For our specialty cocktails, the cocktails on tap, the iced tea or many other beverages, you must have ice. If you’ve ever run out of ice right in the middle of a busy shift, you’ll never underappreciate ice again. It’s an unsung hero of the restaurant business.”

Ali Group brand Ice-O-Matic has proven to be a trusted partner to Blackfinn, supplying ice machines to around half of its restaurants for the past two years. “We struggled to find a vendor with equipment that could provide the volume of ice we needed in a consistent way. We found a partner in Ice-O-Matic that helped us look for a solution,” says Gale. He calls Ice-O-Matic “a company that is not just looking to sell us their most expensive machine, but [who] wants to build a partnership for the long term.”

The Blackfinn Ameripub located in Chicago’s River North neighborhood



ICE BY THE NUMBERS

Ice-O-Matic products produced annually:

50,000

Amount of ice that Ice-O-Matic equipment generates daily:

MORE THAN 17 MILLION POUNDS

Ice-O-Matic employees:

200

Ice-O-Matic’s 2013 turnover:

MORE THAN \$100 MILLION

Bringing Italian Gelato to the World



Every year thousands of students worldwide attend courses at Carpigiani Gelato University

An Olympics for gelato? It may sound like a crazy idea, but that's really an appropriate way to describe the 2014 Gelato World Tour. It was an initiative from Carpigiani to educate the world about gelato and, at the same time, expand the gelato market.

There are some basic differences between gelato and ice cream. Gelato has a lower fat content: While a chocolate ice cream has a fat content around 25 percent, a chocolate gelato has around 8 percent. Gelato also incorporates less air than ice cream and is traditionally served at a higher temperature. That results in a denser, more "rich-tasting" product. Also, while many ice creams are made in large batches and stored for days (or even weeks), gelato tends to be "fresh-batch" made daily.

As the world's leading manufacturer of gelato equipment, Carpigiani is on a mission to educate consumers about gelato and to support artisan gelato makers, or *gelatieri*. One way Carpigiani is doing just that is through its Carpigiani Gelato University (CGU) in Bologna, Italy, and Winston-Salem, North Carolina. At Gelato University, gelato makers can learn the art and science of gelato production, as well as techniques for selling gelato profitably. The school uses a number of different channels to expand its reach. CGU offers courses on its campus, online through its website, on the road utilizing traveling faculty and custom courses on location, or on the entrepreneur's premises. At the CGU central campus in Italy, seminars are taught in Italian, English, French,

Gelato is a much healthier choice than ice cream



Maestri gelatieri hard at work producing fresh gelato at the Gelato World Tour



Matthew Lee of TEO, Austin, Texas, with his award-winning entry, Nuts

Gelato is no longer just an Italian specialty – it's a treat enjoyed by people the world over. Carpigiani has helped to spread the popularity of gelato to an even wider audience through its Gelato World Tour.



Carpigiani Gelato Museum is a center of cultural excellence dedicated to the understanding and study of gelato

selected as the World's Best Gelato by the votes of the four different juries (public, technical, press and gelato artisans). Second place went to Grumpy Heart, a pistachio cream gelato, from Il Cantagalli in Lamezia Terme, Italy. The third place prize was awarded to Hazelnut Heart, a hazelnut gelato from Gelateria Fiore in Suzzara, Italy.

Global Benefits

The Tour helped participants gain increased promotional exposure and helped to boost local sales. Matthew Lee of TEO says the Tour “has given us greater exposure and validation of our quality.” Abdelrahman Alteneiji of Sharjah, who competed in the Dubai leg of the Tour, claims it “added a lot of value to my brand. We received a lot of franchising requests to expand worldwide.”

For Carpigiani, the success of the Tour was just the first step in expanding the global popularity and awareness of gelato. “*Gelatieri* are no longer the poor cousins of pastry chefs,” says Righi. “In Rome, I watched 16 artisans making gelato together and they thanked us for the opportunity to take part in the tour and to help people appreciate gelato. They were crying and smiling at the same time. It showed what the tour means to these people, who work so hard to bring gelato to the world.”

The Gelato World Tour's opening ceremony in Austin, Texas

German, Dutch, Japanese, Chinese and many other languages. Seminars in those languages are also available locally in areas served by Carpigiani.

“When students come to the Carpigiani Gelato University, the first thing the instructors tell them is not to call it ice cream,” says Valentina Righi, Communication Manager at Carpigiani and Vice President of the Carpigiani Foundation. “Gelato is different because it is a low-fat product made with only the best ingredients. It allows people to really express their creativity when choosing flavors.

“Carpigiani wants to increase the size of the market by educating consumers and by helping artisan *gelatieri* open more shops,” continues Righi. To do that, and to help spread the gelato message worldwide, the Gelato World Tour was established. “It is like Formula 1 or the Olympic Games for gelato,” says Righi. “It is an opportunity for people who run gelato shops around the world to show their products.” The 2014 World Tour visited a number of cities worldwide, including Berlin; Melbourne; Austin, Texas; and Valencia, Spain. Righi explains that each stop was “like a festival. There are education programs run by the Gelato University. Everyone who attends tastes gelato and learns about how high its quality is.”

Worldwide Flavors for Global Tastes

The first-ever North American stop for the Gelato World Tour was in Austin, TX, in May of last year. The event attracted thousands of attendees and was highlighted by a gelato competition. The entries reflected the creativity of *gelatieri* in the U.S. and Canada, with local flavors and ingredients in abundance. From the 16 finalists, the three gelati chosen to represent North America in Rimini were Salted Pecan with Montmorency Tart Cherries and Tahitian Vanilla (Bella Gelateria, Vancouver, British Columbia); Profumi di Sicilia (Versace Gelateria, Doral, Florida) and Nuts (TEO, Austin, Texas).

The Grand Finale of the Tour in Rimini, Italy, in September drew a crowd of more than 100,000 attendees. The gelato makers there produced about 6,500kg (14,330 lbs.) of gelato in total over the course of three days. That worked out to more than 70,000 cups and cones of gelato that were sold.

Twenty-four gelato artisans from around the world took part in the Rimini final competition. Almond Affogato, vanilla gelato with roasted caramelized coffee almonds and coffee caramel sauce, from the Cow and the Moon Gelato/Coffee/Dessert Bar in Sydney, Australia, was



Carpigiani Helps Godiva Deliver Delicious Flavor



Nothing is more delicious than Godiva chocolate...except, perhaps, Godiva soft-serve that's made by a Carpigiani machine.

The renowned Belgian chocolatier Godiva began implementing a soft-serve program in 2012 in select boutique locations. By the end of 2014, Godiva had more than 275 locations worldwide serving its proprietary Dark Chocolate and White Chocolate Vanilla Bean soft-serve varieties.

“Carpigiani Model #193 provided an ideal solution for Godiva boutiques, where space is at a premium,” says Dominic Gallo, Contract Manufacturing Manager for Godiva Chocolatier, Inc. “We required a compact, countertop unit that would still allow us to deliver an experience that Godiva customers have grown to love – the best in Belgian chocolate.” Each participating boutique uses a Carpigiani #193 Countertop Gravity Feed, Two Flavor with Twist, Soft Serve machine featuring Carpigiani's heat treatment option.

The machines have provided Godiva with a consistently delicious product, day in and day out. Besides that, Gallo says that Godiva has been pleased with the service it has received from the Carpigiani team, headed up by Brent Blanton in North America. “We launched in over 115 locations in a three-month span in 2014,” Gallo says. “At each new location, the Godiva boutique staff had never operated a soft-serve machine. The on-site training given by the service providers at the time of install was invaluable. Likewise, our store managers' ability to call the Carpigiani service hotline for guidance and troubleshooting has been a valuable asset to making this year's launch successful.”

Gallo calls the quality of the soft-serve produced by the Carpigiani machines “truly exceptional” and goes on to say that “we have received rave reviews from our customers. As a company, we are very excited to continue to expand this new category in the years to come.”

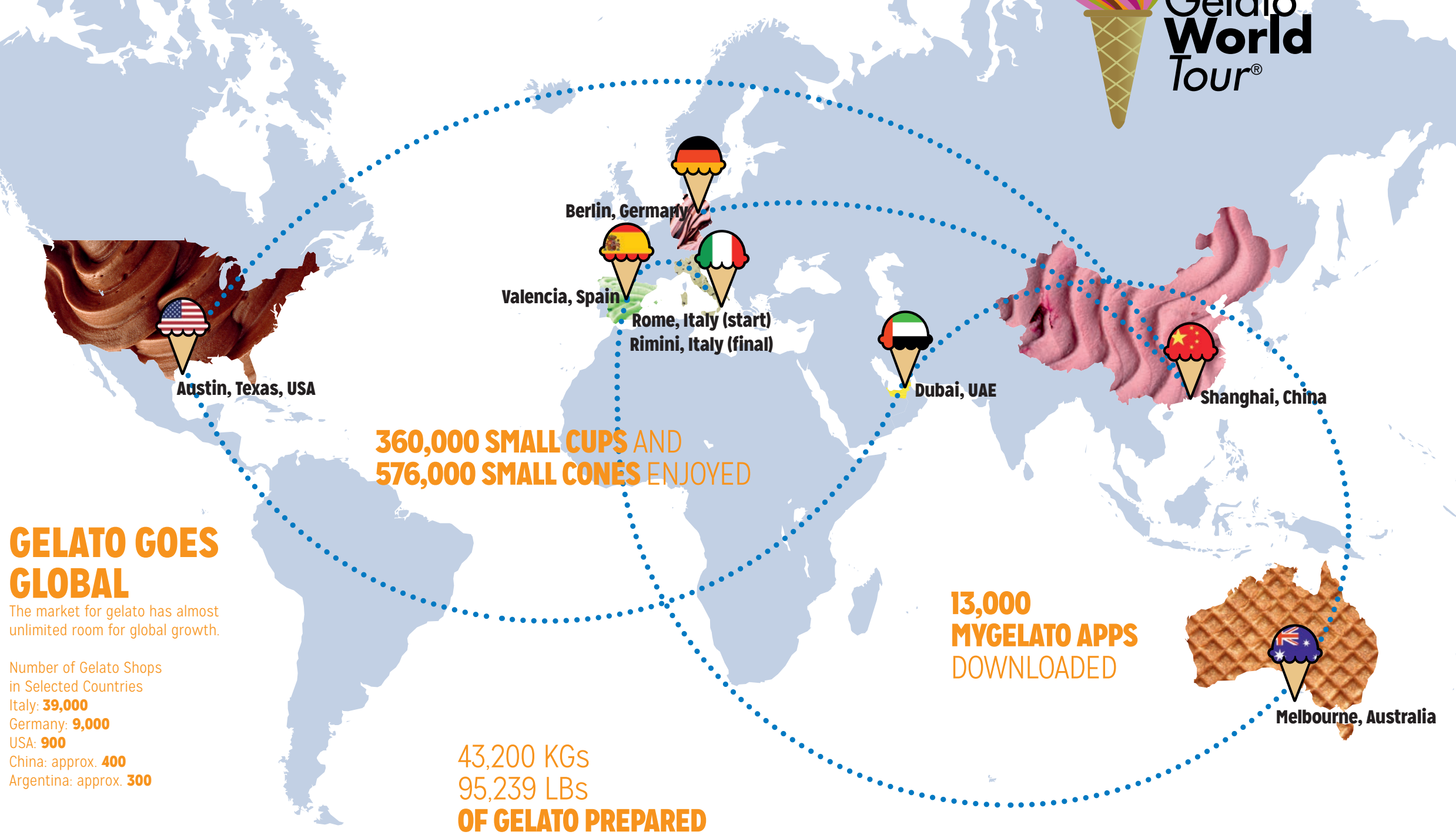


Gelato World Tour

A globetrotting event that has turned cities into gelato capitals for three busy days

At the culmination of the 2014 Gelato World Tour in Rimini, Italy, the winners of the World's Best Gelato were announced as John and Sam Crawl of Cow and the Moon in Sydney, Australia, for their Mandorla affogato-flavored gelato

OVER 700,000 VISITORS WORLDWIDE



GELATO GOES GLOBAL

The market for gelato has almost unlimited room for global growth.

Number of Gelato Shops in Selected Countries
Italy: **39,000**
Germany: **9,000**
USA: **900**
China: approx. **400**
Argentina: approx. **300**

360,000 SMALL CUPS AND 576,000 SMALL CONES ENJOYED

43,200 KGs 95,239 LBS OF GELATO PREPARED

13,000 MYGELATO APPS DOWNLOADED



Valentina Righi of Carpigiani with American Maestro gelatiere Matthew Lee in Austin, Texas

THERE'S A GELATO APP FOR THAT

In collaboration with its high-tech partner Neosperience, Carpigiani has developed the MyGelato app. This app lets users find the nearest gelato shop anywhere in the world simply by using their smartphone or tablet. It also features interesting facts about gelato and lets users buy a gelato for friends.

"Carpigiani wants to give artisans a great digital marketing tool to promote their business," says Carpigiani's Enrico Amesso. "It will also be possible for shops to interact with customers, building targeted campaigns on Facebook and expanding their business with e-commerce and home delivery services."

The mobile app can be downloaded from the App Store (for iPhone) or Google Play (for Android).

Smart Chefs, Meet the Eloma Genius



Easy operation, cutting-edge technology and high performance, all in one package – that's The Genius.



The Genius is a brand new interface philosophy: simple and intuitive to use

High technology isn't just for smartphones and tablets anymore. When used in the kitchen, it can make just about any cooking or baking task easier and more precise. That's the idea behind The Genius^{MT} combi oven from Eloma. "Our engineers and chefs were inspired by the easy-to-use nature of smartphones," says Hilmar Rudloff, Managing Director of Eloma. "We have developed not just a technology, but a brand new interface philosophy."

True to its name, The Genius has quite a "brain," storing the last 20 cooking processes, programs or settings. "This patent-pending function makes it easy to access frequently or recently used programs," says Rudloff. "The Quick Set function means that you do not have to go through different layers to change the parameters of a program. The user experience is similar to that of a smartphone: immediate and accessible."

With its Multi Cooking function, different foods can be cooked simultaneously on different racks. Those features make The Genius perfect for foodservice operations where the staff may not possess a high level of expertise. Additionally, the use of icons on the oven's touch screen helps when language barriers are an issue.

Not only is The Genius smart, it saves money. Fresh steam is generated by a patented heat recovery system, which saves energy and creates steam in seconds without preheating. Its Multi Eco heat exchanger system can save water and energy through its use of exhaust heat. And since there's no boiler, maintenance and cleaning are simplified.



The Genius is ideal for restaurants, hotels, supermarkets, caterers and QSRs, and is the perfect solution for businesses that have personnel with varying degrees of expertise.

All those reasons prove why The Genius is the combi oven that more and more smart chefs are choosing.

www.elomausa.com

"The user experience is similar to that of a smartphone: immediate and accessible."



Moyer Diebel: Tops Under the Counter

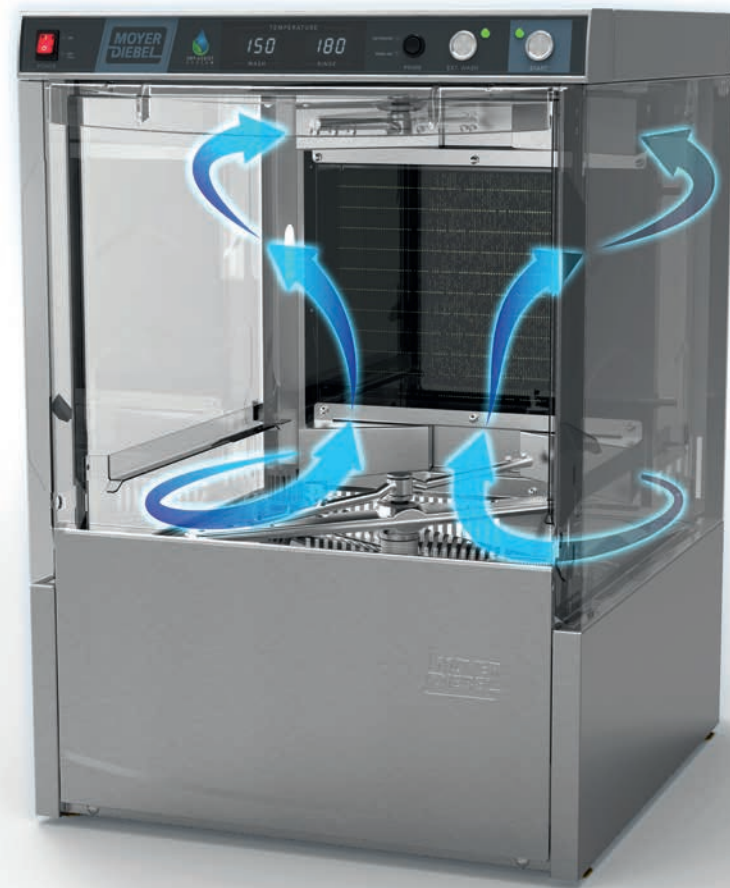


The new 601HR undercounter dishwasher is a tough and dependable performer.

Moyer Diebel Limited in Ontario, Canada, has been making high-quality dishwashers and glasswashers for more than 70 years. The company has gained a reputation, both in Canada and the U.S., for producing efficient, durable and easy-to-operate products.

The new Moyer Diebel 601HR continues that proud heritage. “Operators are always looking for ways to reduce operating costs without sacrificing results or investing more capital,” says Scott Cherevaty, Vice President of Sales and Marketing for Moyer Diebel Limited. This high-temperature undercounter dishwasher does an unsurpassed job of cleaning while saving money and resources. Made for all types of foodservice applications, the 601HR is particularly popular with cafes, bars and wineries. Its new Heat Recovery system uses a single cold water feed, instead of the traditional hot water feed. Energy from the heated water and chamber is extracted and used to heat incoming water. “The savings can be significant: up to 42 % of operating costs,” says Cherevaty.

The drying function is new, too. The patent-pending Dry-Assist technology draws cool, dry air up and through the rack of sanitized dishware via a duct in the bottom of



Moyer Diebel's 601HR is designed for efficiency, eliminating unwanted condensation for optimum working conditions

“The savings can be significant: up to 42 percent of operating costs.”



Moyer Diebel's headquarters on the shores of Lake Ontario are in the midst of a distinctive microclimate that supports fruit farms and many wineries



the chamber. So unwanted condensation is removed, making drying time faster.

Insulated panels make the 601HR run quieter – an important feature when operators place the machine in locations where patrons are nearby.

The new 601HR is just one more of the highly crafted Moyer Diebel products that can stand the test of time. “We are a strong brand delivering quality products. Our craftsmanship shows in every product we make,” says Cherevaty. “Our solid reputation for manufacturing a robust and reliable product is second to none.”

www.moyerdiebel.com

www.championindustries.com/canada

Cutting-Edge Innovation from Edlund

The new Titan-Maxcut and ARC! Slicer from Edlund give chefs unlimited versatility and performance for all their slicing jobs, while the Helios UV Knife Sanitizer Cabinet provides superior sanitation.

Quality and innovation – those are the drivers behind everything Edlund makes. Ryan Whitney, Head of Research and Development at Edlund, says, “Our mission is to provide our customers with the highest American-made quality and the most innovative operator solutions. We back our products with the industry’s finest customer service.”

Every Edlund product starts with extensive market research to determine customer needs. Edlund engineers interview all types of foodservice operators to find out what needs they have that aren’t being met by their current products. “We use this information to refine new product concepts and to identify the most important features and benefits,” says Whitney. “We believe this process is one of the key reasons we have been so successful in developing many of our new products.”

Edlund has a long history of producing quality products, dating back 90 years to the company’s founding in 1925. Since the acquisition of Edlund by Ali Group in October 2010, there has been a large investment in the research and development (R&D) process.

The new ARC! Food Slicer™ shows how this focus on R&D leads to products that customers really want. The ARC! is the first manual vegetable slicer that will cut both hard and soft vegetables on the same machine. Its unique hopper design means that the user never comes into contact with the slicer blades. What’s more, it promotes proper product positioning, which leads to greater product yield with less waste.



Titan-Maxcut is the industry’s most efficient all-in-one dicer, wedger, corer and French fry cutter



Helios UV Knife Sterilizer cabinet aids hygiene and food safety



ARC! Slicer is a revolution in manual vegetable preparation equipment



Edlund has won the “Best in Class” award from *Foodservice Equipment & Supplies* magazine 10 times.



The new Titan-Maxcut™ is the industry’s most efficient and versatile all-in-one dicer, wedger, corer and French fry cutter. Its patent-pending snap-fit design allows for quick changeover between cuts without the need for tools. It can be either table or wall mounted – a big help in kitchens where space is tight.

For keeping knives sanitary, the new Helios UV Knife Sanitizer Cabinet is unmatched. Knives are safely sanitized in as little as three minutes with 99 percent efficacy. An exclusive non-filtering clear slotted knife holder and special mirrored interior walls eliminate shadows on knife surfaces within the cabinet

that could prevent complete sterilization.

The Helios UV Knife Sanitizer Cabinet was awarded one of the prestigious Kitchen Innovation Awards at the 2014 National Restaurant Association Show. But Edlund is certainly no stranger to winning awards: In fact, Edlund has won the “Best in Class” award from *Foodservice Equipment & Supplies* magazine 10 times.

Like every Edlund product, these new innovations continue what Edlund has been famous for, says Whitney. “Innovation, durability and high quality have been the foundation of our company and its products since 1925.”

www.edlundco.com

Better Together: Beverage-Air and Victory Refrigeration

The power of two: that's what results from the combination of Beverage-Air and Victory Refrigeration into the Ali Group North America Refrigeration Division.

Bringing Beverage-Air® and Victory Refrigeration® together in the Ali Group North America's new Refrigeration Division makes good sense, says Rob August, Division President. "When we have an opportunity to utilize economies of scale by serving different markets from one facility, we certainly will do that," he says.

Although manufacturing of Beverage-Air and Victory products is being consolidated in one facility in Brookville, Pennsylvania, they will remain two separate brands serving distinct markets. "We're going to focus Victory Refrigeration into the institutional and specification market – for example, college, prisons and hospitals," says Jennifer Ward, Senior Vice President of Sales and Marketing, citing its strong brand recognition in those markets. Beverage-Air, meanwhile, will focus on general foodservice, chains, national accounts and the scientific segment. "Beverage-Air brings a full breadth of product offerings for the everyday foodservice consumer," she says. "We'll continue to build Beverage-Air as a global supplier to national accounts and chains. This joint effort will afford dealers and distributors a full, broad line of products from both brands."

Though Beverage-Air and Victory Refrigeration sell to a similar dealer network, a central advantage to the grouping is ease of customer access to both brands' products through concurrent viewing. Dealers will now have the ability to offer different solutions to different markets. The new division also allows for the mingling of various products from both Beverage-Air and Victory Refrigeration, shipment of products from both brands concomitantly, plus the simplicity of dealing with one company.

The Refrigeration Division will continue the history of R&D that was pivotal to the success of both brands. For example, both brands will continue to explore ways to be even more energy-efficient in the products they make. The goal, says August, is to exceed all U.S. Department of Energy standards and to be the leader in energy savings. "This will affect not only both brands but customers as well. The release of the new R290 propane refrigerant will satisfy customer desires for a cleaner and more efficient refrigerant," he says.

The strong combined presence of Beverage-Air and Victory Refrigeration will soon be felt in international markets. All new products, as well as those currently produced, will be directed toward global distribution. As the new Refrigeration Division is committed to understanding and meeting international and regulatory codes, it is superbly equipped to meet all of the requirements encountered when crossing various country borders. Currently, Beverage-Air and its national chains are expanding into the international market with solutions, features and benefits, plus a world-class support system that will continue to provide the brand and its customers with a larger international presence. Victory Refrigeration currently has a number of U.S. consultants designing institutional and hotel kitchens for the international market to allow for product solutions that meet the market codes of the Middle East and Asia.

www.beverage-air.com

www.victoryrefrigeration.com



Celebrating 70 Years of Excellence
VICTORY



Rob August, President of
Ali Group North America
Refrigeration Division



Jennifer Ward, SVP of Sales
and Marketing at Ali Group
North America Refrigeration
Division



The Chase Fish & Oyster in
Toronto, Canada, utilizes
Beverage-Air bar equipment
to showcase its beverage
offerings and complement its
selection of premium seafood



INNOVATIVE NEW PRODUCTS

While working together, Beverage-Air and Victory Refrigeration continue to innovate and introduce new products that are destined to be category leaders for their respective markets. For the institutional market, the new Victory ULTRASPEC™ Vertical and Horizontal refrigerators and freezers feature optional Secure Temp technology. Rob August, President of Ali Group North America Refrigeration Division, says that the ULTRASPEC product line "will give customers synergy through one solution that they can diversify and implement on several pieces in the kitchen."

The new Beverage-Air Versa-Cool is a portable, mobile, walk-in solution to provide temporary food and beverage cold storage. Introduced at the 2014 NRA Show, the Versa-Cool plugs into a standard wall outlet and sets up in less than 10 minutes. Weighing less than 300 pounds, the Versa-Cool fits into the back of a pickup truck and has 110 cubic feet of storage capacity. August says, "The amount of storage you're getting in something that's this mobile, performs this well and you don't have to worry about having any type of special electrical – it's really unheard of in the industry."

PRODUCTS IN ACTION

Beverage-Air and Victory Refrigeration products prove their worth every day, in both commercial and noncommercial foodservice operations.

Superb refrigeration and a strong partnership with Beverage-Air is hugely important to Chase Hospitality Group



The Chase Fish & Oyster restaurant in Toronto, Ontario, is renowned for serving top-quality seafood. The innovative menu at the Chase highlights seasonal ingredients and is committed to serving sustainable seafood. "We are constantly searching for the most premium and interesting products to offer evolving culinary experiences," says Chef de Cuisine Nigel Finley. "We are scrupulous in ensuring the quality and responsible harvesting methods of the fish and seafood products we use." Naturally, it's essential that seafood be kept properly chilled for the freshest taste, which is why the Chase relies on Beverage-Air refrigeration. "It is crucial to have premium quality refrigeration to maintain the products we use at the highest standard," says Finley. Beverage-Air is a trusted partner for Finley and the Chase, providing what he calls "prompt service and support." What's more, "Beverage-Air understands our commitment to maintaining and exceeding the highest expectations for the products we serve and has been very reliable in supporting us with any needs we have," he says. Ilio Di Nardo of The Solution Foodservice Group and our dealer Hamilton Store Fixtures Ltd. were instrumental in this project.



Chase Hospitality Group has an extremely high quality of service and provides genuine and inspiring dining experiences



At Dundalk Sollers High School, a state-of-the-art high school in Baltimore, Maryland, quantity feeding is on the menu. Not only does the school produce 1,000 meals daily for its staff and 1,400 students, but it also produces an additional 1,600 meals for three local elementary schools, making a total of 2,600 meals a day. With this heavy daily use, refrigeration equipment has to be durable and dependable. Baltimore County Public Schools specify Victory Refrigeration in all their newly constructed and renovated school kitchens in the district. "There is a strong presence of Victory products in the 173 existing school cafeterias and production facilities within Baltimore County Public Schools," says John Salerno of the office of food and nutrition at Baltimore County Public Schools. "We are always looking for a company that provides technical support, not only at the time of purchase, but throughout the useful life of each piece of equipment. Victory specifies the correct units to meet the space requirements of each project. Upon completion of each project, their representatives inspect and demonstrate each piece of equipment to staff to ensure proper use and maintenance. We find Victory to be a dependable partner in our overall equipment program." Victory's manufacturer's rep Rob Schmid of the Schmid-Wilson Group, Inc., and consultant Rob Nyikos of Nyikos Associates, Inc. assisted in the Dundalk Sollers project.



Dundalk Sollers High School in Baltimore, Maryland, is a state-of-the-art school building with a population of approximately 1,400 students



Victory's refrigeration and holding equipment is specified in almost all newly constructed and renovated kitchen projects within Baltimore County Public Schools

Scotsman Takes Customer Service to a New Level

Scotsman
ICE THE WORLD DEMANDS

Companies that excel at customer service are the ones that stay at the top of their industries. New initiatives at Scotsman are focused on serving customers even more efficiently.



In today's business world, customer service is more important than ever. The companies that do customer service well will earn the loyalty of their customers. That's why Scotsman has taken new initiatives to take its customer service to an even higher level.

The Scotsman customer relations team, led by Gale Suarez, now has teams assigned for specific accounts. Team members are cross-trained to be able to deliver a coordinated, reliable response to customer requests or problems. To streamline the communication process, there is now online chat capability, so customers can speak directly with the team in seconds. Online ordering capabilities have also been developed to give customers increased

control in their buying process.

In case of weather-related problems or power outages, remote order response and processing procedures have been instituted, which means customers will experience no interruptions when they contact Customer Relations.

On the sales side, a customer accommodations list will give the sales team access to all

value-added benefits Scotsman has delivered to customers. And regularly scheduled webinars give the sales team and their distributor partners the opportunity to review online tools, such as the ordering system and sales dashboard.

"There is no doubt that one of the big contributing factors to Scotsman's brand identity in the marketplace is the high level of Customer Relations that has been provided to our customers," says Nathan Jackson, Vice President of Sales and Marketing. "I am extremely proud of this team and they are the epitome of true customer relations and service."

www.scotsman-ice.com

Introducing a New "Ventless" Heat Recovery Option on CMA Dishmachines



Saving on the cost of energy is important to every foodservice operator. The new "Ventless" Heat Recovery and Condensation Removal Option from CMA Dishmachines saves both on installation and operation.

The new CMA-180-VL "ventless" heat recovery and condensation removal option from CMA Dishmachines can save operators thousands of dollars in installation and operational costs. This optional system replaces the need for an independent vent hood. It captures and distributes the normally exhausted heat from the wash/rinse tank, and uses that free energy to preheat cold water prior to feeding the booster heater. Since the water entering the booster heater has been preheated, the energy cost to bring the temperature to 180 degrees F is reduced. That can potentially save thousands of dollars in operational costs. This ENERGY STAR®-rated system features a watertight top-mounted control box, booster-safety thermostat and water level safety control. It also has a three-door feature, making it suitable for use in straight or corner applications.

www.cmadishmachines.com



Moffat's Counter Intelligence



Moffat's experience in making convection ovens gives operators big cooking power in a small space.

The convection oven has become an indispensable piece of kitchen equipment, enabling chefs to cook quickly and more precisely, and Moffat has been a key player in the development of convection ovens. The Moffat story dates back to the 1920s and the early years of cooking and baking in Australia and New Zealand. In 1986, Moffat began distributing convection ovens in North America. With such a solid history it's little wonder that chefs trust the name Moffat for ovens that deliver consistent, dependable performance. From its U.S. headquarters in North Carolina,

Moffat supports a broad range of convection oven solutions for all types of foodservice operations.

Moffat supports a broad range of convection oven solutions for all types of foodservice operations.

Moffat's Compact 20 series of Turbofan® models provides powerful cooking capabilities in a small footprint. They can stand alone or be mounted on a rack, and feature easy-clean porcelain enamel oven chambers, fully insulated for maximum heat retention. The unique drop-down door assembly makes cleaning easy and the stay-cool design makes cooking safer. At The NAFEM Show this year, Moffat will launch digital control versions with three-stage cooking, preset programs, moisture (steam) for bakery applications and greater accuracy in temperature and time.

Moving a step up, the 30 series Turbofan



The Moffat Compact 20 Series

ovens are space-savers. The 32 model, for example, is often called "a full sheet pan oven in a half sheet pan footprint." It saves one linear foot per unit of hood space, and it has earned the ENERGY STAR®. Its large digital controls are easy to set and change. Whether it's baking, roasting, reheating, slow cooking or holding, the 30 series models can do it all. Also new at NAFEM this year: the new "Touch" controller. Used with the 30 series models, it features icon-driven control technology for unsurpassed ease and consistency in cooking.

All Moffat Turbofan ovens are backed by "no-hassle" service and support, effective customer service, and thorough after-sale support, so it's no wonder that more chefs are turning to Moffat turbofan ovens to help them cook more efficiently.

www.moffatusa.com

All Moffat Turbofan ovens are backed by "no-hassle" service and support, effective customer service, and thorough after-sale support.



The Moffat 30 series models now feature a new touch controller



The Backyard Bistro uses the Moffat E33 Turbofan oven to execute its menu to perfection

BACKYARD BISTRO: FANS OF THE MOFFAT E33 TURBOFAN

At the Backyard Bistro in Raleigh, North Carolina, a sports-themed restaurant and bar, Chef Joe Lumbrazo has found the perfect way to serve delicious food easily and consistently: the Moffat E33 Turbofan Oven. As with many restaurants, Lumbrazo has limited space in the kitchen and the new, compact-sized Moffat E33 proved to be a perfect fit. And he raves about its consistent temperature. "The top of the oven is the same temperature as the bottom of the oven," Lumbrazo says. "It's not too high and not too low – absolutely perfect."

www.moffatusa.com

AROUND THE WORLD

The latest news from Ali Group Worldwide



ACP TEAMS UP WITH DM&A TO DELIVER HEALTHY MEALS TO PATIENTS

Since 2011, ACP has partnered with Don Miller & Associates (DM&A) to place the MenuMaster® Xpress™ MXP22 in healthcare facilities throughout North America. The MXP22, a high-speed combi oven, allows facilities to prepare fresh and healthy meals on demand, thus increasing food quality and patient satisfaction. DM&A, one of the largest and most experienced foodservice consultancies in North America, selected the MXP22 after rigorous testing against competitive models.

www.acpsolutions.com



CAL STATE LONG BEACH WINS WITH VICTORY REFRIGERATION

Victory Refrigeration helped bring the Parkside College Dining Hall at California State University Long Beach (CSULB) into the modern era. The college's kitchen, originally constructed in the 1960s, has now become an open floor-plan kitchen with self-contained and remote refrigeration from the Victory ULTRASPEC® Series. Webb Culinary Design of Tustin, California, partnered with Victory Refrigeration on the redesign.

www.victoryrefrigeration.com



ICE-O-MATIC HELPS DISH NETWORK KEEP COOL

Dish Network, the satellite TV provider based in Englewood, Colorado, has more than 150 local Service Centers, each employing up to 100 technicians. These technicians need readily available ice and water on their service trucks – and who better to provide that than Ice-O-Matic? Working with Denver-based Cool Distribution, a key supplier of custom stainless fabrication storage systems, Ice-O-Matic created customized ice and water stations for each of Dish Network's Service Centers. A typical installation, with an ICE0500 ice machine and 500-lb. capacity self-dispensing bin, serves around 40 technicians.

www.iceomatic.com



MOFFAT A KEY PLAYER AT MELBOURNE'S SAINT CRISPIN RESTAURANT

Saint Crispin in Melbourne, Australia, is on the cutting edge of the Australian culinary scene and booming in popularity, serving up to 1,000 covers per night. To ensure consistently perfect dishes, chefs Joe Grbac and Scott Pickett chose Moffat equipment for their kitchen – two Waldorf Target rangetops, two E33 Turbofan Ovens, a six-burner Blue Seal range and a Washtech M2 warewasher. "I like the ability to choose what is in the kitchen," says Grbac. "We have ended up using a lot of Moffat products, which are of fantastic quality."

www.moffat.com
www.washtech.co.nz



FAIRMONT ROYAL YORK HOTEL CHOOSES EFFICIENT CHAMPION EQUIPMENT

In downtown Toronto, the Fairmont Royal York Hotel has been synonymous with elegance since 1929. The hotel has one of the largest banquet facilities in Canada, so when new dishwashers were needed, the Royal York chose efficient Champion flight machines with their cutting-edge technology. One of the key features in the Champion system the hotel purchased was the Heat Recovery System, which traps rising waste heat, steam and radiant heat from the machine to increase incoming water temperature from 60 degrees F to 110 degrees F without the use of a water heater.

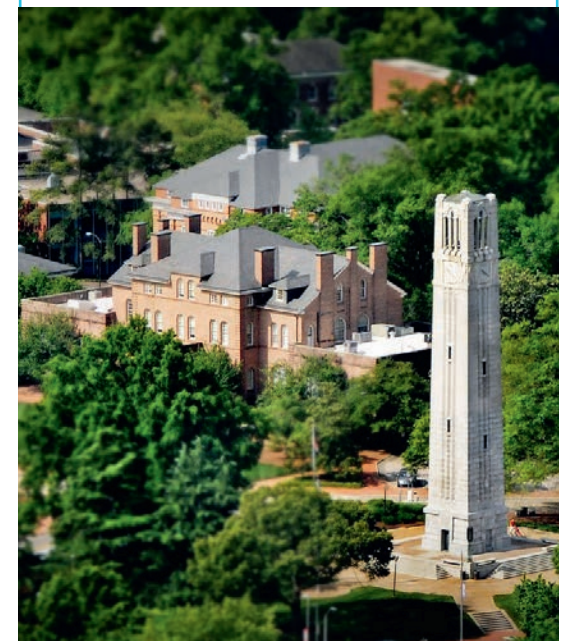
www.championindustries.com/canada



CHAMPION AND BI-LINE PAIR UP WITH NC STATE

With over 34,000 students and 8,000 staff, North Carolina State University in Raleigh is known for its commitment to technology, engineering and "greener" practices. When it was time to renovate its aging dishroom, products from Champion and Bi-Line were the right choice. Only Champion and Bi-Line could provide the complete solution of room design and energy-efficient technology to meet NC State's needs. Champion projects that a million gallons of water will be saved per year while throughput capacity will be increased by 50 percent.

www.championindustries.com
www.bilineconveyors.com



AROUND THE WORLD

The latest news from Ali Group Worldwide



SMOOTH SAILING WITH FALCON FOODSERVICE

SeaWork International, the commercial and workboat exhibition held in June in Southampton, England, gave Falcon Foodservice a chance to show off its ever-expanding marine product portfolio. Falcon now produces more than 70 products made for marine and offshore galley usage, such as the award-winning Dominator Plus Induction oven. Barry Hill, Falcon's Marketing Manager, says, "We work closely with a number of companies specializing in the sector to ensure our products can withstand the sometimes harsh treatment and conditions found aboard many marine locations."

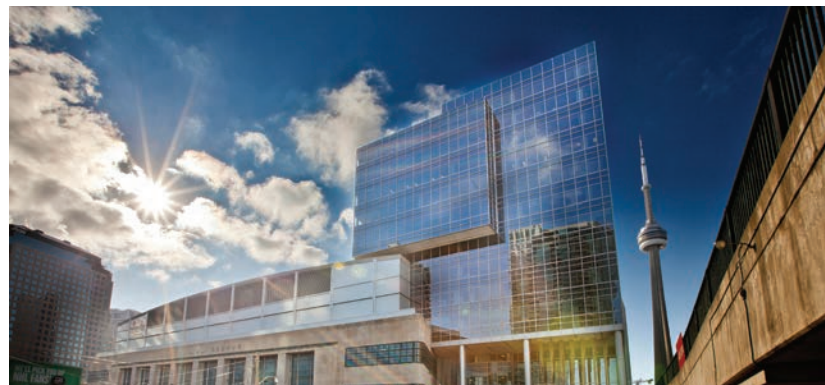
www.falconfoodservice.com



RANCILIO GROUP HELPS PERK UP HYATT REGENCY CHICAGO GUESTS

Busy American travelers love their lattes and cappuccinos. At the bustling downtown Hyatt Regency Chicago, Rancilio Group North America has been helping the hotel serve delicious coffee while keeping the cost of equipment ownership to a minimum. The Egro ONE super automatic machine serves 500 or more drinks per day to hotel guests. Premium cappuccinos, mochas, lattes, espressos and more are all made "push-button" easy, so staff training is minimal.

www.ranciliogroup.com



AIR CANADA CENTRE BRINGS IN AN ARRAY OF BEVERAGE-AIR EQUIPMENT

The Air Canada Centre in Toronto is one of North America's busiest stadium venues. Being the home of the Toronto Maple Leafs hockey and Toronto Raptors basketball teams, the Centre routinely serves more than 20,000 fans at one time. To serve these large (and hungry) crowds, the Centre brought in a wide range of Beverage-Air® equipment including chef bases, back bar refrigerators, reach-in refrigerators and freezers, sandwich and salad prep tables, worktop refrigerators and freezers, and undercounter refrigerators. The project was a coordinated effort between Maple Leaf Sports & Entertainment (MLSE), Hamilton Store Fixtures, The Solution Foodservice Group and Beverage-Air.

www.beverage-air.com

LA SERRE AND ALI GROUP BRANDS BRING BISTRO CULTURE TO DUBAI

One might not expect to find a French bistro in Dubai, UAE, but the La Serre Bistro & Boulangerie at the Vida Downtown Dubai hotel is shattering that misconception. It features a traditional French-style bakery as well as a restaurant offering Mediterranean-influenced dishes for lunch and dinner service. To produce these French specialties, Rosinox, in partnership with SeftonHornWinch consultants, supplied a custom-built kitchen. The center of the kitchen is a custom-made Rosinox cooking suite, along with a Rosinox tempura fryer. For the bakery at La Serre, Pavailler Opale electric deck ovens were perfect to provide a combination of traditional baking style with modern energy efficiency. CFI units were installed for perfect freezing or dough proofing. A Bertrand-Puma compact resting cabinet and molder help the bakery make perfectly shaped and developed dough pieces every time.

www.bertrand-puma.fr
www.froid-cfi.fr
www.pavailler.com
www.rosinox.com



MONO EQUIPMENT SUPPLIES SKIBO CASTLE KITCHEN

Situated in the Scottish highlands, Skibo Castle is a prestigious five-star resort and spa facility featuring a 21-room hotel, 12 lodges, an exclusive private club and an 18-hole championship golf course. During its recent kitchen renovation, Skibo Castle selected Mono Equipment's versatile Harmony Modular Deck Oven for baking its artisan breads and delicious pastries. Renowned for its reliability and consistency, the Harmony Modular Deck Oven has become a dependable choice for many supermarket chains, independent bakers and hotels.

www.monoequip.com

AROUND THE WORLD

The latest news from Ali Group Worldwide



CHILLING OUT WITH SCOTSMAN AT MAC'S CONVENIENCE STORES

With a network of more than 5,800 stores, Mac's Convenience Stores, a subsidiary of Alimentation Couche-Tard, is the largest C-store chain in Canada. Last year, Scotsman's Canadian distributor, Western Refrigeration, presented Mac's with a major enhancement to its beverage program – a larger variety of beverage valves plus cube and nugget ice forms. Each Mac's location will receive two new beverage dispensers and two Scotsman icemakers. Fifty of Mac's 300 stores in the western provinces have already been retrofitted; installation at more than 520 additional Couche-Tard locations in the eastern provinces will be coming soon.

www.scotsman-ice.com



ARTFUL GELATO WITH CARPIGIANI

The New Art of Gelato in Peabody, Massachusetts, offers its customers a number of taste-tempting treats. Store manager Anna Bleta is well known for her semifreddos, cakes and special novelties. But none of the treats the shop sells are as delectable as the authentic artisan gelato made with Carpigiani's Maestro machine. New Art offers such classic flavors as vanilla, chocolate and pistachio, along with more unusual flavors like peanut butter and pomegranate. Owner Irtan Bleta calls his Maestro machine "top of the line. It's the best. It's luxury."

www.carpigiani-usa.com



BAKING ARTISAN BREADS BETTER WITH ESMACH

With the EsmachLab, almost any type of foodservice operation can have an in-house bakery to produce artisan breads, pizzas or focaccia. EsmachLab is a set of five machines – yeast generator, spiral mixer, proofer, dough molder and ovens – in a smaller size to fit compact kitchen spaces. According to Esmach CEO Luciano Delpozzo, the EsmachLab was developed based upon the results of an in-depth study of the bakery industry. He said the study showed that "many small bakeries are closing because of the difficulties involved and revenues. It became evident that, in order to be a company that partners with bakers rather than just sells their products, we needed to work on modernizing the business model of bakeries and making them relevant and successful." Esmach also offers training in baking at the Esmach Academy in Vicenza, Italy, so that even nonprofessional bakers can become skilled at producing delectable baked goods.

www.esmach.com



LONDON BISTRO SHOWS OFF ITS WINE WITH WILLIAMS

One of the highlights at The Sign of the Don, a new bistro in London, is its extensive wine list of more than 400 wines and champagnes. With a clientele that really knows wine, it's essential that it be stored properly. To do that, The Sign of the Don chose Williams Wine Towers. Five Towers, each holding up to 150 bottles, have been installed in the front of the house. "It's all about showing off the wine," says Owner Robyn Wilson. "They are stylish, clean and elegant, and doing a wonderful job."

www.williams-refrigeration.co.uk

BELSHAW HELPS MAKE A (W)HOLE LOT OF DOUGHNUTS!

For more than 12 years now, Belshaw Adamatic has partnered with Bake Fresh, Inc., the doughnut supplier to 7-Eleven stores. Belshaw supplies the doughnut-making equipment for Bake Fresh's output of more than a million doughnuts per week. Supplying hundreds of 7-Eleven stores across the country from four regional facilities, Bake Fresh has installed five Belshaw industrial doughnut lines in each facility. Each line produces more than 450 dozen doughnuts per hour.

www.belshaw.com



OUR BRANDS



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& PREPARATION



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& BEVERAGE DISPENSE



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BEVERAGE-AIR



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www.aligroup.com



A GLOBAL LEADER

Ali Group is the largest, most diversified global leader in the foodservice equipment industry. An Italian corporation founded over 50 years ago, the engineering heritage and traditions of several of its companies stretch back more than 100 years and include some of the most respected names in the industry.

Ali Group develops, manufactures, markets and services a broad line of equipment used for commercial food cooking, preparation and processing. With **55 manufacturing sites, 8,500 employees** in 29 countries and **76 brands**, it gives life to the most extensive product portfolio in the industry. Operating in almost every sector of the hospitality and catering industry, from cooking to meal delivery and distribution, ice cream to patisserie and bread-making, dish washing and refrigeration to ice production and coffee machines, Ali Group offers the widest range of innovative, cost-saving and eco-friendly products to better serve major restaurant and hotel chains, hospitals, schools, airports, correctional institutions and canteens.

Excellence is Ali Group's philosophy; a principle that is a source of inspiration for the Group and its companies. The search for excellence is apparent in every phase of the business, through design, product manufacturing, delivery and customer service. More than just a supplier, Ali Group strives to be a partner to its clients and is committed to providing custom, world-class solutions.

www.aligroup.com