

ALI WORLD

NORTH AMERICA

THE ALI GROUP MAGAZINE

ISSUE 4 | JANUARY 2016

MANDARIN ORIENTAL, LAS VEGAS

SOPHISTICATED DINING
BOTH DAY AND NIGHT

TACO BELL'S NEW CANTINA CONCEPT

BEER AND WINE ACCOMPANY
THE FUN FOOD

SOCIAL MEDIA STRATEGIES

THRIVING IN THE NEW ONLINE FRONTIER

GELATO FUN AT SMALLCAKES

A RISING BAKERY CHAIN CHILLS OUT





COLLABORATION COUNTS



What takes a good idea and makes it great? Flawless execution. But flawless execution does not happen in a vacuum. It requires thought, preparation and collaboration.

And, in many ways, collaboration defines many of our customer relationships here at the Ali Group. Instead of simply providing operators with a product for a price, we work closely with them to understand not only their goals but also the obstacles they see in achieving them. Then, together, we work collaboratively to develop equipment-based solutions that allow their culinary and operational visions to become reality.

For example, in this issue of *Aliworld* you will learn how we worked with an iconic quick-serve chain to provide higher-margin, adult-beverage solutions in its new urban prototype. In another example, one of our operating companies worked with an educational provider to develop a healthy and diverse menu for its students by using a very versatile piece of cooking equipment. And we take a closer look at the way a frozen dessert concept uses the information our equipment can provide to better deploy labor, manage uptime and generally meet the demands of its high-volume business.

While we are proud of these successes, it's important to note none of this happened overnight. They are the results of the people who comprise our many brands and their ability to cultivate meaningful, value-based relationships with our diverse customer base. A byproduct of establishing value-based relationships is the development of trust between partners. And the presence of trust opens the door for true collaboration.

In addition, we will explore how expectations for foodservice vary by generation and the impact this continues to have on the way operators design and equip their businesses. And we will share with you how Ali Group North America plans to evolve in the years to come and work with our sister companies from around the world to solve the most complex foodservice-related challenges anywhere they may arise.

We are very proud and humbled that operators from all industry segments continue to trust us with their dreams and visions and that collectively our group of companies continue to deliver meaningful solutions. We look forward to doing the same with you in the years to come.

Filippo Berti

Chairman and Chief Executive Officer, Ali Group North America

CONTENTS



20



37



66



56

INTRODUCTION

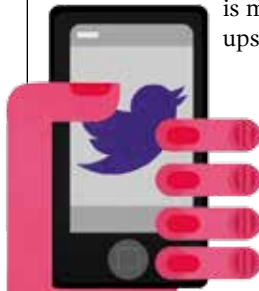
- 4 2020 VISION**
Luciano Berti and Filippo Berti of the Ali Group discuss the company's strategic vision and the state of the foodservice industry.

COVER STORY

- 8 MANDARIN ORIENTAL, LAS VEGAS**
With assistance from companies of the Ali Group, the foodservice operations at this elegant hotel consistently deliver top-quality food.

TRENDS

- 16 SECRETS FOR USING SOCIAL MEDIA**
Strategies you need to know for effective social media programs.
- 20 FEEDING GENERATIONS**
How the different eating habits of each generation are affecting foodservice today.



16

PEOPLE

- 24 METRO JOINS THE ALI GROUP FAMILY**
Metro becomes the newest member of the Ali Group of companies.
- 28 ALL ABOUT RELATIONSHIPS**
The Ali Group's Rob Geile talks about the importance of consultants.

SUCCESS STORIES

- 32 TACO BELL'S NEW CANTINA CONCEPT**
With help from Beverage-Air and Edlund, the Mexican-style quick-service restaurant chain is moving into more upscale territory.

- 37 MODMARKET: FARM-TO-TABLE FOOD MADE EASY AND DELICIOUS**
The Modmarket chain uses Eloma ovens to serve fresh, natural food quickly and consistently.
- 42 ON THE RISE**
A unique partnership between Belshaw and QualServ brings donuts to all corners of the world.
- 46 MAKING ICE FOR AIRLINES**
The elegant lounges of Singapore Airlines demand top-quality ice, which is why they chose Scotsman ice machines.
- 50 MISTER SOFTEE AND ELECTRO FREEZE**
The classic ice cream truck moves into new ventures, such as the Jacksonville Jaguars' EverBank Field.
- 55 GELATO POPS AT MARIANO'S**
Carpigiani's Fantasticks 4U gelato bar is wowing the customers at a Chicago-area grocery store.

- 56 DRIVING COFFEE SALES WITH RANCILIO**
Black Rock Coffee, an up-and-coming coffee chain, uses Rancilio espresso machines to increase their drive-up business.

EVENTS

- 59 ALI UNIVERSITY FOR CONSULTANTS**
Consultants from all across North America gather for information sharing.
- 60 HOST MILAN SHOW 2015**
A worldwide trade fair is a showcase for the Ali Group companies.



50

INNOVATION

- 66 SMALLCAKES AND CARPIGIANI**
Ice cream made with Carpigiani machines is a perfect match for Smallcakes' cupcakes.
- 68 MENUMASTER AND PRIMROSE SCHOOLS**
The ACP Menumaster Microwave saves time and money at Primrose Schools.
- 70 CUSTOMIZED SOLUTIONS FOR SETON MEDICAL CENTER AUSTIN**
A new meal-delivery system and Aladdin equipment help a hospital increase patient satisfaction scores.
- 72 ICE-O-MATIC'S GRANDE CUBE MAKER**
The new Grande Cube Maker provides a wide variety of ice sizes.

- 74 THE BURLODGE MULTIGEN**
Changing the way people think about meal-delivery systems.
- 76 CMA'S NEW EST FRONT LOADER**
The new EST Front Loader from CMA Dishmachines is compact and reliable.
- 77 MOFFAT MEANS CONVENIENCE FOR PETE'S**
A Moffat convection oven makes breakfast delicious at Pete's.

ALI GROUP WORLDWIDE

- 78 AROUND THE WORLD**
Worldwide news round-up
- 86 OUR BRANDS**
Ali Group's sector expertise
- 88 CONTACT US**
Ali Group contact information across the globe

“The most reliable way to forecast the future,” said American futurist and author John Naisbitt, “is to try to understand the present.” Anticipating tomorrow’s success by concentrating on the small details of the present is something Ali Group founder and chairman Luciano Berti has come to fully appreciate, having spent 52 years at the helm of the business.

“Concentrating on the short-term means being able to adapt day-to-day,” he says. “You have to think long-term but also consider the small details of the present. It is like trying to cross a river. You need to keep looking at the other side of the river, but you must also focus on keeping your balance on the stones beneath you. Sometimes you need to take a step back, or sideways, to keep your footing. But in business, as in life, it is important to look ahead and push boundaries. That’s the beauty of life.”

The Ali Group vision for the coming years is to further grow the Group, add great brands to the portfolio, attract more talent and expand globally. Growth is intrinsic to the Ali Group’s nature. In an ever-changing and ever-expanding foodservice environment, to be successful a company must look forward, not backward. Solutions that worked decades ago may not work today, and even today’s successes always need to be examined to find ways to improve. That constant striving for improvement is one of the foundations of the Ali Group’s success.

Luciano Berti’s son Filippo is perfectly positioned to manage as head of the company’s North American operations. For Filippo Berti, who manages the Ali Group’s brands, manufacturing plants and 3,600-plus employees in North America, the global foodservice industry is set for further change in the next five years, despite not being the most “fast-paced” of sectors. “It’s still very fragmented on the manufacturing and the distribution side. In some markets, though, we are experiencing consolidation trends at both ends, especially in mature markets, while Asia and the Middle East are seeing new players coming to the game. There are now more players in competition and I think we are likely to see more consolidation at the top of the sector. One of the bigger players could become significantly bigger,” he says.

2020 VISION

*The Ali Group’s executive
management team of **Luciano Berti**
and **Filippo Berti** outline their
five-year plan for the company.*



Ali Group's Filippo Berti and Luciano Berti balance long-term planning with a day-to-day flexibility.

According to Luciano Berti, external economic factors will continue to impact the industry, particularly in Europe. “The long recession still isn’t behind us. It is hard to say if we will have a full recovery in the next five years, but something’s got to give. For the economy to become stronger we need a stronger Europe. The handbrake is still on because of the political situation, but Europe is still a top tourist destination where entrepreneurs are innovative and willing to take a risk.”

Asia is of critical importance to the Ali Group in the near future, although individual political and cultural differences may make the road to success in that area sometimes rocky.

“Metro is an absolute global leader in its product category. It has strong penetration with chains and great potential for further development within the Group.”

—Filippo Berti

Closer to home, the North American sector is far from stagnant. While some of the larger chains may be at the point of maturity, there are new, forward-thinking chains sprouting up constantly. These chains may offer fare that is lighter or healthier, or serve up previously unexplored ethnic cuisines. Furthermore, both newer and more established foodservice operations are reexamining their use of technology to cater to today’s time-crunched, tech-savvy customers front of house and to improve efficiency back of house.

Creating innovative products for these markets is what the Ali Group is all about, says Filippo Berti. “We are increasingly manufacturing products with more technological content and innovative features,” he says.

In order to assess the appetite in the market for innovation, Ali Group stays close to those in the most influential and important industry segments in foodservice. “We listen to consultants, distributors and end-users. We take the pulse of the market and adapt to it,” says Filippo Berti. The Ali Group’s long-term forecasting

The Ali Group vision for the coming years is to further grow the Group, add great brands to the portfolio, attract more talent and expand globally. Growth is intrinsic to the Ali Group’s nature.

is easily adjusted to changes in the market. But the company firmly believes that flexibility is important to the Ali Group’s overall success, giving each business the independence it needs to grow in its individual market.

One of the key reasons Ali Group has achieved profitable growth is through the acquisition of selected brands that are very specialized and are experts in their fields. “We recently completed a new acquisition for the Ali Group portfolio,” says Filippo Berti. “InterMetro (Metro) is an American company that, for more than 85 years, has been the world’s leading manufacturer of storage and transport equipment in foodservice and commercial markets. Metro is an absolute global leader in its product category. It is a brand known globally, with a direct presence in Europe, the Middle East and Asia, besides the U.S. It has strong penetration with chains and great potential for further development within the Group.”

The core strength and values for the Ali Group come from Luciano Berti, says his son. “My father is a titan of the industry,” Filippo Berti says. “His knowledge, fairness and dedication have set the standards for everyone in the Ali Group. Working with him is a daily education. He is the best teacher anyone could have.”

Ali Group is in superb shape to face whatever is on the horizon in large part because of the tone set by its founder and chairman. And with Filippo Berti at the helm, the Ali Group is poised for continued growth in the years ahead.



IN HIS OWN WORDS: LUCIANO BERTI ON FILIPPO BERTI

“Since Filippo joined Ali Group in 2008 he has proven to be a dynamic, discerning manager, well respected by his team.

“While our personalities are different, constant collaboration helps keep our objectives aligned. Filippo has shown himself to have vision and a great sensitivity to the market. He is able to foresee the evolution of the business and is quick to grasp the opportunities the market has to offer.

“Filippo pays attention to the numbers but is also able to read the reality behind the figures. He knows how to listen, which for me is one of the most important qualities. He is able to give direction to our managers while at the same time leaving them free to act as entrepreneurs.

“Filippo has a passion for the world of foodservice, but most of all he loves the personal relationships that the business allows him to build. He has traveled the world and lived in different countries. He is truly a citizen of the world. That is why he is ideal for a global company such as Ali Group.

“I have done my best to give Filippo direct experience in the field and to see the many different aspects of our business, so that he can learn first hand and develop confidence in his own expertise. I have always shared my views about business, but it is a two-way dialogue. His observations are always stimulating. I hope I have made a contribution to Filippo’s professional growth and to who he has become today.”

Creative, exciting dishes are served up at Mandarin Oriental, Las Vegas, driven by Executive Chef David Werly, with the help of Ali Group company products.

Dining Elegance at Mandarin Oriental, Las Vegas

The Asian-inspired
MOzen Bistro.

Hotels in Las Vegas are among the most exciting and elegant in the world. And when it comes to top-of-the-line hotels in Las Vegas, few can match Mandarin Oriental, Las Vegas. Part of the worldwide Mandarin Oriental chain, the hotel has 392 rooms and suites, ranging from standard suites all the way up to the sophisticated and stylish 3,100 square-foot Mandarin Suite. Additionally, there are a number of exclusive private residences atop the hotel.

A hotel this elegant demands exceptional foodservice, 24 hours a day, 365 days a year. Executive Chef David Werly oversees the restaurants at Mandarin Oriental, Las Vegas. “Our fine dining restaurant, Twist by Pierre Gagnaire, is very high-end French cuisine,” Chef Werly says, adding that Gagnaire has earned three Michelin stars in France. “We also have an Asian bistro called MOzen. There we do American favorites and Asian favorites. We serve breakfast, lunch and dinner there as well. We also have a Pool Café and restaurant where we serve American favorites, but we try to be on the healthy side,” he notes. Chef Werly oversees room service for the entire hotel and for the hotel’s residences as well. “We have about 200 residents who live with us,” he says, and the residents also have access to the hotel’s foodservice offerings. The hotel’s banquet facilities and employee dining room also come under Chef Werly’s command.

Obviously, the demands on the foodservice staff at Mandarin Oriental, Las Vegas differ from those of a traditional restaurant, and it all starts in the morning. “Check-in really happens from the middle of the day throughout the evening,” Chef Werly says. While some guests will experience the hotel’s restaurants right after checking in, for many the following day’s breakfast becomes their first exposure to the hotel’s foodservice. “I think breakfast time is the most important to us because it’s the first impression you’re going to give for the overall culinary program. That’s what’s going to trigger the guests to book one of the restaurants in the evening. It’s not the same when you work for a restaurant because the most important meal is usually the dinner or the lunch, depending on the clientele. It doesn’t matter if you’re business



A hotel this elegant demands exceptional foodservice, 24 hours a day, 365 days a year.

or leisure, you’re going to judge us through our breakfast.”

The fact that the hotel operates multiple concepts under one roof represents another way this operator segment differs significantly from traditional restaurants. Where an average restaurant has only one concept, “in a hotel you can have many different concepts of restaurants, and you have to be able to switch between one and the other,” Chef Werly says. “It’s going to take a different approach on the conceptualization of the menu, the way you organize yourself and the way you’re going to look at resources in the kitchen.”



Mandarin Oriental's elegant ballroom can accommodate up to 400 guests.



CREATING MAGIC AT MANDARIN ORIENTAL, LAS VEGAS

Executive Chef David Werly's career has taken him around the globe

The guests at Mandarin Oriental, Las Vegas enjoy the culinary magic Executive Chef David Werly creates on a regular basis. What they don't see, however, is the lifetime of hard work, rigorous training and valuable experience behind each dish that the chef creates.

As with many chefs, Chef Werly found his love for food early in life. As a child growing up in northeast France, he created desserts for his family. Soon thereafter, he went to École Hôtelière de Strasbourg (France) for four years of culinary training. Then he was off to Paris to spend a year working at famed chef Gaston Lenôtre's three-star Michelin-rated restaurant, Le Pré Catelan. His next job found him working as private chef for the French Minister of Industry and following that was a stint at the legendary Ritz Hotel in Paris.

A list of the high points of Chef Werly's career would be as long

as one of his delicious menus. He opened Le Cirque in Mexico City and reopened the New York Le Cirque. He earned a Michelin star and Five-Diamond AAA rating during a stint at Le Cirque at the Bellagio Hotel in Las Vegas. After he became Executive Chef in charge of Food and Beverage at the Setai Hotel in Miami, the hotel's restaurant was named one of the top 10 hotel restaurants in the world in 2011 by *Hotels* magazine.

To Chef Werly, any successful chef has to be a team leader as well. “If you're a chef, you have to be someone who likes the human relationship,” he says. “You will determine your success by your capacity of being able to work with a team, drive a team and be a leader.”

Chef Werly knows that no good chef works alone, and he says that the most enjoyable part of his job is the fact that he “comes to work with a team of people who are on the same page and want to do the best job they can. And do it with a smile and with a dynamic approach where we want to be the best at what we're doing. We challenge ourselves on a daily basis.”



The intimate Tea Lounge provides a respite from the hustle and bustle of Las Vegas.



The Pool Café serves up delicious cuisine al fresco.



Other Ali Group products are helping Mandarin Oriental, Las Vegas make their meals. See page 15, for details.

Those resources obviously include equipment, such as refrigerators. “When you are producing for 500 people on a daily basis you’re going to look for refrigeration where you’re going to be able to push a full cart inside. It’s a very different concept from equipment for a restaurant,” he adds.

Last year, the hotel went through an upgrade of its refrigeration equipment, so Chef Werly had to examine his options. He started discussions with three major brands, two of which already had significant penetration in the Las Vegas market — and Victory Refrigeration. “I worked in New York,” says Chef Werly. “You can find Victory more often there.”

What first attracted Chef Werly to the Victory products was the appearance. “I looked at how good looking the product is. That’s the first impression. Victory did a very, very good job with the design.” But flexibility was equally important for the chef, who was also looking for refrigeration that would give him “the capacity of adapting to every need that we’d have in the future. If I bought for my banquet operation and wanted to use it as well in the restaurant, do they offer flexibility? And they did.”

Just like every other operation, being environmentally conscious is important to the hotel. Chef Werly calls Victory “more green in their approach with refrigeration because we’re using refrigeration that’s cooled with water. That’s a greener option and not many companies offer that. Victory offered that. That was a very, very important aspect for me.” Along with that, Victory offered energy-efficient features. “Energy efficiency was very important to me. The fact that the light inside of the refrigeration is LED — that’s saving a lot of energy. Not only was Victory really focusing on being high-end, but it was adapting to the 21st century needs of a new refrigeration system.”

Werly selected a variety of Victory refrigeration and freezer units, including a reach-in Dual Temp Cabinet, a roll-through Refrigerator, a roll-in Refrigerator and a roll-in Freezer, all in the ULTRASPEC™ Series. Additionally, he chose three side-mounted worktop refrigerators.

For Chef Werly, the SecureTemp 1.0™ monitoring program offered by the Victory refrigerators helped him eliminate a third-party monitoring service he was using previously. SecureTemp 1.0, the industry’s first and only temperature monitoring solution with no software or monthly monitoring fees, is standard on all Victory models. “The fact is that Victory was providing a system that is quite easy to set up, allowing me to have electronic monitoring for the refrigeration that I just installed. That

FAST FACTS ABOUT MANDARIN ORIENTAL, LAS VEGAS

Opened **DECEMBER 4, 2009**

NON-GAMING hotel

47 stories

392 guestrooms and suites

335 guest rooms decorated in a chic, contemporary style

57 SUITES ranging in size from 850 square feet to 3,100 square feet

LOCATED ON LAS VEGAS BOULEVARD, The Strip, at the entrance to Las Vegas’ CityCenter

SKY BRIDGE TO CRYSTALS RETAIL and entertainment district

27,000-SQUARE-FOOT spa and fitness center

12,000 SQUARE FEET of function space

7,650-SQUARE-FOOT ORIENTAL BALLROOM with floor-to-ceiling windows and dramatic views of The Strip

FOUR RESTAURANTS: Twist by Pierre Gagnaire, MOzen Bistro, the Poolside Café and Tea Lounge, as well as the Mandarin Bar

LEED® GOLD CERTIFIED by the U.S. Green Building Council (USGBC)

“In a hotel you can have many different concepts of restaurants, and you have to be able to switch between one and the other.”

—Chef David Werly

THE FEATURE-PACKED VICTORY ULTRASPEC™ SERIES

It's no wonder Mandarin Oriental, Las Vegas chose the Victory ULTRASPEC™ Series, with all these standard product features:

- Exclusive **SecureTemp 1.0®** temperature monitoring
- Expansion valve technology
- Santoprene door gaskets with two-year warranty
- LED lighting
- Dual-speed, energy-efficient EC motors
- 20-gauge, stainless steel doors
- Stainless steel breaker strips
- Full electronic control
- Coated coil located outside of the food zone
- Stainless steel hinged, lift-up grill
- Heavy-duty door handles with cylinder locks
- Three-year parts and labor warranty with an additional two-year compressor warranty

Standard on all Victory refrigerators, the unique SecureTemp 1.0 technology is the only temperature monitoring solution in the industry that does not require expensive software or monthly monitoring fees. It provides instant notifications when equipment is not maintaining temperature (such as in a power outage, cabinet failure or open doors) or requires preventative maintenance. It is HACCP compliant and meets NAFEM's data protocol. Also, it's available as an option to monitor other units such as walk-ins, dish machines and ice machines.



"Providing Victory ULTRASPEC products, featuring our exclusive SecureTemp 1.0 technology, brings peace of mind to Mandarin Oriental, Las Vegas. We are proud to be part of this project and to work not just with David and his team, but with our manufacturer's rep, Greg McIntosh of Lund-Iorio, Inc. and Jim Barks of TriMark Raygal, our dealer," says Jennifer Ward, Senior Vice President of Sales and Marketing for Ali Group North America – Refrigeration Division.

"The fact is that Victory was providing a system that is quite easy to set up, allowing me to have electronic monitoring for the refrigeration that I just installed."

—Chef David Werly

should help me save some money in the long run by getting rid of this system that I purchased separately."

However, the people behind the refrigerators were just as important to Chef Werly. After meeting the Victory team, the chef felt that the "company was really oriented toward high-end refrigeration. Then I met the people and I have to say that I like to do business with people I've come to appreciate. I feel like we're going to be able to work together. That was really the overall feeling from the Victory team when I met with them."

The follow-up after the sale has been just as impressive to the chef, particularly because he feels the Victory team listens. "I've seen many

of the higher-ranking Victory reps come in to speak with me and check on the install to see how it looks. As we speak, we're still working together to find a couple of solutions with some of the designs. I'm very pleased with the fact that Victory is still very open to listening to the professional who is using the product."

Chef Werly feels that the relationship between Victory and Mandarin Oriental, Las Vegas is mutually beneficial. "Everybody has been extremely helpful. The Victory management and sales team are willing to work as a partner and to put the best product out there for Victory and for me as well. It's a partnership and I really like it."

(Right and below)
The CMA Dishmachines
GL-X Chemical Sanitizing
Glasswasher hard at work
at Mandarin Oriental.



(Above) Sturdy Super Erecta
Shelving helps keep the
hotel's kitchen organized.

(Left) MetroMax Q
Shelving handles
all types of
storage jobs.

MORE ALI GROUP COMPANIES AT MANDARIN ORIENTAL, LAS VEGAS

Victory Refrigeration isn't the only Ali Group brand that can be found at Mandarin Oriental, Las Vegas. Some of the other products from Ali Group companies seen in Chef Werly's kitchen include:

The **Edlund KSS-5050 Knife Sanitizing System** provides a complete method of liquid sanitizing, air-drying and storage of knives. The liquid sanitizing tank allows for submersion of the entire blade, thus ensuring complete sanitizing. The built-in knife rack provides air-drying and safe storage of knives. This system eliminates cross-contamination and results in providing a safe food product to the consumer.

The **CMA Dishmachines GL-X Chemical Sanitizing Glass Washer** can handle up to 30 racks per hour, using only 1.7 gallons of water per cycle. Its upper and lower rotating wash arms guarantee excellent results and all stainless steel construction means long life and years of trouble-free operation. The "works in a drawer" design attaches all the electrical components to a sliding drawer for easy access and service.

Metro's **MetroMax Q®** Shelving features removable polymer shelf mats with epoxy-coated frames. Quick-adjust shelves allow the shelving units to be reconfigured without tools. The vented mats allow for light and air penetration, and are easily removed for cleaning by hand or in dish machines. **Super Erecta® Shelving** is the original, post-based adjustable shelving system. Easily configurable for stationary, mobile or wall-mount applications, Super Erecta shelving can hold up to 800 lbs. of weight per shelf, and is available in a variety of finishes or stainless steel.

*Tips from the experts on
using social media effectively.*

SECRETS FOR USING

Social media is here to stay. We all know that. But with so many platforms out there, how do businesses a) navigate the social media landscape, and b) get the most value out of their activity? For a niche community such as the foodservice equipment industry, deriving value from social media becomes an even greater challenge.

“When speaking at conferences, I often get asked, ‘Can social media help us to reach new clients or sell more products?’” says Karen Fewell of the full-scale marketing firm Digital Blonde. “Social media on its own isn’t the answer and there certainly isn’t a magic

solution to make social media work. But what will work is creating useful, interesting and informative content that can be used across a range of marketing channels.”

While it’s certainly possible to buy ads on Facebook, Twitter and other feeds, which will draw visitors directly to your website or product releases, generally businesses find more benefits through the indirect benefits of social media.

“Social media can be a great research and networking tool,” says Andy Crestodina, co-founder and strategic director of Orbit Media Studios, a web design and interactive marketing agency in Chicago. “People buy from those they

know, like and trust. When you build relationships with trade associations, magazines and other gatekeepers for different audiences, it’s a way to be known, liked and trusted.”

Businesses and professionals can take “hundreds of little actions” to build their connections and audience online, from following others that follow you, to answering questions, joining groups and more. Here are some top tips from Fewell and Crestodina to get the most out of your social media platform.

Make Your Presence Known

Even if you’re not currently active in a social network or don’t plan on becoming very active, at least create a profile on different social media sites.

“Social media profiles often rank high in search engines, so claiming a presence

in each social network is a way to dominate the first page of Google when people search for your name or business,” says Crestodina. Always include your website on these sites to draw visitors back to your main page.

Make sure the profile is complete, and yes, that includes an updated photo. “There is nothing worse than looking at someone’s LinkedIn profile and there’s no photo — it begs too many questions.” Filling out a profile doesn’t have to be difficult; create a Twitter bio that describes what you do in a basic way, Crestodina says. Use the same profile photo for multiple sites, if desired. And consider “call forwarding”: don’t be afraid to mention on Twitter that you’re more active on LinkedIn and direct them there.

SOCIAL MEDIA

in the Foodservice Equipment Community



Consider LinkedIn

As Facebook becomes more of a personal space and Twitter continues to disseminate information 140 characters at a time, many equipment companies and professionals — and businesses in general — turn to LinkedIn as a place to network and connect with others, market their products and services, and ask and respond to industry-related questions.

“Generally speaking, LinkedIn is better for B2B, while Facebook is better for B2C,” says Crestodina. “While the way in which businesses use social media differs, there are two main ways to use these platforms: to promote products and services directly, or to research and network with influencers.”

The easiest way to build an audience on LinkedIn is to make 500 connections and join groups. Search groups for “foodservice,” and use the filter icons to identify which groups you might join. Then, ask and answer questions, connect with others and build relationships with those in and running the groups. “Some of those people have access to wider audiences,” says Crestodina. “This is called influencer marketing.”

When polishing your profile, use keywords that will help others find you in searches through LinkedIn and Google, Crestodina suggests. Foodservice, restaurants, equipment, sales and service are top word searches.

Also, try to get about five recommendations — from colleagues, clients, customers and others — for your profile, which helps build credibility. The easiest way to get these is to write recommendations for others.



Andy Crestodina
Principal, Strategic Director
www.orbitmedia.com

They, in turn, might feel compelled to do the same for you, Crestodina says.

Listen and Research Influencers

“It’s not what you say, it’s how you listen.” This is one of Fewell’s favorite phrases, and especially when it comes to social media.

“Discover what chefs, operators and consultants think, and use this information to grow your business.”

Social media, particularly Twitter, can provide up-to-date information on trends, equipment, events, new products, producers and suppliers on a wide range of areas for the hospitality industry.

“Listening” to Twitter and LinkedIn group feeds can also help you understand your target audience,” Fewell says. “Too often I get told, ‘we need you to create us a Twitter strategy,’ and when I ask them why they need one it’s very rare they know the answer. First of all, understand why you are using a social channel and what you want to achieve, be aware of how your customers behave and then create your strategy.”

Connect and Network

Bridge the gap from listening to building your network by becoming an expert, says Crestodina.

Connecting with others by answering questions posed on Twitter and LinkedIn, as previously mentioned, is a start. But then use those answers as the basis for forming good content on your site and also as you post on social media.

“You could easily create a quick roundup article or other content for your website or other platform by publishing your answers to top questions in the industry,” Crestodina says.

Fewell agrees. “Social media should be about human to human,” she says. “Social media should not be used to put out lots of sales messages. It should be used to share stories about your business, the industry and the work that you do. These stories must engage your target audiences. Each piece of content, whether it’s a blog, infographic, video,

podcast, Slideshare, image or white paper may be shared on Facebook or tweeted. However it can also be used by your sales teams, in brochures, on your website, in email newsletters and presentations.”

Even when networking in-person, social media can help leverage those connections. Twitter hashtags can help locate people attending the same event as you and assist in starting a conversation around that particular conference.

Back in the day, all we had were trade show conferences and phones when it came to networking. Nowadays, we have so much more, offline and online. And we seem to have moved past getting caught up in monetizing, quantifying or even justifying social media activity.

“Don’t get caught up in sharing metrics,” says



Champion

CHAMPION: A CASE STUDY IN SOCIAL MEDIA

In today’s social media-conscious world, it’s essential for a company to have a focused social media strategy. Champion Industries embraces social media because doing so completes its online footprint and brand strategy by connecting with plugged-in audiences on a three-way social platform. As one component of a public relations strategy, social media can propel a brand to “top-of-mind” status with engaging and relevant content, including photos, videos, articles and more.

Champion uses social media to tie in with and highlight its PR efforts. For example, the company thanked and tagged *Foodservice Equipment Reports* magazine for including Champion in the recent glass washer piece they published. The post also links the magazine article so with just one click, viewers can learn more about Champion glass washers from a respectable third-party source.

Sharing award recognition can be another valuable use of social media. Champion used a post to raise awareness of its KI (Kitchen Innovations) award-winning Foodwaste Reduction System and showcase the booth where it could be found at the National Restaurant Association’s Restaurant, Hotel-Motel Show.

Leveraging social media efforts with business partners or corporate parents can have benefits for both parties. Recently, Champion shared an Ali Group post of an event it was involved in as part of the Ali Group companies as a whole. It brought recognition to both the Ali Group and to Champion simultaneously and raises recognition for both brands.

Finally, social media can be a worthwhile tool for showing company interaction and involvement. Another

of Champion’s social media posts showcased its involvement in one of the largest foodservice equipment shows in America. This raises brand awareness and shows the company’s activities in foodservice. Posting relevant articles on social media can help spread a company’s message but it is important to know what subjects followers may be interested in. While one of Champion’s posts did not directly mention any of its equipment, it did speak to time-sensitive Mother’s Day dining-out statistics. The more dining out, the more dishes; thus, the more restaurants need Champion equipment.

Social media can propel a brand to “top-of-mind” status with engaging and relevant content, including photos, videos, articles and more.

What are the pitfalls to using social media? Mishandling social media is just like mishandling a speech or an interview, but on a worldwide scale. Users have to know the rules of engagement and expectations of followers on social media. If users mishandle the microphone, they come across as disconnected, distant and superficial. Instead of propelling their brand, they unintentionally damage it. The foodservice industry is a great fit for social media because it’s constantly changing and is extensively creative. Social media is a great venue to share ideas and innovations and it’s also useful for fostering positive and engaging conversation.

Crestodina. “They don’t correlate to website traffic.”

Rather, social media should, and is just another way to, build your own “brand” and credibility as well as relationships, and even friendships. Because that’s what the equipment business is all about, after all.

SELECTED ALI GROUP APPS

The **CMA** app provides dealers and end users sales and service information in the field. The app features include manuals, diagrams, parts, installs and sales. Available for iOS and Android.

The **GENNI** app from Electro Freeze helps operators manage soft-serve assets across the store in real time. Available for iOS and Android.

The **MYGELATO** app from Carpigiani helps consumers find gelato stores with Carpigiani machines. It also allows them to send a voucher for a free gelato to a friend. Available for iOS and Google Play.

The **TEOREMA** app from Carpigiani allows end users to monitor Carpigiani equipment in their stores wirelessly and tell at a glance in real time the past and current operating condition of the machine.

Rancilio Group’s **SNAP&SHARE** is a QR code-scanning app that can be used to download the main parameters of a coffee machine, including beverage counters, recipe settings and diagnostics, and share them by mail. Available for iOS.

FEEDING GENERATIONS

What happens when you add the success of the Food Network with the ubiquitous digital world? You get food-focused, knowledgeable and highly informed consumers not afraid to ask for what they want.

And we're not just talking about Millennials. Consumer behaviors have changed across all generations over the past few years, thanks to more exposure to better, bolder food and food tastes and preferences becoming more sophisticated and specific.

Regardless of their demographics, all consumers share one common preference: a desire for top-notch food quality and freshness, even over value and speed. Still, different generations tend to have their own characteristics when it comes to more drilled-down food preferences. While not everyone takes a cookie-cutter approach to their food choices, research firms, operators and consultants have identified noticeable patterns. From Generation Z to Y to X and Boomers, here's a look at what they want, and how the food industry can and has responded.

Generation Z and College/University Millennials

Generation Z, which includes people aged 21 and younger, made up 12 percent of the total population in 2014 and includes many high school and college/

When choosing a restaurant, Gen Zers place the **HIGHEST IMPORTANCE** on low prices, overall value and convenience.

university students, according to Technomic. Many of its members do not know what life was like before the Internet, making it the first truly "digital generation," according to Sara Monnette, Senior Director, Consumer Insights & Innovation at Technomic.

When choosing a restaurant, Gen Zers place the highest importance on low prices, overall value and convenience. Out of all the generations, this segment values fast service as most important, according to Technomic. College-aged Gen Zers also eat at all times of the day — and night. And many have specific preferences and requirements when it comes to diet and meal plans.

At the University of Denver, Ira Simon, Sodexo's resident district manager, makes it a point to reach out to students and leaves the door wide open for them to make comments and suggestions about the food. "One thing I started seeing on the online comment cards is the opportunities we were missing for late night dining and more options for quick lunches and weekend meals," he says.

For example, the university updated one of its residential retail outlets, which now provides dining service until 10:30 p.m. This provides students a place to grab a bite after most dining halls close.

Carolyn Ruck, principal of Ruck-Shockey Associates, recommends highly flexible, mobile equipment for her college/university clients — think: fewer stations, more flexibility. "Having that kind of model gives you a lot more flexibility to change out your menu and operating mode and get students in and out faster with a scattered setup," she says.

Most schools don't replace equipment often, so staff has to be able to easily move the pieces as food preferences change over time. Some pieces of cooking equipment that can contribute to menu flexibility include plug-and-play flattop grills and planchas, combi ovens and flexible stovetops with removable burners that can be replaced with woks and countertop pieces. And, with the exception of the countertop items, everything should be on wheels.

When it comes to the food, pizza and burgers still have universal appeal among Gen Zers, according to Technomic. But those pizzas and burgers have to be higher quality and authentic. Many colleges now have powerful, gas-fired pizza ovens with an aesthetic, dome-like look so they appear like a wood-burning oven.

GENERATIONS DEFINED

The Baby Boom Generation:
born 1946-1965

Generation X:
born 1966-1976

The Millennial Generation (or Generation Y):
born 1977-1992

Generation Z:
born 1993 to 2001

(Source: U.S. Census/Technomic)

To offer more wholesome, nutritious offerings, some colleges now feature fresh markets for their retail setups in which they can sell prepared food as well as fresh fruits and vegetables for students to eat on the run or take back to prepare small meals in their room. This means the back of the house requires more prep space for fresh vegetables as well as enhanced refrigeration.

And technology has become important in the dining hall and for supporting a more nutrition-focused program; menu postings with barcodes or QR codes allow students to scan their smartphones in order to look up and track calories and other nutritional information.



Millennials (Generation Y)

While Boomers still make up the largest group of U.S. citizens, Millennials (ages 22 to 37 years) came in second with 29 percent of the population in 2014, according to Technomic. But they're becoming the largest and most powerful group of dining and food consumers. That's because those college students grew up, and now as working adults, they happily spend their money at restaurants and other foodservice outlets.

According to Technomic, 41 percent of Millennials report purchasing food away from home at least twice a week, more than Gen Xers at 38 percent and Baby Boomers at 37 percent. And, a larger proportion of Millennials do so from full-service restaurants, where they enjoy ambiance, craft cocktails and high-quality food.

41 percent of Millennials report PURCHASING FOOD AWAY FROM HOME at least twice a week.

In fact, Monnette says, restaurants tend to be very social places, especially for Millennials, "more so than for other groups. This is where they gather. They look to restaurants to provide an experience, not just a meal. The value they get from restaurants is as much about the atmosphere as it is about the food."

Millennials are more open to ethnic foods and seek variety in their foodservice choices. "Millennials find greater value in menu variety and uniqueness," says Monnette. But above all else, higher-quality fare remains important.

Many Millennials in their 20s and 30s are heavily embedded in the workforce, and as a result, business and industry foodservice operators have made changes to cater to this growing group and compete with outside restaurants for business.

Microsoft responds to this by offering made-from-scratch meals with many locally and sustainably produced foods. The company's foodservice department even helped install aeroponic towers into three of its cafés for lettuce, tomatoes and other vegetables grown on-site.

"We are in the middle of an ingredient revolution and people want to know where their food came from," says Mark Freeman, foodservice director at Microsoft.

"The days of having a servery with stations you walk through are over for us," Freeman says. "We got rid of the walls and have islands in the dining room to create more of a grazing atmosphere and that opens up all the kitchens to the main area."

As with Gen Zers, technology and mobile ordering is also important to Millennials. "We infused technology throughout the space with cashier-less stations and kiosks where customers can order and pay," Freeman says. "Once the order goes to that portion of the kitchen, the kiosk will show where your food is in the queue and a green light will signal it's done. That allows the customer to roam around and get a drink and silverware and whatever else."

Schlotsky's, in its recent redesign, caters to Millennials with its integration of new technologies. The chain

collaborated with a satellite music program that allows in-store customers to request different songs via a smartphone app, similar to a wireless jukebox. The song titles — and even the customer's photo and mini-profile — display on a flat-screen monitor that can integrate with social media feeds.

"We also use this system to connect with the guest and send them messages about specials or promotions or just thank them for coming in," says Nicholas Paruch, director of development. "Millennials are so tech-savvy, so this is just another way we feel we can be relevant to that group."

Generation X

The lines between Millennials and Gen Xers (loosely defined as 37- to 55-year olds or those born between the 1960s and 70s) continue to blur as both place high importance on food quality, the ability to customize and craving satisfaction. And even though Gen Xers are not "mobile natives," meaning they remember life without smartphones and the Internet, many have taken to technology and social media in strong ways.

While younger generations are more likely to change their foodservice choices, Gen Xers tend to remain more brand loyal, so quick-serves continue to see strong business from this group, even though it's the smallest at 14 percent of the population clocked in 2014 by Technomic. While they visit restaurants less often than younger generations, they visit fast food and

Gen Xers tend to REMAIN MORE BRAND LOYAL

casual dining restaurants more often than Generation Zers. And, burger chains represent three of the five most frequently visited chains among Gen X consumers, Technomic reported. Brand-loyal Boomers also frequent fast-food chains, with eight out of ten having reported visiting one at least once a month or more often.

Gen Xers report that taste, order accuracy, convenience and speed of service are vital for takeout or delivery occasions, and they place higher importance on convenient locations than younger generations do.

Foodservice operators that can "win" with Gen Xers, according to Technomic, offer indulgent items Gen Xers can feel good about, meet varying consumer needs, and establish a strong balance between value, quality and convenience.

Gen Xers also have the highest percentage of kids in the household, according to Technomic. Even as Millennials age and start families, many restaurants and quick-serves have catered to this to develop kid-friendly menus and seating arrangements.

Baby Boomers & Retirees

Baby Boomers still make up the largest group at 44.7 million people and 34 percent of the population, as reported by Technomic in 2014. In fact, this group grew by 3.6 percent year-over-year in

2013. That means the oldest Baby Boomers have and are now becoming seniors.

As Baby Boomers age, many on the elder side of the spectrum have forgone the hospital-like senior living centers of yesteryear to move into CCRCs — Continuing Care Retirement Communities. These residential and lifestyle complexes combine the best of independent living with on-site restaurants, entertainment and other amenities as well as a health-care component. Connie Dickson, principal at Robert Rippe & Associates, who has worked with many CCRCs, says these complexes also help Baby Boomers as they continue to age and might need more assisted living.

"The standard in terms of foodservice for most senior living facilities was a formal dining room and the residents got one meal per day as part of their plan," Dickson says. "Dinner was a dressing-up occasion — some facilities even required jackets for men, and you often saw a hot

food line and a salad bar." But those days are almost over.

Nowadays, modern CCRCs cater to seniors more than 65 years of age showing few signs of aging and wanting an exciting, social place to live and eat as well as one that offers healthy, whole-some food.

As such, CCRC kitchens tend to be larger and set up more like a hotel or resort kitchen that can support multiple meal periods and venues, including full-service dinner restaurants, casual cafés, poolside dining and retail outlets. Redesigned dining rooms offer a more casual but contemporary environment.

Foodservice areas at CCRCs also cater to special events like birthday parties, anniversaries, receptions and more, says Dickson.

The food quality is stepped up, too; with many children falling in the Gen X group, they want to be sure their parents are well-fed and that their special diets or other nutritional requirements are met.



MILLENNIALS A BOON TO HEALTHCARE EMPLOYERS

Customer satisfaction ratings have become critical to hospitals as a result of the Affordable Care Act, so healthcare operations should mine the Millennial generation for employees. That's the opinion of one hospitality expert, who feels Millennials have a lot to offer as staff in healthcare foodservice settings.

"Most of the higher-ranking employee positions now are filled with Baby Boomers nearing retirement," says Sandra Sydnor, PhD, associate professor of hospitality and tourism at Purdue University, who has made presentations about recruiting this younger generation for foodservice work. "It's important to figure out how to attract this workforce to leverage the tech-savvy nature and creativity of Millennials."

Millennials naturally embrace healthy eating and nutrition apps, many of which have been adopted by healthcare facilities. And many have just graduated from culinary schools so they are able to bring a fresh, creative approach to healthcare and other forms of foodservice.

Metro Joins the Ali Group Family

The latest addition to the Ali Group is Metro, world leader in the manufacturing of shelving, storage and transport equipment.



InterMetro Industries Corporation headquarters in Wilkes-Barre, Pennsylvania.



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

Continuing its practice of adding “best-in-class,” high-performing companies to its portfolio, the Ali Group acquired InterMetro Industries Corporation (Metro) in September 2015. For more than 85 years, Metro has been an industry leader in storage and transport products. Headquartered in Wilkes-Barre, Pennsylvania, Metro manufactures a wide variety of products aimed at the foodservice and healthcare segments, ranging from wire shelving and heated holding cabinets to automated medication dispensing equipment and emergency carts.

Ali Group North America Chairman and Chief Executive Officer Filippo Berti explains why the Metro acquisition makes sense for the company.

Why the decision to purchase Metro?

The Metro brand name is widely recognized as the gold standard in superior service and product quality, reliability and performance. Metro is the market leader in storage and workflow optimization solutions, an area where the Ali Group currently has a small presence.

They have long-standing partnerships with many leading U.S. chains and key channel partners. Being part of the Ali Group, their presence in the international marketplace has a very high potential for further growth.

Metro has a very strong, continuous financial performance driven by its unique

ability to provide fully integrated solutions and a very seasoned management team with a proven track record.

What does Metro add to the Ali Group portfolio of companies?

The Metro acquisition is strategically important to our Group as it strengthens our position as leader in the global commercial foodservice equipment industry. Metro’s leadership in the storage solutions sector opens new opportunities for the Ali Group and adds a new dimension to our ability to serve the foodservice equipment market.

The addition of very strong and well recognized brands to those of the Group increases the Ali Group’s global presence and visibility.

Metro has strengths in the field of healthcare. How does Metro add to Ali Group’s existing healthcare offerings?

Metro offers an unmatched breadth of healthcare products, including storage systems, carts and workstations. The addition of Metro’s product line will strengthen Ali Group’s commitment to offering one of the most complete product portfolios in the industry. Also, Metro’s strength in the healthcare field brings opportunities to introduce other Ali Group brands into this important segment.

“The Metro brand name is widely recognized as the gold standard in superior service and product quality, reliability and performance.”
—Filippo Berti

How do Metro and its customers benefit by being part of the Ali Group?

The Ali Group has a very strong reputation. As one of the largest and most diversified global leaders in the food service equipment industry, both Metro and its customers now have access to endless equipment solutions around the globe. For our customers, this global reach means that wherever in the world they need to conduct business, we are there to help.

My father Luciano Berti started Ali Group in 1963, so we have been around for a long time. We continue to grow our company and we now service and distribute in more than 100 countries around the world. Our company has headquarters in Milan, Italy, and North American operations based in Chicago, Ill. With the acquisition of Metro, we now employ more than 10,000 people in 33 countries and operate 58 manufacturing facilities worldwide. Product development and innovation are key focuses for the Ali Group and we will continue to offer customers the most innovative range of equipment solutions in the industry.

Ali Group allows the companies that it purchases to remain independent. How will this independence serve current and future Metro customers?

At the Ali Group, we believe that our local companies know their products and territories

best. This has been our policy for more than a half-century. This local control means that our customers have a direct line to management in case of any questions or problems. Should customers have a problem with a Metro product, they can call Metro President John Nackley in Wilkes-Barre. Or, they can call me. This line of direct contact assures them that we are listening to their concerns and are ready to take action if necessary.

Unlike many large corporations, we actively encourage the exchange of information between our individual operating companies. We welcome Metro as part of this information chain.

Do you have a message for Metro team members?

We are very pleased to welcome InterMetro (Metro) into the Ali Group and look forward to working closely with the management team to expand their extensive offering to the markets we serve globally.

Metro’s Super Erecta



Metro: A Growing Industry Leader

With its broad product portfolio and focus on continual innovation, InterMetro (Metro) is uniquely positioned for growth. John Nackley, president and CEO of InterMetro Industries Corporation, discusses Metro's historic past and bright future.

Can you provide some historical perspective on Metro?

In 1929, Louis Maslow founded the Metropolitan Wire Goods Company. In 1958, he moved the business to Wilkes-Barre, Pa. The growth of the business required larger facilities and the corporate offices have been based in Wilkes-Barre ever since.

Under the direction of Louis' son Richard Maslow, many new and creative applications for the flagship product, Super Erecta® wire shelving, were developed and marketed globally. Since its introduction, it's the number one brand globally for commercial usage in storage and transport applications. Because of its versatility, strength and innumerable options it has become the premium foodservice solution. But it is also very significant in the healthcare and commercial/industrial markets, where we service supermarkets, convenience stores, manufacturing facilities, laboratories, electronics and research facilities.

The company had predominantly been a wire-based business until venturing much more heavily into fabricated metal. In 1985, we added plastics molding capabilities. This was significant for driving growth in new markets.

Another critical strategy was evolving our business from being a shelving company to a storage solutions company. This provided growth and innovative new product categories. We subsequently transitioned again into space and workflow optimization, making customers more productive and more efficient at what they do. Essentially, we transitioned over the years from being a product-based company to being a very heavy solution-based, space-and workflow-optimization-based business.

Why do you think Metro has remained successful in the face of tough competition?

We look at what we do as not being only product-related but also being solution- and service-related. Approximately 20 years ago, we began working with the key restaurant multi-unit chains and hotel chains. We created a strategic accounts group that worked closely with these business groups. We integrated with their design teams and helped them maximize efficiency of their locations. We do that through various services, such as 3-dimensional layouts, automated information systems, space optimization audits, easy-to-assemble master packs, and much more. Our strategic accounts team works in their stores to ensure we have a clear understanding



Metro's Banquet Cabinet



MetroMax

of their needs and to identify opportunities for efficiency. Providing those types of services takes the pressure off the chains to perform those functions. It's a critical differentiator that's difficult for others to copy.

We continue to be very innovative with our products and solutions. Today we have over 100 patents. But we focus on adding non-product value, which is much more difficult and costly to copy.

We provide a full line of heated transport cabinets, banquet cabinets, polymer products for dish and ware handling, busing carts, workstations and much more. We can virtually go into every department of a restaurant or hospital and provide the storage and transport solutions they need to optimize their workflow.

What unique strengths does Metro bring to Ali Group?

First and foremost, our position with strategic accounts. I think that our strategic accounts presence with major chains on a global basis will help Ali Group companies and make Ali an even more formidable force in the marketplace.

We're in a category that's very different than most categories the Ali Group has today. They've built a great position in some very key categories. This gives Ali a brand new category to build upon, not only through our products but also potentially through future acquisitions to many of the product lines that we have. I think it presents an entirely new opportunity in a brand new category.

Metro brings the Ali Group more deeply into the medical services field. How do you see that segment changing and/or expanding in the future?

Everything's changing. Many of the issues in the healthcare segment, as we all know, have created a lot of focus on efficiencies. But I think healthcare is a very robust market. I also think there are products that Ali Group has today that might find their way into other areas of the hospital. It could potentially be an avenue for other Ali businesses to have a presence in hospitals and our position and success in the market can be a significant base.

Do you see your business growing or staying steady?

Staying steady isn't an option. The driving philosophy we've always had is to focus on continuous improvement and drive innovation to expand our overall presence in the market. We have a very significant presence with top tier foodservice and commercial dealers, restaurant and hotel chains, hospitals and supermarkets, but we don't have all of them! We have an excellent presence with the



John G. Nackley, President and Chief Executive Officer, InterMetro Industries Corporation

new chains that are growing very fast. All of that spells potential for expansion and growth. Plus, a significant portion of the overall growth of the major multi-unit customers that we have is outside the U.S. and isn't as penetrated. We see it as a great opportunity.

Secondly, we continue to expand the application base so it's not just the physical product. It's finding new areas and new ways to use the product.

How do you – and Metro – feel about becoming part of the Ali Group?

As a company, we are very enthusiastic and optimistic because of the possibilities to be even faster, more responsive and more innovative because of the Ali environment. We can focus on running our business, we can focus on delighting our customers, we can focus on creating great new solutions and we don't have as much of the public company restraints and constraints. Our people are very enthusiastic about that.

Additionally, I have received innumerable emails and personal phone calls from many of the large dealers and chain accounts that we have that are very respectful of what we're doing and are very pleased about the combined Metro-Ali team. The comment I most often hear is that that the combination is a really timely and significant one for the marketplace. It will help Metro being part of Ali and I think it will help Ali having Metro as part of the team.



Metro's Dish Cart



IT'S ALL ABOUT RELATIONSHIPS

Ali Group North America Vice President of Consultant Services Rob Geile discusses the importance of consultants to the foodservice industry.

To say that Rob Geile has a unique perspective on the foodservice industry would be putting it mildly. As Ali Group North America Vice President of Consultant Services, Geile has a long history of industry involvement — both on the corporate side and as a member of associations — that positions him to be invaluable to Ali Group consultant customers.

Geile's involvement with equipment dates back to his youth, and his first job at his father's sheet-metal factory. "He is the reason I'm in this industry," notes Geile. At the factory, Geile learned to perform virtually every job on the shop floor. With production experience under his belt, Geile then pointed his career toward

Consultants' ability to provide an unbiased recommendation on what piece of equipment fits a specific project represents another reason they will maintain their value.

equipment manufacturing. When he assumed his first consultant services position in 1996, there were only two people doing that job in the U.S. "Today, there are many companies that have somebody designated as a consultant services person," says Geile. "Most of them, with the exception of the Ali Group and maybe one or two others, are people who are doing double duty as a regional sales manager/consultant services person. Or it's a secondary objective of their job versus the primary objective." In March 2014, Geile joined the Ali Group as Vice President of Consultant Services.

Geile says that Ali Group has long had a strong relationship with consultants in Europe. "Luciano Berti dedicated a lot of resources over the years" to developing strong relationships with consultants, Geile says. "He made friends with a lot of the consultants across all of Europe, so that has been in place for a long time," Geile says. In North America, however, it was a slightly different situation. "We had some strong individual brands that worked with consultants," he explains. "Everybody knew the brands by their individual names. But until I was hired there really wasn't much knowledge [among consultants] that there even was an Ali Group."

Today, one of Geile's major functions is to educate consultants on the many services and products offered by the companies that make up the Ali Group. "The story we're telling today is that we have individual brands that can make their own decisions and are significantly nimble when compared with major

corporations that have so much size and girth that they can't make a decision unless six months go by," he says.

A Two-Pronged Approach

Geile sees his job as having two major functions. First, he provides background support, as he calls it, between consultants and Ali Group companies. "I call on foodservice consultants around the country and work with them to get our brands specified," he says. Making the connection between the consultant and the Ali Group representative is vitally important. "In a lot of cases, we're providing initial introductions with sales managers, or individuals within the brand who will work with consultants going forward on an individual job basis," he says. "I won't necessarily work on any particular job. It's more from the standpoint of making sure the connections are made."

The other part of his job entails working directly with end users, mainly through industry associations. "I represent Ali Group and all of the brands at the national conferences, at regional conferences and sometimes the smaller chapter meetings, depending on how big the particular association is," Geile says. Geile's list of industry contacts includes all of the major associations, such as Foodservice Consultants Society International (FCSI), the Association for Healthcare Foodservice (AHF) and the National Association of College & University Food Services (NACUFS).

Using the association and industry contacts he has built up over the years

helps Geile spread the Ali Group message to a wider audience. "I use the relationships I built over my career to help promote Ali Group brands," he says.

Knowing the consultant community so intimately helps Geile provide them with information to help them do their jobs more efficiently. He cites the "roadshow" concept — where he and Ali Group team members do presentations to top consultants at their offices — as being another way to build relationships and get consultants to think about Ali Group products. "Now consultants are calling and saying, 'Hey, I've got this new project. Can you come and help me?'" he says.

The Ali University sessions, held at the Ali Group North America Training Center in Winston-Salem, N.C., bring consultants together to learn about the newest products. To make the sessions more valuable, Geile says, "We're now bringing in operators to mix with the consultants. It's a good mix from a discussion standpoint. We bring in unique speakers who can provide insights. It's no longer a program talking about nuts and bolts for eight hours. We're providing insights on different industry segments."

Another useful tool for busy consultants has been the *Ali Insights* newsletter. He describes this "quick-read" newsletter as having "just the facts." It includes a photo of the new product and explains how the product differs from or what makes it better than current offerings. This format appeals to consultants who don't have a lot of time to slog through page after page of product details.

Looking Ahead

To Geile, consultants will continue to play an important role in the foodservice industry, particularly for larger projects such as renovations or new construction. "Some people tried to do those [types of] jobs without a consultant and found out that it was a catastrophe," he says. "For that reason, consultants are busier today than they've ever been." Consultants' ability to provide an unbiased recommendation on what piece of equipment fits a specific project represents another reason they will maintain their value.

However, consultants do face some challenges in today's foodservice industry. "From a business perspective, I think the challenge that consultants have right now is keeping up with all the new technology that continues to evolve."

With around 700 companies providing foodservice equipment, it's physically impossible for consultants to stay abreast of all the new technologies. "What ends up happening," Geile says, "is that consultants will rely on trusted resources to make sure they're always up to date, and that's where I can help support this important partnership with the consultants."

While technology will always be important, it can't replace the one-on-one relationships that Geile and the Ali Group team have established with consultants. Geile sums up by saying: "The foodservice industry is as much about relationships as technology."

POTATO/POTAHTO, TOMATO/TOMAHTO... GEILE/GEHL?

Two people with similar names who are in the same business? That's not uncommon. Two people with similar names who work for the same company? That's a little more uncommon. Two people with similar names, who work for the same company and often work together? That's what Ali Group has.

Robert Geile (pronounced *guy'll*) is Ali Group North America's Vice President of Consultant Services. Robert Gehl (pronounced *gail*) is Commercial Brand Ambassador for Ali Group, based in Milan, Italy. Gehl joined Ali Group in November 2014 to help boost the customer focus strategy and respond, on a group level, to key accounts and commercial matters.

Sometimes even the two of them get confused. Rob Geile says that one of the first emails he received after joining Ali Group was introducing him to Robert Gehl. "I thought the guy [who sent it] got the names confused," he laughs. "So I'm sure I'll hear what his real name is at some point coming up. Then I get this call from Rob Gehl and I'm thinking, 'Am I talking into an echo?'"

Despite any potential confusion that might come from the name similarity, the two gentlemen work together to satisfy the end user. "A lot of consultants here [in North America] also work overseas," Geile explains. "When a consultant is contracted to do a project in, say, Europe, typically what they do is contact me and say, 'We're going to do this project in Italy. We'd like some help with the specifications. We're not sure what equipment is approved to go into Italy. What would you suggest that we design into our project?' So I work directly with Rob Gehl and we put together a 'wish list' for the consultant of brands that are here in the U.S. that travel to Italy, as well as brands that will fit the project itself among all the different Ali Group brands."



Robert Geile is Ali Group North America's Vice President of Consultant Services.



Robert Gehl is Commercial Brand Ambassador for Ali Group, based in Milan, Italy.



Taco Bell's new Cantina concept in Chicago's Wicker Park neighborhood.

Taco Bell moves upscale with its new Cantina concept, with some help from Ali Group companies.

Taco Bell Swings for the Fences with New Cantina Concept

Q SR mainstay Taco Bell hit a home run not long ago with its line of Doritos Locos Tacos. The chain got lots of buzz and even more sales for this innovative addition to its menu.

Now Taco Bell is swinging for the fences again with its new Taco Bell Cantina concept. Designed to appeal to millennial customers in urban areas, these restaurants drop the drive

through in favor of a more upscale look, an open kitchen, sharable items and — in a first for U.S. Taco Bell locations — alcohol sales.

The first of these stores opened in Chicago's Wicker Park neighborhood in September 2015. According to franchisee Neil Borkan, the idea for the store was almost an accident. During a visit to Taco Bell's headquarters in Irvine, Calif., Borkan happened to stick his head into the lab



An open kitchen is one of the hallmarks of the Cantina concept.



for international stores. “I saw this really cool layout for in-line restaurants and said, ‘This is what we should be building. This is beautiful.’ The rest came about when Brian Niccol, Taco Bell CEO, said, ‘If you want to do it, we can do it. Let’s go ahead.’”

Not surprisingly, the concept has gotten the most buzz for serving alcohol. Along with Twisted Freezes (frozen drinks mixed with rum, tequila or vodka), the restaurant offers wine, sangria and two types of beer on tap. These additions required some changes to the Taco Bell equipment package. Since the concept already offered non-alcoholic frozen drinks, the bigger task was finding the right vendor for holding and serving beer and wine.

The chain ended up selecting Ali Group company Beverage-Air. That decision was made by Mark Ramos, director of engineering for Taco Bell International and the kitchen’s designer. Ramos said he chose Beverage-Air after seeing how hard the company worked to meet his needs. “They were willing to take off-the-shelf platforms and modify those, make changes

A big part of the Cantina concept is the open kitchen and the transparency it offers.

to them to satisfy the look and the function that I wanted for this first store,” he said.

It Starts with the Look

A big part of the Cantina concept is the open kitchen and the transparency it offers. Ramos wanted to specify a beer cooler that matched the appearance of this new design. Beverage-Air was quick to respond, developing customized coolers with glass doors that showcase the kegs inside.

Other modifications dealt with functional issues. Along with a beer cooler, Taco Bell also needed a convenient place to chill wine in this new concept. Beverage-Air then custom-designed the same keg refrigerator to include shelving that allows the restaurant to both chill and display individual servings of wine.

“Providing solutions and exceptional service before and after the sale is what every member of our team strives to achieve,” said Jennifer Ward, senior vice president of sales and marketing with Ali Group North America’s Refrigeration Division. “It was a pleasure working with Mark and watching this amazing

(Left) Customized Beverage-Air coolers show off beer kegs and wine selections for Taco Bell’s Cantina concept.

(Bottom left) Edlund has been Taco Bell’s exclusive supplier of scales for more than a decade.

concept come to reality for Taco Bell.”

While the modifications Beverage-Air made to its cooler were vital, the unit also had to fit with Taco Bell operationally. That meant it had to be easy to use in order to accommodate high throughput.

According to both Ramos and Borkan, the Beverage-Air unit fits the bill. It’s extremely easy to swap out kegs in the beer cooler while the Turbo Tab® system offered by Beverage-Air helps control portioning and improve yield. Just as important, said Ramos, is the fact that it provides a great pour with the right amount of head.

Proper Portioning

That commitment to quality and value plays a big role in Taco Bell’s relationship with Edlund. The manufacturer has been Taco Bell’s exclusive supplier of portion-control scales since



Q&A: Mark Ramos, Director of Engineering for Taco Bell International

How did this relationship with Beverage-Air get started?

It began at the 2014 National Restaurant Association show. I went looking for different options for a beer platform and that’s where I met Jennifer Ward with Beverage-Air. We talked over what our needs were, what we were trying to do over time. I really liked where we were going in terms of her flexibility, the innovation and the things they were offering to put on the table for us.

Can you give an example?

They were willing to take off-the-shelf platforms and modify those, make changes to them to satisfy the look that I wanted for this first store in Wicker Park in Chicago. In terms of the look and feel I went with glass doors on [the keg coolers] to try and showcase the kegs inside. Without me even asking, Beverage-Air said, ‘We’ll give you that, but we’ll also give you solid stainless doors as backup just to have available if you don’t like the look of the glass doors.’ They also [came up with] some ideas about doing some custom shelving that would let us showcase the individual servings of wine along with the kegs.

Besides the products, what do you look for when selecting an equipment manufacturer?

I’m accountable for international and we do serve beer in some of our international markets. I was sort of thinking ahead that if this U.S. project took off, some of our international franchisees that don’t currently have beer might start thinking about it. So one of the key things I brought up to Jennifer early on is that I wanted a supplier that has the infrastructure to be able to support international markets with installation, service and support.

For the last eight years that I’ve been on this team, that’s one of the



key things I’ve been telling our suppliers: “I need you to have service capability because we’re going into new markets, new countries and we have one opportunity to make a first impression.” These suppliers have to be able to support me in the same way they would in the U.S., or as close as possible to that. If they can’t do that, then I have to go to their competition.

These new Taco Bell Cantina restaurants also use Edlund scales. How do they support your operation?

Edlund scales have been in the Taco Bell system for as long as I’ve been here, so for more than 20 years. Speed is important to us, throughput is important. But accuracy is just as important and product quality is just as important. One of the terms that has been used here operationally is that we don’t want to serve customers “air tacos.” We don’t want menu items to be under portioned. That’s where the Edlund scales come into play. Their reliability and responsiveness are important to us.

Franchisee Neil Borkan (center) poses with the store's managers.



“I saw this really cool layout for in-line restaurants and said, ‘This is what we should be building. This is beautiful.’

—Neil Borkan

1995. While scales are often thought of as tools that limit over portioning, at Taco Bell they help the chain deliver great value by ensuring that menu items aren’t underportioned. “We don’t want to serve air tacos,” Ramos said.

According to David Sebastianelli, Edlund’s vice president of sales and marketing, the factory’s relationship with Taco Bell has been successful because it is a true partnership.

“Through the collaborative efforts of both Edlund and the Taco Bell engineers and managers, we have been able to supply an accurate and precise measurement tool that has stood up to the demands of the high-volume commercial environment at Taco Bell for over 20 years,” he said.

While the Taco Bell Cantina concept is still in its early stages, so far all signs point to it being a success. A second restaurant opened in San Francisco and additional units are in development. What’s more, the Chicago store has been well received by its community — a good sign that the Cantina concept appeals to urban customers as intended.

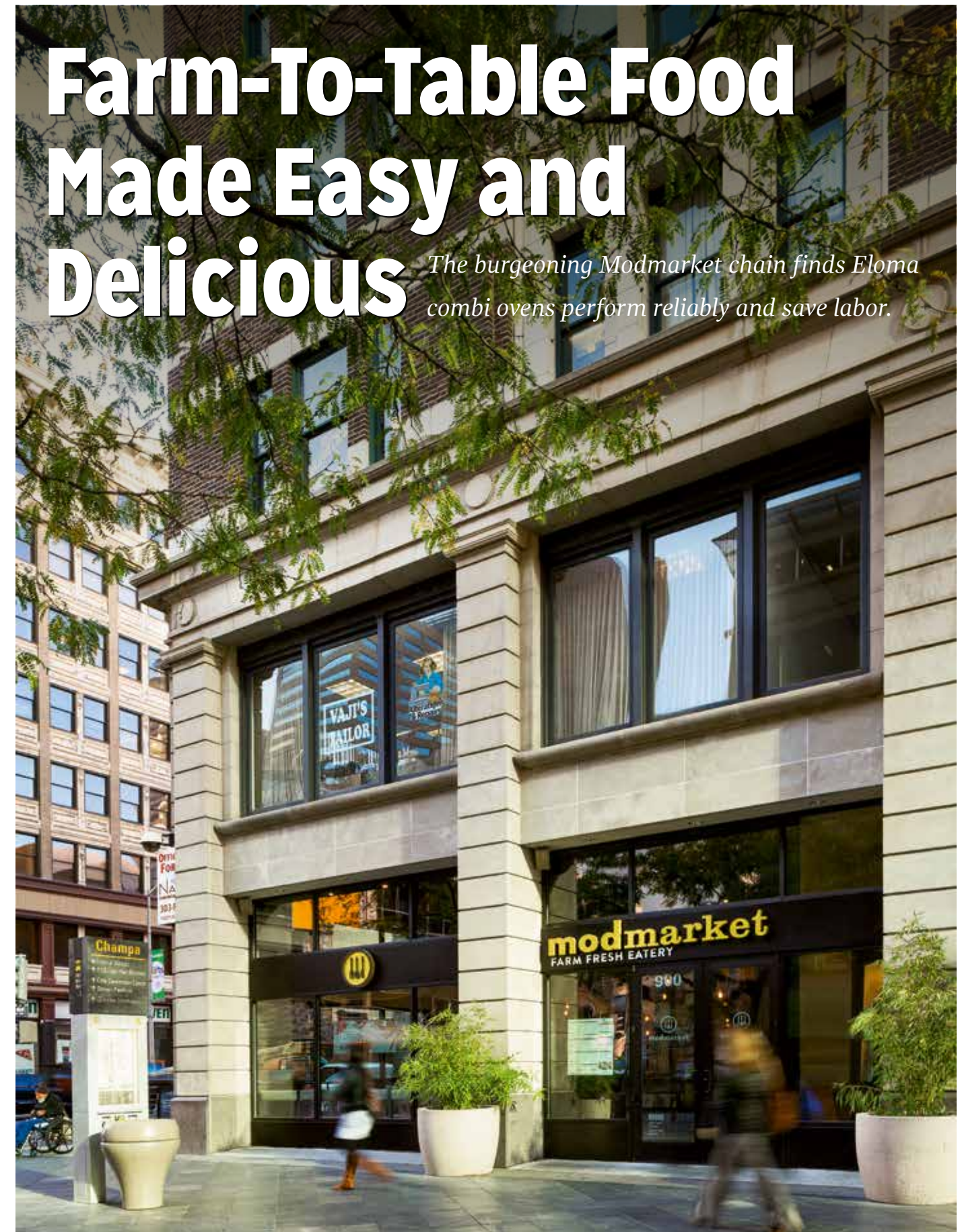
“The response from the neighborhood has been fantastic,” said franchisee Borkan. “The restaurant looks great and we’ve had a great response. It feels good when you’re in there.”



Open seating areas contribute to the Cantina concept’s modern look.

Farm-To-Table Food Made Easy and Delicious

The burgeoning Modmarket chain finds Eloma combi ovens perform reliably and save labor.





“We thought somebody needed to figure out how to make ‘farm-to-table’ as ubiquitous as burgers and fries. That’s what we tasked ourselves with doing.”

—Anthony Pigliacampo

Customers line up for farm-to-table specialties at Modmarket’s Lakewood, Colo. location.

Farm Fresh Eateries. That’s how the Lakewood, Colo.-based Modmarket chain describes itself. With 14 units located between Colorado and Texas, the chain strives to spread the “farm-to-table” philosophy with delicious and reasonably priced salads, sandwiches, entrées and pizzas. “We started because we felt like healthy, affordable, delicious food should be available to everybody,” explains Modmarket co-founder Anthony Pigliacampo. “We thought somebody needed to figure out how to make ‘farm-to-table’ as ubiquitous as burgers and fries. That’s what we tasked ourselves with doing.”

The idea clearly resonates with consumers, as Pigliacampo estimates each Modmarket location serves between 700 and 1,000 people on an average day. That volume puts heavy demands on the staff; in fact, Pigliacampo feels the biggest challenge facing



Eloma combi ovens run almost continuously at Modmarket.





Modmarket
co-founder
Anthony
Pigliacampo

chain operators these days is “the labor pool... continuing to find hard-working, motivated folks who want to make great food for a living.”

As with any operator, continuing turnover in staff means that Pigliacampo has to get the most out of his employees — and his equipment. “That’s why things like combi ovens are great,” he says. “They make the job more manageable for more people.”

For Modmarket, the Eloma combi oven is an integral part of the kitchen. Each Modmarket unit has one of the ovens; the higher-volume stores have two. “We use them for almost everything that’s cooked in the store,” Pigliacampo notes. “They run pretty much sunup to sundown, from the moment the restaurant opens in the morning until when we shut down at night.”

Not only does Modmarket cook its proteins, such as chicken and steak, in the Eloma combi, but it uses it for other menu items as well. “We cook about 25 other different prepped items” in the combis, he says. “Whether it’s tomatoes, kale, sweet potatoes, smashed potatoes...you name it and we cook it in our combi oven.”

One of the biggest advantages to the Eloma combi ovens for Pigliacampo is their efficiency.

The ovens allow each Modmarket location to make more product with fewer staff.

The ovens allow each Modmarket location to make more product with fewer staff, he says. “The good thing about the combi is that it replaces a bunch of equipment. With one piece of equipment that’s computer controlled, we often do five things at once in one combi cycle. That was something that was not possible when we were using just straight convection ovens, so that helps the labor quite a bit.”

A Unique Relationship

The relationship between Modmarket and Eloma has been unique, to say the least. “The Eloma team will admit our usage is at the extreme end of the performance for the unit,” Pigliacampo laughs. “A lot of other manufacturers would have said, ‘Thanks, but we really don’t want a customer that’s using our ovens this way.’ Eloma looked at it and said, ‘This is kind of crazy. You guys really *are* using them at this level. We engineered this product to do this level of performance, so let’s work together and figure out how to make it meet your needs.’ I was really impressed with that.” When a few minor issues came up due to Modmarket’s heavy usage, “the team at Eloma worked really

hard to help us find solutions. We’ve been really impressed with their ability to stand behind their product and adjust it and make sure it does what they say it can do.”

Pigliacampo likes the fact that based on Modmarket’s usage of the combis, Eloma was willing to make some tweaks to the oven that made them work much better during their duty cycle. Eloma North America President Thomas Stegmaier explains that “we understand our customers’ needs and we can tailor the oven any time a chain account needs it.”

Modmarket uses products from other Ali Group companies as well, such as Metro shelving and Scotsman ice machines. And more Eloma ovens are on the way for Modmarket. Pigliacampo estimates the chain will buy another 30 Eloma combi ovens over the next year or so.

For a growing chain, that’s a big investment: “probably the largest spend on a single piece of equipment we’ll make,” Pigliacampo says. “We’re confident doing that with Eloma because they stand behind their product. We know they’ll do what they say they’re going to do.”



Scotsman ice machines perform dependably at Modmarket’s Lakewood, Colo. location.



Metro shelving is another integral part of the back of house at Modmarket.

ON THE RISE

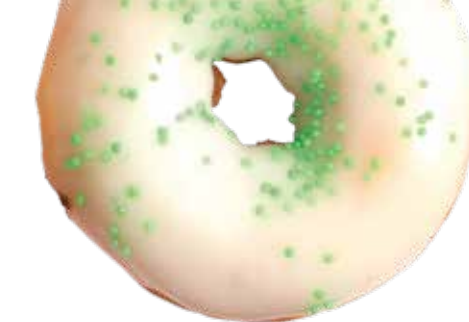
Donuts are more popular than ever. And the partnership of Belshaw and QualServ Solutions is perfectly positioned to capitalize on that popularity.

When Homer Simpson says, “Mmmmm....donuts,” we laugh. But in reality, most of us secretly agree with him. Few other foods have the aroma, appearance and taste that appeal to our senses in the same way a fresh donut does.

And when it comes to making equipment that appeals to donut makers of all shapes and sizes, no one tops Belshaw Adamatic Bakery Group. The 92-year old company produces donut-making equipment for both retail and wholesale outlets. Belshaw clients range from fast-food chains to supermarkets and large-scale food processing plants.

Belshaw President Frank Chandler explains that for many years the company was family owned, with “few systems in place, little or no competition and no drive to change.” After joining the company in 2013, he learned that the Belshaw brand was recognized as the worldwide leader in the production of donut-making equipment. “However, competition is growing,” he notes, and to stay ahead of that competition, “we’ve been upgrading.”

The company’s “hero products,” he explains, include the Donut Robot® Mark II, capable of producing 400 donuts per hour; the Donut Robot® Mark V which makes 600 donuts an hour; and the top-of-the-line Donut Robot® Mark VI which produces 1,000 per hour. “The Donut Robot is the product Belshaw was built around,” Chandler says. “It is used everywhere, allows for hands-free operation and dramatically reduces labor. Belshaw Donut Robots have a reputation for durability and dependability, and they can be found throughout the world.”



“We’ve got a winning team in place.”
—Frank Chandler

International markets provide an opportunity for Belshaw growth, according to Chandler. “We can’t grow and win through just our operational excellence,” he says. “We must also identify high-growth markets and try to get there first. Currently we are in 120 countries. As Dunkin’ Donuts, Krispy Kreme, Mister Donut and others expand, the donut is gaining international acceptance. We have an

opportunity not only to grow with the giants, but also to provide equipment to the entrepreneurs that arise after the introduction of donuts to countries throughout the world.”

In 2015, the company increased its capacity, allowing the manufacture of three Century Donut product lines per month. This year, Belshaw will focus on expanding its line of large fryers, allowing the company to move into new markets.



Asked what company founder Tom Belshaw might say if he could see his company today, Chandler replies, "I think he would be very pleased. He was a visionary businessman."

PERFECT PARTNERS

Belshaw's partnership with QualServ Solutions, a company providing such major chains as Dunkin' Donuts and



"Belshaw Donut Robots have a reputation for durability and dependability, and they can be found throughout the world."

—Frank Chandler

Baskin-Robbins with manufacturing and consolidation services, has proven to be mutually beneficial. The Belshaw-QualServ partnership started in the 1990s but went into high gear in 2007, as Dunkin' Donuts rolled out a new product. QualServ Solutions joined Belshaw in servicing the chain, and the two companies have worked together ever since.

The solutions offered by the Belshaw-QualServ partnership include engineering, design, project

management and other services. "The 'golden rule' for QualServ starts with listening to the customer and understanding how it can provide value solutions," says E.J. Morrow, president and CEO of QualServ Solutions.

QualServ strives to provide customers with a complete solution for all their kitchen equipment and fixture needs. "Our products and services aim to offer total services such as custom millwork and wood and metal fixtures, installation and distribution, equipment and supplies, smallwares and custom



"The Donut Robot is the product Belshaw was built around."

—Frank Chandler

stainless steel fabrication," Morrow explains. "We are part manufacturer and consolidator."

Despite occasional economic downturns, Morrow sees a bright future for foodservice operations. "In the U.S., half the dollars spent on food are outside the home. The industry is pretty steady," he says. "In 2008, when the economy collapsed, it remained pretty stable compared to other industries." Menus, he says, "drive the need for equipment. We see [a] proliferation of chains that need remodeling, more competition and new markets. We look for emerging chains that will grow."



FRANK CHANDLER IN PROFILE

Belshaw's Frank Chandler likes the fact that "no two days are alike" in his job, noting that it is "not about doing the same thing over and over." He joined Belshaw "because Ali Group allows you to make decisions and that attracted me." The Ali Group, he says, lets its management "run the business without micromanaging. I prefer to be in a business that's quick and lets you be responsive to customer needs."

One of Chandler's first tasks after joining Belshaw was to streamline the company's manufacturing operations, eliminating non-value-added tasks.

Also, the research and development function was separated from the engineering function to allow Belshaw to focus more strongly on innovations. The company was further segmented into three distinct operating units: Industrial, Retail and Parts.

Chandler outsourced the majority of retail parts to fix lead-time and capacity issues, and eliminated the unprofitable Adamatic Roll line. He also restructured the sales team to enhance accountability.

In his free time, Chandler enjoys the outdoors, travel, family and sports. "I have three children. My oldest son has been in the NBA for 15 seasons and will play for the Phoenix Suns this year. His success comes through teamwork, as does Belshaw's," Chandler says. "We've got a winning team in place. I grew up playing sports and always wanted to win. I treat my business the same way."

BELSHAW BY THE NUMBERS

NUMBER OF BELSHAW EMPLOYEES:	109
SIZE OF THE MANUFACTURING FACILITY:	85,000 SQ. FT.
NUMBER OF MACHINES PRODUCED EACH YEAR:	4,500
ESTIMATED NUMBER OF DONUTS MADE WORLDWIDE USING BELSHAW EQUIPMENT:	4.2 BILLION ANNUALLY



MAKING ICE FOR AIRLINES

Scotsman is one of the biggest names in the ice machine industry, and the quality of its machines is matched by the quality of its service.

That's why Scotsman was chosen to supply ice machines to prestigious Singapore Airlines.

When it comes to the airline industry these days, service represents the largest differentiator among competitors. Whether in the air or on the ground, an airline must create a good impression on its passengers. That's especially true with airline lounges, which tend to attract the most frequent flyers.

Singapore Airlines has a reputation to uphold: In 2015, *Travel & Leisure* magazine named it "World's Best International Airline" for the 20th consecutive year. Its lounges reflect that commitment to quality and top-level service, so the airline chose Scotsman to

Whether in the air or on the ground, an airline must create a good impression on its passengers.

supply its ice machines.

"Nugget ice is why important clients such as Singapore Airlines choose to work with us," says Alessandro De Blasio, vice president of sales and marketing for EMEA and Asia Pacific at Scotsman. "The airline uses our machines in its premium lounges — for First Class, Business Class and Gold Class — because they have an attractive appearance

and are good dispensers for the type of ice they want. Appearance is very important for this client because it pays a lot of attention to detail in its lounges, and everything has to fit well with the larger design."

Singapore Airlines operates two Scotsman TC180 ice machines in each of its premier lounges. De Blasio notes that while there is no partnership *per se* between Singapore Airlines and Scotsman, "the airline has very strict criteria for choosing its suppliers. It chose our machines because they provide the right type of ice, they dispense it efficiently and they look good." Moreover,



“We have service managers in key centers around the world to ensure best practices in every region.”
—Alessandro De Blasio

“In all, we have over one million machines installed around the world and they are our best advertisement.”

Scotsman’s responsive, attentive after-sales service also attracted the airline. “We do all of the servicing and maintenance,” De Blasio says. “That is one of our competitive advantages because the airline will not allow any mistakes.”

Scotsman’s global service network — with hubs in such places as Singapore, Dubai and South Africa — allows it to stay in close contact with customers. “We have service managers in key centers around the world to ensure best practices in every region.



Scotsman’s MXG premium gourmet cube machine can make a crystal-clear cube of ice in any size or shape required

This is how we ensure that customers such as Singapore Airlines feel they are being well looked after,” he says.

There was no specialized equipment designed for Singapore Airlines, notes De Blasio, “just our standard, high-quality products backed by the best after-sales service.”

A GLOBAL ICE AGE

De Blasio sees the market for ice and ice machines as expanding globally. “Only 10 percent of the foodservice market in Asia uses” ice machines, he says. “That figure rises to 30 percent in Europe and 85 percent in the U.S. That is why a focus on Asia can give us sustainable growth in the future.”

For Scotsman, that future holds exciting new products, such as the MXG premium gourmet cube machine, which was introduced at the Host 2015 trade fair in Milan, Italy, in October 2015. The MXG can make a crystal-clear cube of ice in any shape or size required. “Premium ice is becoming more popular as customers are becoming more sophisticated in how they make drinks,” De Blasio says. “Mixologists want to use different [types of] ice that is very clear. That is something we can provide.”

Although new products will keep Scotsman moving forward, the company’s emphasis on dependability, quality and consistency will continue to keep it at the forefront of the industry. De Blasio says, “We have over one million products installed around the world and they are our best advertisement.”



Scotsman’s TC180 ice machines use less energy and less water to produce ice, making them an ideal partner for Singapore Airlines.



SINGAPORE AIRLINES: INDUSTRY TRENDSETTER

Singapore Airlines runs a fleet of 105 aircraft and operates passenger services to more than 60 cities in more than 30 countries. Since its early years in the 1940s as Malayan Airways, it has built a reputation for high quality and innovation. Some Singapore Airlines “firsts” include:

- **1970s:** First airline to offer free headsets, a choice of meals and free drinks in Economy Class
- **1991:** First to introduce satellite-based inflight telephones
- **1998:** First to involve a comprehensive panel of world-renowned chefs, the International Culinary Panel, in developing inflight meals
- **2001:** First to offer audio and video on-demand capabilities in all classes
- **2007:** First to fly the Airbus A380, from Singapore to Sydney
- **2008:** First to operate an all-Business Class service between Asia and the USA, with nonstop flights from Singapore to New York



Singapore Airlines uses ice machines from Scotsman in its premium lounges.



Jacksonville Jaguars fans line up for Mister Softee treats made with Electro Freeze equipment.



Mister Softee Goes Brick-and-Mortar with Electro Freeze Equipment

Long known and loved for its ice cream trucks, Mister Softee is now making inroads into professional sports arenas — with the help of Electro Freeze.



Electro Freeze machines perform reliably during peak times at EverBank Field.



Mister Softee ice cream trucks have been a staple of summertime in the Northeast and beyond for decades. The sound of the trucks' jingle has undoubtedly brought smiles to millions of faces.

From a purely business perspective, that sort of goodwill is incredibly valuable. It's natural, then, that one franchisee group now puts the brand — and the quality product it represents — to work outside of ice cream trucks and into stadium and event venues. To do so, it's working with Mister Softee's longtime partner, Ali Group company Electro Freeze.

The franchisee company, MC Venue Services, has the rights to operate Mister Softee locations at all stadium and event venues in the United States. It operates kiosks at several high-profile locations, including Saratoga Race Course in upstate New York and Citi Field, home of the New York Mets. This fall, MC Venue Services moved into its first NFL location, the Jacksonville Jaguars' EverBank Field.

According to Andrew Zoly, manager of Mister Softee's EverBank operations, this particular venue poses some unique challenges. And Electro Freeze equipment helps MC Venue Services overcome many of these challenges, he said.

One of the most unusual things about

working in EverBank, said Zoly, is that the stadium hosts just 15 events per year. That means MC Venue Services has just 15 chances — less than 100 hours over an entire year — to make money from its EverBank locations. In this situation, every minute counts, and the Electro Freeze ice cream and shake machines at EverBank help MC Venue Services get the most profit out of literally every minute.

A new line of ice cream and shake machines built with microprocessors and wireless monitoring and transmission technology helps with much of this. MC Venue Services staff members can access much of the information generated by the machines via an app for a tablet or smartphone. With this, Zoly can see how much ice cream a machine has dispensed, whether it is running low on product and if it is experiencing any maintenance issues.

With 20 machines at eight kiosks in a massive stadium, this sort of remote monitoring allows Zoly and the MC Venue Services team to work efficiently during periods of high pressure. "Our locations are very spread out. [The app] makes it easy to see that on the sixth floor, everything is going smoothly, so I don't have to keep running up the stairs to check on them," Zoly added.

The dashboard allows operators to see and prepare for the exact times when demand is highest, such as halftime in a football game or between innings of a baseball game.



(Right) An Electro Freeze CS700 shake machine with built-in mixer and high-capacity Gen-5400 ice cream machine at EverBank Field.

(Below) Delicious Mister Softee soft-serve ice cream is easily made with Electro Freeze machines.



The app offers just some of the data the Electro Freeze machines can collect and serve to operators. Through a full online dashboard, operators can track 78 separate data points on their units, from temperature to energy usage to how hard the motor is working.

Using this information, MC Venue services can calculate the total amount of ice cream it dispensed during an event and predict demand for future games or shows. This not only helps the company minimize waste, it also lets it predict sales and profits and resolve any issues should they encounter a discrepancy.

Operators can slice usage information from these machines even more finely. According to Electro Freeze President Tom Hotard, the dashboard allows operators to see and prepare for the exact times when demand is highest, such as halftime in a football game or between innings of a baseball game. "They use these capabilities to identify their peak periods to determine the capacity they need to meet the demand during that time."

Of course, having access to data surrounding usage and peak demand is valuable, but it wouldn't be worth much if the Electro Freeze machines couldn't perform during these periods. Machines on trucks typically serve a few

According to Andrew Zoly, manager of Mister Softee's EverBank operations, this particular venue poses some unique challenges. And Electro Freeze equipment helps MC Venue Services overcome many of these challenges.

to a few dozen cones at a time and then have a chance to recover. At professional football games, the Mister Softee kiosks serve a steady stream of customers during each half and experience a massive spike at halftime. The Electro Freeze units have shown they can handle this spike, said Zoly.

"People at halftime get up and have 15 minutes to get their food, their ice cream and drinks and then they want to be back in their seats to see the rest of the game. You want to do a lot of sales in a very short period of time. These machines are capable of doing that. They put out a lot of product in a very short period and they recuperate very fast," Zoly said.

Electro Freeze machines have proven they are up to the demands of stadium and event venue work. But there's more to a successful partnership than just providing a good product. The manufacturer has excelled in terms of service, as well.

According to Zoly, the deal to operate kiosks at EverBank came together very quickly. This left

A happy Jaguars fan enjoys a double Mister Softee.



MC Venue Services with little time to prepare for the first game of the season. The Electro Freeze team went out of its way to make sure everything went smoothly, said Zoly. "Our regional sales person for Electro Freeze actually flew down a week or two prior to all the machines getting down there. He walked around and made sure all of the power and pretty much everything else was in place so that when the equipment got down there it was not such a hassle."

In addition, Electro Freeze has put MC Venue Services in contact with qualified equipment service providers. Should anything go wrong with a unit, this relationship helps the piece get repaired in plenty of time for the next game.

Along with the quality product Electro Freeze units produce, this level of service is one of the main reasons MC Venue Services has chosen to partner with the manufacturer.

"We have built a relationship with Electro Freeze for several reasons," Zoly said. "The reliability of their freezers, the creaminess and consistency of the product being dispensed and the support we receive from the distributor are all at the top of the list," he said. "I am a firm believer in doing business with a company that provides you with a high-quality product and is there to support your needs. My recommendation to you is team up with Electro Freeze for the best frozen treat machine you'll ever use."

www.electrofreeze.com

Unique Gelato Pops for Upscale Grocery Store

The new Fantasticks 4U gelato bar concept from Carpigiani is helping a Chicago-area grocery store chain create unique, innovative gelato offerings.

In just a few short years, the Mariano's grocery chain has risen to the top ranks of grocery stores in the Chicago area for offering unique, top-quality groceries and prepared foods. What better place, then, for artisan gelato bars and frozen gelato on a stick that can be personalized to meet each individual customer's taste? Of course, they couldn't produce them without the Carpigiani Masterstick soft serve freezer and Fantastick Blast freezer.

The gelato pops are being offered in the chain's Glenview West location in north suburban Glenview, Ill. Customers make their gelato pop choice from such unique flavors as coconut, passion fruit or Bacio (chocolate hazelnut). Then, they select a chocolate or caramel coating. After that, the bars are sprinkled with up to three toppings such as nuts or crushed graham crackers. Finally, they can have their pop drizzled with chocolate or caramel.

"We always love giving our customers unique offerings and experiences, and our gelato pops appeal to everyone," says Amanda Puck, Director of Strategic Brand Development for Mariano's, a unit of Wisconsin-based Roundy's



"Our gelato pops add to the whole shopping experience. Customers are inquisitive and excited to try one."
—Amanda Puck

Supermarkets, Inc. "Our gelato pops add to the whole shopping experience. Customers are inquisitive and excited to try one."

The Fantasticks 4U gelato bar concept was introduced at the NAFEM equipment show in February of last year. "Fantasticks 4U is rapidly becoming the newest explosive trend in the frozen dessert industry," Carpigiani USA President John Babila said. "Operators that see this and have the vision are moving in this direction as quickly as possible to capitalize on it."

www.carpigiani.com/usa

Competition in the coffee business is stiff. To survive, a coffee shop might be able to offer just good coffee and passable service. But to thrive and expand in this tough segment, a concept has to deliver superior coffee with top-notch service. That's exactly the recipe for success that the Black Rock Coffee Bar follows — with the help of Rancilio's Xcelsius espresso machines.

"We opened in February 2008," says Daniel Brand, one of the chain's owners. "We're a family-based business." The six owners of Black Rock include two of Daniel's brothers-in-law and various members of their families. "All of our dads are entrepreneurs, so we all wanted to start a new coffee company. We've grown from 19 stores in 2014 to 29 in 2015. And we expect the same growth pattern or greater in 2016," Brand says.

The chain operates stores in Washington, Oregon and California. Most of the Black Rock locations offer drive-through only service or a combination of sit-down with drive-through lanes; the chain's first strictly sit-down location opened in October 2015.

Having a drive-through window can provide some unique problems for coffee stores. "In the drive-through situation," Brand says, "there are a lot more variables than with a café *per se*. With temperature and humidity coming in, there are all sorts of changes. You can go from a stable environment of 72 degrees [Fahrenheit] or 73 degrees and as soon as you open the window in winter, you can drop to 40 degrees. Or the opposite in summer — you can go from warm to hot." Add in the human factor, with different employees operating machines in different ways, and coffee consistency can be hard to manage.

In deciding which unit to buy for Black Rock, Brand says the chain tested "a huge variety of espresso machines." The Rancilio Classe 9 Group Xcelsius machines won out, due to their dependable performance under the toughest testing. Consistency is key, Brand says, since "we're a small business growing so



Rancilio Xcelsius espresso machines provide delicious espresso for the Black Rock Coffee Bar chain.

The Rancilio Classe 9 Group Xcelsius machines won out, due to their dependable performance under the toughest testing.



Driving Coffee Sales with Rancilio

For an up-and-coming coffee chain, the Rancilio Xcelsius models brew cup after cup of delicious espresso.



Most Black Rock Coffee Bar locations feature convenient drive-through lanes.

quickly. And Rancilio offers great consistency with the Xcelsius machine.” Cup after cup, he says the Xcelsius “really helps with the shot consistency. We saw shot consistency across the board. That’s why we chose Rancilio.”

And with the average Black Rock outlet pulling an average of 3,500 shots per day, delivering a consistent shot pull after pull is a must.

Most of the Black Rock units have the Rancilio Classe 9 Group Xcelsius machines and a few have the newer Classe 11 Group Xcelsius. “The interface is really nice on the Classe 11,” he says. “It’s very user-friendly. As we explore more single-origin coffees, it’ll be nice to be able to use the interface to profile that coffee a lot better.”

But even the most high-performing coffee machines will occasionally need support from the service and sales teams. And Brand says that Rancilio support “is excellent. That’s also a reason we chose Rancilio. Don Berquist is our regional rep. He is just phenomenal for meeting expectations and being on the spot.” Brand appreciates the responsiveness of the whole Rancilio service team. “If we have a problem and they’re not there, they’ll give us their cell phone [numbers] and have us contact them that way.” If a part is ever needed, he says, the service department “always has parts readily available. We really appreciate the customer service. It’s top-notch.”

Berquist, who is Western Region Sales Manager for Rancilio, says, “It is an honor that Rancilio Group is able to partner with the Black Rock team. They truly understand quality in both the equipment they use but more so in the product they produce. Consistency throughout their program and in the drinks they serve is the key to their success. After a major expansion last year, they proved they are able to handle radical growth due to their leadership. They are one of the ‘go-to’ coffee franchise systems in the western United States.”

The combination of superior product and service has made Rancilio a trusted partner for Black Rock Coffee Bar. When asked if Rancilio has helped Black Rock grow its business, Brand replies, “I think it’s helped us grow and keep our quality product going out the windows of each of our stores. Their customer service always gets us our machinery on time and they are always on the ball.

We believe in the company and they exceed our expectations.”



Indoor seating is available at many Black Rock Coffee Bar locations.



Consultants Converge on Ali Group Training Facility for Ali University

Consultants from all around the nation get the latest updates on trends and products at our training and education session

Once again, the Ali Group North America Training Facility played host to some of the foodservice industry’s most influential consultants. Consultants and non-commercial foodservice operators came together for an educational experience at the Ali Group’s Winston-Salem, N.C., facility. The Ali Group companies hosting the event included ACP, Aladdin Temp-Rite, Belshaw Adamatic, Beverage-Air, Carpigiani, Champion/Bi-Line, Edlund, Eloma, Moffat, Rancilio/Egro, Scotsman and Victory.

The two-day session featured a number of industry professionals discussing the current state of the foodservice industry and trends to watch for. It began with Joe Carbonara, Editorial Director of *Foodservice Equipment & Supplies* magazine, giving an industry overview. Rich Neumann, Director of Culinary Services and Assistant Professor at Ohio University, gave a presentation on college/university foodservice. That was followed by Dave Reeves, Director of Hospitality Services at Elmhurst (Ill.) Memorial Healthcare, discussing the unique needs of healthcare foodservice.

The second day began with a discussion of correctional foodservice led by Philip Atkinson, Food Service and Laundry Programs Manager at Hennepin County Adult Detention Center in Minneapolis. And Fred Stowell, partner of Kitchens to Go in Naperville, Ill., provided insight into the potential benefits of temporary kitchens.



Left to right: Rich Neumann of Ohio University, John Giambarrisi of RFC Healthcare & Hospitality, Scott Reitano of Reitano Design Group, and Jim Sukenik of the Bakergroup



Left to right: Kip Serfozo of Camacho Associates, Inc., Ted Mayer of the TMC Group, LLC, Alan Craker of Belshaw Adamatic Bakery Group, and Frank Chandler of Belshaw Adamatic Bakery Group



Left to right: John Caldwell of the Inman Foodservices Group and Kris Morphis of Foodesign Associates, Inc.



The consultants enjoyed customized gelato treats from Carpigiani’s Fantasticks 4U gelato bar concept.

In between the presentations, the consultants learned the latest about the participating Ali Group product lines. The brands presented interactive sessions and hands-on opportunities, which offered consultants the chance to understand the functions of the equipment. The meal breaks featured food prepared on Ali Group equipment as well.

For a bit of relaxation, evening events were held at the historic Graylyn Conference Center in Winston-Salem. This venerable estate, now part of Wake Forest University, was completed in 1932 and has played host to a number of dignitaries, including former presidents Gerald Ford, Jimmy Carter, Ronald Reagan and George H.W. Bush.

Feedback from the consultants was enthusiastic. “Thank you for being such a valuable collaborator within the industry and allowing all of us to gain knowledge and insights from each other,” said one attendee. “I truly enjoyed the attention you and the Ali Group spent providing a diverse group of attendees,” said another. “It created and provided great interaction, exchanges and educational feedback.”

Filippo Berti, Chief Executive Officer of Ali Group North America, stated, “We are extremely pleased with the support we are receiving from the consultant community. Ali Group continues to strengthen its commitment to supporting both Design and MAS consultants. The Ali University training program is just one great example of this commitment, and the proof is in the number of consultants updating their specifications to further support Ali Group brands.”

Ali Group Has Major Presence at Host Milan Show 2015



Mr. Luciano Berti, Chairman and Chief Executive Officer of Ali Group, and Mrs. Giancarla Berti



Guests enjoyed an evening of music and art

Milan, Italy, was the site of the 39th annual Host Equipment Coffee and Food Exhibition in October 2015. This massive exhibition, dedicated to the foodservice industry, featured seven separate “macro-areas” focused on equipment, furniture, tableware, bread/pizza, coffee/tea, bars/coffee machines, and gelato/pastry. The event has a global reach, drawing in attendees from all around the world. More than 150,000 people from more than 170 countries attended this year’s exhibition to see the latest in food and equipment, and learn about current trends.

The exhibition also featured more than 400 events, including cooking

demonstrations by world-renowned chefs and educational seminars led by industry experts. Carpigiani presented its Gelato University to give Host attendees the inside information on such topics as new ice cream-based products and how to manage a successful gelato shop.

As in previous years, the Ali Group had a major presence at Host, with 44 Ali Group companies represented by individual booths, as well as an Ali Group corporate area. At these booths, attendees could view the latest product lines and speak with representatives for demonstrations and information.

One of the most highly anticipated events at Host is the Ali Group

reception, and the 2015 event was no exception. Under the umbrella theme of “Cooking and the Arts,” more than 1,700 guests from many countries were welcomed to the event by Ali Group founder and chairman Luciano Berti. Attendees enjoyed a wide selection of delicious dishes and drinks inspired by the fine arts. To immerse the guests fully in the artistic mood, video screens displayed food-related scenes from movies; food photography and artworks; and selections from food-related literature. Live music accompanied the guests on their journey through this memorable artistic experience.



The Ali Group corporate area at the Host Exhibition



Filippo Berti, Chief Executive Officer of Ali Group North America (left) and Brad Pierce, President of Restaurant Equipment World



Left to right: Rich Vincent, International Equipment Innovation Manager for Dunkin' Brands; Jim Zafirson, President of CR Peterson and Carlos Rebolledo, Director of Operations for Europe for Dunkin' Brands



Left to right: Rob Myers of Myers Restaurant Supply; Natalia Donovan; Francesca Tanti, Economic Development Director for Italy America Chamber of Commerce Southeast; Tom Stritch, Vice President of Dealer Relations, SEFA; Howard Cantrell, East Bay Restaurant Supply; and his wife, Becky Cantrell



Peter Nordell, President and Chief Executive Officer of Edlund (second from left); Rachael Nordell (third from left); and David Sebastianelli, Vice President, Sales and Marketing, Edlund (far right) greet members of the CP Asia sales team, which represents several Ali Group North America companies



Left to right: Kevin Clark, President of Scotsman Ice Systems; Tom Campion, President and Chief Executive Officer of Franke Foodservice Systems, Inc.; John Nackley, President and Chief Executive Officer of InterMetro Industries and Brad Pierce



The hosting team gets their last-minute instructions from Elena Faccio, Corporate Communications Director, Ali Group



Luciano Berti thanking customers and employees



The theme of "Cooking and the Arts" attracted more than 1,700 guests



Rachael Nordell and José Nicho, Vice President, Sales - Latin America for Ali Group



Left to right: Irene Kimmerly, Vice President of Sales for Belshaw Adamic; Carlos Rebolledo, Director of Operations for Europe for Dunkin' Brands and Rich Vincent, International Equipment Innovation Manager for Dunkin' Brands



Andrea Cocchi, Chief Executive Officer of Carpigiani Group and Lorenzo Scrimizzi, President, Carpigiani Japan



Stephanie August and Rob August, President of Ali Group North America Refrigeration Division



Attendees share party pictures



Left to right: Ryan Blackman, Director of Marketing & Communications of Ali Group North America; Antonella Da Ros, Executive Assistant & PR Coordinator of Lainox; Marco Ferroni, General Manager of Lainox; and Mauro Dorigo, Area Sales Director of Lainox



Left to right: John Nackley, Rob Myers and Natalia Donovan



Left to right: Brad Pierce; Scott Gerharz of Gerharz Equipment; and Charlie Bible of KaTom Restaurant Supply



Tim Garbett, President of ACP Inc., with representatives from CP Asia



Left to right: Kris McKissack, FSW; Jennifer Ward, Senior Vice President of Sales & Marketing, Ali Group North America Refrigeration Division; and Scott Gerharz



Left to right: Antonella Da Ros; Alessandra Longo, Customer Care, Sales Department, Friulinox; and Oscar Imazio, Chief Operating Officer, Cooking & Refrigeration Division, Ali Group



Left to right: Marco Sparesato; Roberta Ferrari, Controller, Ali Group; Federica Salutari; Cristian Cesano, Accounting Manger, Ali Group; and Giuseppe Scavello, Controller, Ali Group



Deirdre T. Flynn, Executive Vice President, NAFEM and Charlie Souhrada, Director of Member Services, NAFEM



Good wine and food was the order of the evening



Marco Previati and Veronica Colamonico, Executive Assistant, Ali Group



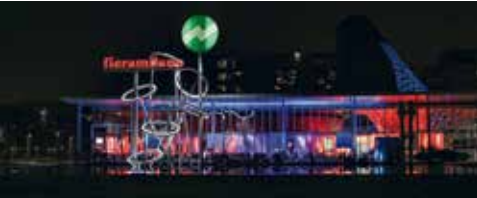
Left to right: Greg O'Connell, General Manager, Moffat; Ian Hopper, Principal of KHI International Pty. Ltd.; and Rob Geile, VP of Consultant Services, Ali Group North America



Selfies are everywhere!



Left to right: Deirdre T. Flynn; Maureen Slocum, Publisher, Foodservice Equipment & Supplies; and Ryan Blackman



The lavishly decorated hall where the party took place



Left to right: Andrea Pozzi; Alessandro D'Andrade, Grandimpianti; and Ettore Legnani, Grandimpianti



Left to right: Michael Hawkins, Michael J. Hawkins, Inc.; Stephanie Gill-Kelly; and Keith Kelly, President, Ice-O-Matic



Party-goers enjoy the night air



Left to right: Briege Coe and Brian Coe, Caterline Catering Equipment; and Debbie Parenza, Vice President of Global Chain Sales, ACP Inc.



Mr. and Mrs. Berti

Rising Bakery Chain Chooses Carpigiani for Exciting New Ice Cream Treats



Jeff Martin first rose to prominence as one of the competitors on the TV series “Cupcake Wars.” Founded in 2009, his wildly popular Smallcakes bakery chain bakes and frosts 18 varieties of signature cupcakes daily, as well as special-edition seasonal treats. Now, with 120 locations around the U.S. and two in the United Arab Emirates, he’s expanded the offerings at his “neighborhood bakery” concept beyond cupcakes to brownies, cookies and his latest addition, ice cream — with the help of Carpigiani equipment.

Smallcakes is known for making exciting flavors of baked goods, and that same adventurousness now extends to its ice cream selections. “We take what we’re known for — our great cupcakes — and incorporate them into our ice cream,”

“We tested out a few other machines, and the Carpigiani really produced the consistency I envisioned.”
—Jeff Martin

Jeff Martin, founder of Smallcakes.



Martin says. “We just don’t do boring ice cream. We make a cupcake-infused ice cream. We do red velvet ice cream and vanilla bean ice cream.”

Martin is a perfectionist when it comes to the texture of his ice cream. “I’m not a huge gelato fan,” he says, “and I’m not a huge fan of the old-school, rock-hard ice cream. What we’re producing is right in the middle, and the machine has a lot to do with that. We tested out a few other machines, and the Carpigiani really produced the consistency I envisioned.” Martin currently has 12 Carpigiani LB100 batch freezers in his Smallcakes stores, with plans for another 20 to be installed soon.

Martin has high marks for the Carpigiani sales and service team. “These machines are very easy to install, very easy to work with. When we’ve had to call for service or get questions answered, it’s been very easy. They don’t make you feel like an idiot when you ask a question. I work through Kami Poppen a lot and she picks up the phone on weekends, too,” he says, adding that Carpigiani has been “very easy and very good to work with.”

Carpigiani Director of Sales Kami Poppen thinks Martin has found the formula for ice cream success with Smallcakes. “Smallcakes is the kind of customer you love to work with,” she says. “They are a fun business that’s open to trying new things that expand their menu. But they stay focused on their core theme of cupcakes. Jeff is always thinking about what he can do next to continually improve Smallcakes and bring it to the next level for his customers. The addition of ice cream bars in his new flagship location is proof that Smallcakes



(Left) Filling the molds

(Below) Smallcakes’ new Decadent concept in Overland Park, Kan.



The Fantasticks 4U equipment, ready to produce premium ice cream bars.



will continue to be a top cupcake chain by offering a wide variety of choices while keeping it fun and creative by allowing customers to customize their own ice cream bar. And working with a rep like Kevin Herndon of B&J/Peerless really makes it a team effort.”

In his own words, Martin is “super-excited” about his next Carpigiani machine: the Fantasticks 4U, installed in November 2015 in his newest concept, Decadent Coffee and Desserts, located in an upscale neighborhood of Overland Park, Kan. With more of a bistro feeling, Decadent is aimed at the traditional “mom-and-kid” crowd during the day and an adult clientele at night. “I’m like a little kid at Christmas,” he exclaims. “It’s a machine that you can do so many different things with. I’m going to do everything I possibly can do with it. Initially, we want to do custom ice cream bars. But my mind is thinking, ‘What can I do with this? And I want to do it all.’”

Kami Poppen demonstrating decoration techniques.

ACP Culinary Sales Manager Tony Aguiar demonstrates how to use the MenuMaster microwave.



MenuMaster Microwave rates an “A+” with Primrose Schools

Founded in 1982, Primrose Schools is a large early childhood education provider, with 304 franchised locations in 25 states and a company-owned school in Atlanta. The schools provide care for children as young as six weeks old, and up to six years of age. Additionally, children up to 12 years old can participate in after-school programs. Each school serves anywhere from 180 to 220 students, along with faculty and staff.

The kitchens in these schools, says Bob Benowitz, Executive Vice President of Operations for Primrose, originally had a

household stove and a small microwave. “As we progressed,” Benowitz says, “we had commercial ranges and ovens, stovetops and commercial refrigerators,” which necessitated a costly fire suppression system in each kitchen. “We were looking to save money on our kitchen and the overall costs of our building,” he says.

Concurrently, parent satisfaction surveys were showing that the school’s food offerings needed improvement. “We knew our meal service at that time probably wasn’t as strong as it needed to be,” Benowitz says. “We got so much response

“They absolutely do replace the stovetop and ovens we’ve had in our school.”

—Bob Benowitz

back from parents to improve our menus that we said, ‘Let’s do it.’”

Primrose knew that a change in the kitchen setup was needed. The company’s national architect and construction department went through the process of specifying new kitchen equipment. After much searching, the MenuMaster® MRC30S2 microwave was chosen.

The school’s registered dietitian, Ann Dunaway, developed a new, balanced menu program featuring eight weeks of breakfasts, snacks and entrées. The next step was to pilot the program with franchisees, and to help with that, Primrose brought in ACP Culinary Sales Manager Tony Aguiar.

“Three years ago, we brought that pilot group in, along with Chef Tony, to give us a cooking demonstration,” Dunaway says. “Nobody knew how to use the microwave.

There was some resistance initially, especially as we were rolling out the balanced menu program. Tony showed us how to program [the microwave], and how it can really do everything. He also filmed beautiful training tapes. He was really excellent on camera. They’re in our library for the balanced menu program and every school in our system is required to participate.”

But the service didn’t stop there. Dunaway says that Aguiar “has tested a lot of recipes for us and helped us get the timings right. Last year, I sent him a new recipe for Lentil Sloppy Joes. He tested the recipe a few times and sent it back with the proper timing. He’s offered to do that any time we need help. He’s definitely been very, very helpful, since I don’t have a test kitchen to test these recipes in.”

Benowitz notes that the MenuMaster microwave not only saves time but it also saves money for Primrose Schools. “We didn’t need that \$50,000 [fire protection] system anymore,” he says. In fact, Primrose has installed around 200 of the MenuMaster microwaves in its schools.

Benowitz is very pleased with the performance and reliability of the MenuMaster microwaves. “Now that people know how to use them, they totally support them,” he says. “I can’t think of any call I’ve had to say I’ve got a malfunctioning microwave. They’re trusted, they’re reliable and when you really know how to use them, they absolutely do replace the stovetop and ovens we’ve had in our schools.”



Bob Benowitz,
Executive Vice President
of Operations for Primrose



Ann Dunaway, RD,
Dunaway Dietetics,
Consultant to Primrose Schools



Samples from the training videos developed for Primrose Schools to help promote proper usage of the MenuMaster microwaves.



Primrose Schools has 304 franchised locations in 25 states and a company-owned school in Atlanta.

A combination of standard and customized Aladdin Temp-Rite® products helped a hospital update its inefficient patient meal-service program.

CUSTOMIZED SOLUTIONS for Seton Medical Center Austin



Tray assembly area configured in efficient POD work stations.

ABOUT SETON MEDICAL CENTER

- **Type of Facility:** Acute-care hospital
- **Beds:** 425 licensed beds
- **Owner:** Seton Healthcare Family operates more than 100 clinical locations across central Texas. Seton is a member of Ascension, the largest non-profit health system in the U.S. and the world's largest Catholic health system, committed to delivering compassionate, personalized care to all with special attention to persons in poverty and struggling the most.
- **Health System:** Seton Healthcare Family, which operates more than 90 clinical locations across central Texas.
- **Food Management Company:** TouchPoint Support Services, part of Compass Group. TouchPoint currently operates 127 acute- and senior-care facilities nationwide.
- **Patient Dining Programs:** TouchPoint Catering to You and Dining on Call room service

Before the recent renovation at Seton Medical Center, the hospital's trayline and patient meal-delivery system was less than optimal. "This particular trayline was a big oval trayline," says Bob Danhauer, Director of Food and Nutrition at Seton. "I'd never actually seen one like this before. Usually it's a straight shot, where you've got people on both sides. So it required a lot of people to build the trays because you didn't have access from one side to the other."

Steve O'Connor, principal of the L2M Foodservice Design Group of Glen Burnie, Maryland, was brought in to consult on the problem and knew "it was really going to be a challenge.

The existing space just wasn't conducive to a great flow," he said. So the hospital, with input from TouchPoint, made the decision to revamp its setup and service. Rather than having trays sent up to the patient floors on a dumbwaiter and having them served by nurses, it was decided to move to a "room-service" style of patient feeding, delivered by catering staff.

The new style of service includes catering associates, who personally interact with patients several times a day. At the patient bedside, they take orders for meals and then return to serve their patients, just as a restaurant server would. This added touch of personal service creates positive impressions for Seton patients, and

lets them know that foodservice and hospitality are essential to the healing process.

Not only did Seton implement a change in delivery style, but the menu received an overhaul as well. TouchPoint chefs prepare all food from scratch for patients and guests. They source local growers and use organic produce when available; additionally, they prep and cook vegetables right before meal service for maximum freshness and flavor. They also roast their own pork and turkey, smoke their beef in-house, and bake chicken and fish right before meal service begins. In short, the TouchPoint food service team is passionate about serving fresh, delicious meals.

The team also focuses on environmental impacts of the foodservice operation. For example, Compass Group's Imperfectly Delicious Produce (IDP) program "rescues" imperfect fruits and vegetables which otherwise might be discarded. Debbie Graves, Patient Services Manager at Seton, says the IDP program benefits the environment. "Just because a carrot has a kink in it, doesn't mean it isn't delicious," she says. "Since we peel and slice our own produce, we contribute to the environment by using perfectly delicious imperfect-looking items, rather than participate in truckloads of waste."

As might be expected, implementing a new patient delivery service and revised menu led to some operational issues, not the least of which was the inefficient tray-assembly area. Steve

O'Conner designed new tray-assembly areas, including standard and customized equipment configured in POD workstations to better optimize efficiency. The new tray-assembly area takes into account future needs associated with the ever-changing challenges of hospital room service.

A variety of Aladdin equipment, such as air curtain refrigerators, hot food counters, tray dispensers, and customized tray make-up counters enable the hospital to assemble patient trays more efficiently, and Aladdin's Heat On Demand Advantage® system keep hot food hot for delivery to patients.

Seton's foodservice program not only helps improve the patient healing process, it plays an important role in boosting the local economy through food purchases, reduces food waste through the IDP program, improves the quality and taste of its food offerings, and helps protect the environment, too.

"The collaborative effort for this project between TouchPoint,

(Top right) Meals are prepared for individual delivery, room-service style.

(Bottom left) Seton Director of Food and Nutrition Bob Danhauer (fourth from left) and his foodservice team.

(Bottom right) Tray make-up side of POD workstation including Aladdin air curtain refrigerators and custom counters.

Seton, Aladdin and L2M Foodservice Design Group was amazing," said Kim Sprout, Aladdin Product Manager. "The team put in many hours and worked together to determine which equipment would best meet their needs."

Seton Director Danhauer gives high marks to the Aladdin team for being "responsive and creative." From a consultant standpoint, O'Connor called the Aladdin team "really very good to work with. Kimmie [Biggs, CAD Designer] was outstanding."

Most importantly, Seton patients are satisfied with the new meal-delivery system. "Patient satisfaction scores from last year to this year have risen about five percent," says Danhauer. "I'm sure that the equipment, and being able to serve hot food hot, and cold food cold, is a key component. To have this new [tray-assembly] equipment and have it be state-of-the-art, and be able to hold these temperatures is a key to patient satisfaction."



BIGGER IS BETTER

WITH ICE-O-MATIC'S GRANDE CUBE MAKER

Beverages these days have bigger, bolder flavors than ever before. And those big flavors demand big ice, which is what the Grande Cube Maker from Ice-O-Matic delivers. Launched at last year's NAFEM Show, the Grande Cube Maker delivers ice in a whopping 1-1/4" x 1-1/8" x 7/8" size. That's twice the size of a traditional ice cube.

Beyond the extra chill provided by the bigger cube, there's an eye appeal as well, says Scott DeShetler, marketing director at Ice-O-Matic. "Ice has become a design element. Drinks look more appealing with this larger cube."

The Grande Cube Maker continues the Ice-O-Matic tradition of products that combine performance with ease of use and maintenance. The machine has earned the ENERGY STAR® for using only 20 gallons of water to produce 100 pounds of ice, as compared with the standard amount of 23 gallons to produce 100 pounds. To develop this energy-saving, efficient machine, "we consulted with experts in the large-format business and combined innovation

with proven technology and existing design," DeShetler says. The Grande Cube Maker's dual path evaporator loop technology provides uniform ice formation, increased energy savings and improved ice quality. Pure Ice®, exclusively from Ice-O-Matic, provides built-in antimicrobial protection for the life of the icemaker to inhibit bacterial growth on surfaces. An optional water filtration system helps guard against unpleasant taste or odors.

Like all Ice-O-Matic products, the Grande Cube Maker is dependable. "Customers need a machine they can rely on," DeShetler says. "It can't break down during a Friday



"Ice has become a design element. Drinks look more appealing with this larger cube."
—Scott DeShetler

night." With a production capacity of nearly 875 pounds of ice per day, the machine can supply even the busiest restaurant or nightclub with all the ice it needs, all day. And ice really is important to all dayparts. "Businesses are finding that the same customer will ask for chewable ice in a soft drink or juice in the morning and prefer a large, clear cube for their cocktails in the evening," he notes.

There is a growing market for ice internationally, says DeShetler, noting that the prospective markets for the Grande Cube Maker are "Australia, Asia, South America and the U.S. It is truly an international trend." With Ice-O-Matic's global network of service professionals, service is always available and nearby. Ice-O-Matic backs its products with the longest warranty in the industry: three years parts and

www.iceomatic.com



labor and five years for the evaporator and compressor worldwide. Evaporator coverage is extended to seven years in the U.S. and Canada if an Ice-O-Matic water filter is installed.

Ice is more than just an afterthought to a bar or restaurant; it's an important part of the patron's experience, which is why the dependable Ice-O-Matic Grande Cube Maker is so popular. "Ice is a food," notes DeShetler, "and we build our machines with that in mind."

THE GAME CHANGER IN MEAL DELIVERY SYSTEMS

The new Multigen from Burlodge boasts stunning looks, high performance and an incredible user experience.

A revolution in the segment

The new Multigen for food regeneration and distribution would be an asset to any restaurant, hotel or caterer as well as a sophisticated addition to more traditional sectors such as hospitals, clinics, prisons, schools or large institutions.

"I could tell by the look on my customers' faces when they first saw the prototype and its features that we had achieved our goal of producing something revolutionary for this sector," says Marco Rivola, New Product Development Manager at Burlodge.

Multigen has been incredibly successful over the years, but the new design and styling catapults Burlodge, as well as industry standards, into the future. "We put our knowledge of materials and technical expertise together with a design team that added new aesthetics to the machine," says Rivola. "The result is incredible. I can honestly say that this new product is a revolution in terms of design, ergonomics, looks, materials and user interface."

Contemporary design, special materials

The design studio worked with Burlodge on the choice of materials, line and details of the prototype. "It is the first time that RIM (Reaction Injection Molding) has been used for this type of application," says Rivola. "This material is not just attractive, it is extremely light, durable and easy to maneuver. The finish makes the trolley pleasant to touch, scratchproof and easy to clean."

The modern choice of black and white is a trend for institutions globally. Black is used for the functional parts of the trolley such as the handles and the heated top, white for the decorative and robust side panels. The matte-finish, scratchproof, heated glass top has a sleek, borderless design. "The new and improved Multigen is an example of our commitment to continuous quality improvement, our ability to listen, and our passion to create," says Paul Gauntley, President, Burlodge Canada and USA.

Ergonomic and flexible to meet your needs

Much was done to improve the ergonomics of the new Multigen, making it more comfortable and easy to use



for the operator. The handles are practical and comfortable; the electrical cable is easy to reach; and the scratch-resistant finish is easy to clean.

The gantry provides a convenient tray top for condiments, ingredients or utensils. It elegantly hides a halogen lamp that creates beautiful and effective lighting and keeps foods warm. The larger, slanted sneeze-guard offers increased visibility of the serving surface.

Cutting-edge technology

State-of-the-art insulation guarantees improved temperature control, saves energy, reduces condensation and keeps surfaces to a temperature that is safe and comfortable for the operator. Color-coded gaskets make it easy to identify the hot and cold cabinets. When in use, the gantry also shows its colors: red when hot, blue when cool, white on standby and flashing white when the program is finished to make it easier and safer to use.

User interface for impeccable food quality

The user interface is new and innovative. "The new, streamlined color touch display will be a benchmark for Burlodge and the sector. It will be easy to program and user-friendly, because the new Multigen is not only surprising from a design point of view, it also provides new solutions of connectivity and online integration with the world around it," says Rivola.

Different heating programs, developed specifically for Burlodge by specialized chefs, regenerate foods to maintain their texture, taste and quality for an optimal dining experience.

Multigen can be configured to meet different needs for size, function and capacity, no matter where customers are in the world or how big the business. The ovens provide easy access to serving dishes as well as saving on the overall footprint.

"The new Multigen will launch in North America in the latter part of 2016," says Gauntley. "We have already taken pre-orders and can't wait to rewrite another chapter in best practices in healthcare meal delivery."

www.burlodgeusa.com



ELECTRONIC CONTROLS
WITH HACCP AND/OR
ONLINE MONITORING SYSTEM

DUAL OVEN
TECHNOLOGY

CONVECTION OVENS
HEAT UNIFORMLY AND
THE STATIC REFRIGERATED
SECTIONS KEEP ITEMS
COOL SO FOOD IS SERVED
AT OPTIMAL SERVICE
TEMPERATURE

HEATED GLASS TOP
WITH TWO SEPARATE
HEATING AREAS

SCRATCH-
RESISTANT,
EASY TO
CLEAN

IMPROVED ERGONOMICS:
PUSH HANDLE, OVEN
ACCESS, EASE OF
MANEUVERABILITY,
VISIBILITY OF PRODUCTS



REDUCED
ENERGY
CONSUMPTION

ALL MODELS HAVE THE OPTION
OF REFRIGERATION FOR THE
OVEN OR AMBIENT SECTIONS



CMA's New EST Front Loader Perfect for Small Operations

Now even small operations can have consistently clean dishes with the new EST Front Loader from CMA Dishmachines. This compact, space-saving design takes up 75 percent less floor space than traditional dishmachines, requiring only 5.06 sq. ft. of floor space. It uses standard 20-inch by 20-inch racks, and its 90-second cycle means that it can handle up to 40 racks per hour. The EST machine has earned the ENERGY STAR®, and uses just 1.09 gallons of water per cycle. Combining the proven operating features of our EST and L-1X16 models, it utilizes a low-temp chemical sanitizing system and has a built-in scrap accumulator. Available options include a hot water assurance system, sanitizer alarm and front skirt.

The EST Front Loader is perfect for those operations where space is limited and standard entrance and exit tables are not an option.

"CMA Dishmachines continues to create new equipment in response to marketplace demands," says Blane Bockhacker, Director of Operations. "Our newest model, the EST Front Loader, is specifically designed for growing markets such as convenience stores, fast-food chains and small 'ma and pa' specialty shops that have very limited space but need the advantages of a commercial, full-sized, single-rack, low-temp dishmachine."

The EST Front Loader is perfect for those operations where space is limited and standard entrance and exit tables are not an option.



Pete's location in Parsons, Kansas



The Moffat E22M3 half-size sheet pan convection oven is helping Pete's convenience stores turn out breakfasts quickly without taking up much space. Pete's, with 45 stores in Kansas, Oklahoma and Missouri, uses the Moffat convection oven to bake biscuits from thawed dough and to warm up precooked breakfast sandwich components such as ham, sausage, eggs and bacon.

According to Gratz Peters, president of Pete's, the chain switched over from another brand of half-size convection oven "based on the value and cost," he says. He praises the Moffat oven for "the ease of use by the staff," and notes the unit's "simple" maintenance.

The Moffat convection oven, which was recommended to Pete's by B&J Food Service rep Kevin Herndon, "is a convenient size for our limited kitchen space and use," says Peters. "The footprint is great when designing a kitchen layout, and the ability to change that if needed with the 120 outlet is also a plus. So we can adjust the flow of the kitchen if we run into any issues."

Employees like the new oven because "it's easy to operate, with not too many selections to configure." Customers appreciate the change since, as Peters says, "we now serve a better quality and less expensive biscuit than the prebaked product we offered before."

Pete's may soon be using the Moffat convection items for more than just breakfast, says Peters. "We are looking to expand our offerings, and with some additional training from Moffat's corporate chef, we should be able to expand what we are currently offering and hopefully increase productivity and margin, using the oven in different ways."

"The Moffat convection oven is a convenient size for our limited kitchen space and use."
—Gratz Peters



Moffat Serves Up Convenience for Pete's

AROUND THE WORLD



CARPIGIANI SCOOPS UP AWARD FROM McDONALD'S

It takes quite a machine to receive an "Innovation of the Year" award from McDonald's. Of course, the Carpigiani Next Generation Frozen Dessert Machine really is quite a machine. The machine includes a new, three-barrel design which will allow McDonald's to expand its menu offerings.

The award is given annually to the supplier who has brought the single greatest innovation to McDonald's. John Babila, president of Carpigiani North America, says, "Carpigiani's goal is to continue to be the leader in exceptional, cutting-edge, customer-centric, relevant innovation."

www.carpigiani.com/usa



HAPPY BIRTHDAY, ELOMA!

Eloma reached another milestone in 2015 when it celebrated its 40th anniversary. The company was founded in 1975 by three young German entrepreneurs and now manufactures premium combi steamers and ovens sold in more than 65 countries. At the heart of Eloma's success is a constant focus on making products that fit the particular needs of chefs and bakers, and ensuring that those products are operationally efficient and energy saving as well. Since its founding, Eloma has developed an extensive product range, including the GENIUS™ state-of-the-art combi steamers and other systems to save operators time, energy and water.

www.eloma.com



MARENO CHOSEN BY LE CORDON BLEU SHANGHAI

The world-famous Le Cordon Bleu cooking school has trained more than 22,000 students over the past 120 years and recently opened its first school in Shanghai. The school has installed Mareno cooking equipment in its kitchens. Le Cordon Bleu's Li Xiao Hua says that the Mareno equipment installed at the school "offers students the very best in high-performance, innovative equipment." The Mareno equipment's sleek, contemporary design is a perfect match for the rigorous training offered by Le Cordon Bleu.

www.mareno.it

METOS MARINE: CROSSING THE CULTURAL DIVIDE

Metos Marine, from Finland, and Jeitek, from South Korea, have created a consistently successful business partnership spanning two decades. Jeitek is at the heart of Asia's shipbuilding industry and supplies some of the world's busiest shipyards. The company has taken on some huge contracts, including offshore projects such as Mariner for Statoil in the North Sea. One of Jeitek's key partners is Metos Marine, for which Jong Chan Park, president and CEO of Jeitek, is the agent in Korea. Today, Jeitek brings in around 50 percent of Metos Marine's business.

Metos supplies high-quality products, comprehensive service and kitchen intelligence consulting to an international client base. Its core principle is continuous innovation and development to better understand and serve the needs of its customers.

"Metos is very flexible and that makes it different [from] many European companies, who often won't change their products but instead push customers to change their standards. Metos learned how to handle business in Korea and so it always tries to find solutions," notes Park.

www.metos.com



ICE CREAM MADE MAGNIFICO WITH ELECTRO FREEZE

The Fuzionate™ freezer from Electro Freeze really was a sweet choice for Gary Magnifico, owner of Magnifico's Ice Cream in East Brunswick, New Jersey. Magnifico was looking for a way to increase his business, so the nine-flavor machine was a perfect way to enhance the number of soft-serve flavors he could serve. The patented Fuzionate technology incorporates the flavors fully throughout the product. It's especially designed for high-volume operations because it produces a wide variety of ice cream, frozen yogurt or gelato in a small footprint. The Fuzionate freezer is perfect for establishments that want to offer the highest-quality, most consistent and profitable product that can be served.

Magnifico is a true believer in the Fuzionate freezer. "It's truly incredible," he says. "My sales have increased dramatically. I would highly recommend this to anyone looking to increase their selection of flavors while using only one machine. This is the best machine I've ever used."

www.electrofreeze.com

AROUND THE WORLD



SCOTSMAN ICE A HIT AT LUXOR HOTEL AND CASINO

It's a big job to provide ice for a hotel the size of Luxor Hotel and Casino in Las Vegas. With more than 4,400 guest rooms located in two 22-story towers and the pyramid, that places a big demand on the guest-floor ice machines. But Scotsman ice machines are up to the job, reliably producing ice for Luxor's guests.

Joe Glazier, Vice President of Property Operations for Luxor, says that both guests and staff like the size and shape of the cubes produced by the Scotsman machines. However, the amount of ice produced by the machines is just as important, and Glazier notes that "Scotsman's cycle time is one of the best. As a result of this, ice production has increased."

For his operations staff, the reliability offered by the Scotsman ice machines puts them ahead of the competition.

"Scotsman is a very reliable machine," he notes. "It is easy to maintain and repair, and parts are readily available."

Maintenance times are reduced, thus freeing up staff for other repair and maintenance issues.

The service team is available when he needs them, Glazier says. "The local team has been responsive and supportive. Scotsman has been a good partner for Luxor."

www.scotsman-ice.com



OUTFITTING KITCHENS IN A PRESTIGIOUS RUSSIAN HOTEL

The Four Seasons Moscow hotel has a rich history behind it. Originally the Hotel Moskva, it was commissioned by Joseph Stalin in 1935 and throughout its existence has played host to many dignitaries. In 2014, it became the Four Seasons Moscow, with 180 luxury guest rooms, plus five restaurants and lodges. To convert the old hotel to a modern, upscale location took significant effort on the part of a number of construction companies. Executive Chef David Hemmerle is bringing a touch of French cuisine to the restaurants at the Four Seasons. The hotel and its dining establishments "must cater to the diverse tastes of our guests, who include international travelers and Russians. The signature Four Seasons service, the best attention to guests and the best chefs in town are what guests will experience," he says. Delivering this high-quality, classically inspired food requires top-notch equipment. To do that, the kitchens at the Four Seasons Moscow selected equipment from a wide range of Ali Group brands, including Friulinox, Wexiödisk, Eloma, Carpigiani, Williams and Ambach. "These help us create dishes that reflect the destination and have an authenticity to them," says Hemmerle, who adds that he's looking forward "to the process of creating something new."

www.alicontract.com



SHELL OIL CHOOSES ACP'S JETWAVE FOR GERMANY

The Shell Oil Company has installed more than 100 of the newly designed, high-speed combination Jetwave™ ovens from ACP in its German locations. NordCap, the ACP distributor in Germany, discovered the opportunity at a petroleum and convenience store trade event. ACP's European sales and logistics agent, Culimat, played a critical role in supplying the Jetwave oven to the Shell Select stores in Germany. The JET514 oven is used to quickly toast and heat sandwiches and other savory foods, and was chosen over other models for its speed and versatility.

www.acpsolutions.com



ESMACHLAB CHOSEN FOR NEW BISTRO IN MILAN

The partnership between Esmach and Autogrill continues to thrive. Following the opening of the first Bistrot Milano at the central railway station in Milan, Esmach's innovative EsmachLab was chosen for Autogrill's new Bistrot location at Il Mercato del Duomo in Milan. Il Mercato del Duomo, a project of Autogrill in collaboration with the University of Gastronomic Sciences of Pollenzo (UNISG), is a covered market featuring local products.

The EsmachLab revolutionizes the traditional bakery schedule, virtually eliminating night production. Using only five machines occupying less than 25 sq. m. (270 sq. ft.), EsmachLab makes bakery production possible through all dayparts, right up to the evening.

www.esmach.com



AROUND THE WORLD



CHAMPION CONTINUES PARTNERSHIP WITH WALDORF ASTORIA

The decades-long partnership between Champion Industries and the landmark Waldorf Astoria New York hotel continues. In collaboration with the consulting firm of Clevenger Frable LaVallee Inc., Champion has provided high-quality service in the hotel's dishroom. In 2003, one door-type and two flight-type machines were installed; six years later, two more flight machines were added. The next project in the Champion-Waldorf partnership will be to install another Champion rack conveyor in the Waldorf's dishroom.

www.championindustries.com



EGRO BREWING UP COFFEE FOR AUTOGRILL

The Egro ONE Top-Milk XP Italy machine is serving up coffee for Autogrill's operations in Switzerland, Greece, Germany, Slovenia and Belgium (where it has the monopoly on coffee shops in the Brussels Airport).

Founded in 1849, Egro, part of the Rancilio Group, is known for its innovations and quality performance. The Egro service center in Belgium delivers real-time assistance, ensuring outstanding after-sales service. Egro, in partnership with CP Retailink Co. Ltd., has also supplied the ONE Top-Milk XP machine to the coffee operations of 7-Eleven stores in Thailand.

www.ranciliogroup.com



AMBACH OVERCOMES CHALLENGES AT ROSEWOOD BEIJING

The Rosewood Beijing Hotel is the Rosewood brand's first hotel in China and is setting new standards for luxury and culinary excellence. This ultra-modern hotel features six separate restaurants, offering dining experiences that range from Chinese street fare to traditional French cuisine.

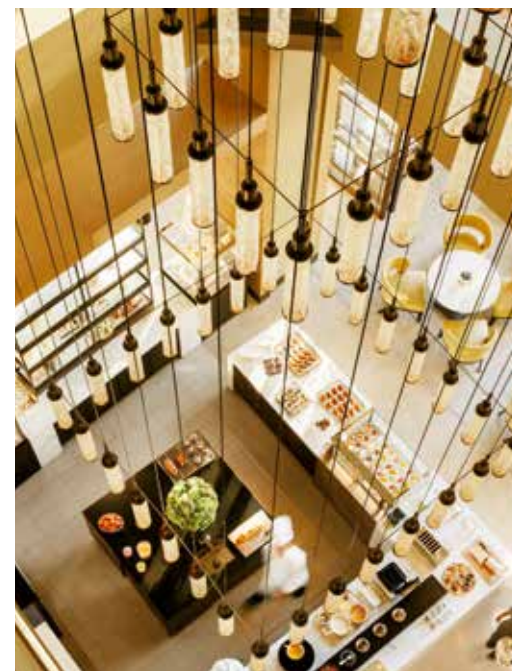
Each of the hotel's six restaurants features an open kitchen, so having efficient design and high-performance equipment was essential. Working in tandem with consulting firm CKP Hospitality, Ali China supplied Ambach Chef 850 ranges that were

individually tailored to each kitchen's specific needs. Integrating traditional Asian woks and steamers into the Chef 850 line presented a challenge due to the high amount of heat conducted by woks. However, working with YPT, a Hong Kong-based manufacturer of kitchen and catering equipment, woks were developed that would integrate efficiently with the Ambach ranges.

The next challenge was actually getting the cooking islands into the kitchens. Two of the islands, each more than 17 feet long, were destined for the second floor of the hotel, which can be reached only by elevator. "We ended up manufacturing the two islands in 1.2m (3.94 ft.) pieces," says Marco Albarello, Ambach sales manager, "so they could be taken up to the second floor in the lift and welded together."

That sort of problem solving, along with collaborative efforts with partners, meant that the Rosewood Beijing kitchens were all executed flawlessly. "Ambach was chosen for its quality, performance, durability, elegance and flexibility," says Geoff Mannering, managing director of Ali China. "It was able to meet the design concept as well as the performance criteria and fit with the image of the hotel."

www.ambach.com



OEM MAKES YOUPIZZA EVERYBODY'S PIZZA IN ITALY

The Oem Pizza System is helping an Italian pizza chain penetrate a tough market. Italy, home of the pizza, is actually the third largest market for pizza sales globally (after the U.S. and France). Since most Italians make their pizza at home, getting them to go out for pizza can be a tough sell.

But the YouPizza restaurant in Milan is finding success by serving a pizza that features a lighter crust made from organic flour with no additives and high-quality toppings. While it might look like the traditional pizza, it has a much lighter flavor. What's more, everything on the YouPizza menu is made in full view of the customers. The stores feature a young staff, modern design and quick turnaround during busy times (such as lunch rush).

To achieve these goals, YouPizza turned to the Oem Pizza System. "It is a complete system to control food, energy and labor costs," notes Corrado Silvestri, general manager of Oem. The Oem Pizza System features a variety of products, including spiral mixers, dough rounders and ovens.

"We did a lot of testing at Oem's factory and they have just the right oven for the kind of pizza we make," says Corrado Cerri, YouPizza's founder. "You need an oven that cooks in different ways, from top to bottom so that you get the crispy base and a soft top. We tested ovens from the three main producers in Italy and Oem has the best solution. It is critical in determining the taste of our pizza."

www.oemali.com



AROUND THE WORLD

EDLUND CELEBRATES 90TH ANNIVERSARY

In 2015, Edlund Company LLC celebrated 90 years in business. Edlund President and CEO Peter Nordell provided some insight into the company history. "The company was founded by the Edlund brothers in 1925 right here in Vermont," Nordell says. "The interesting thing about how Edlund Company has progressed over these nine decades is that it was a family business, handed down to sons, and later, in the 50s, sold to Bill Foster, the company Sales Manager, when there were no more immediate family members to take over. Over time, during the early 70s, he brought in his sons, who managed the company from the 80s on, so it was generation to generation to generation to generation. Then, in 2010, we sold Edlund to the Ali Group and another two generations of family."

Nordell says the family-based structure of the Ali Group was appealing to Edlund. "When we finally decided to sell the company, one of the key things we wanted to do for the employees was to maintain a family style culture if possible. We were so impressed with Luciano and Filippo Berti, their corporate culture and management style, and knowing that there was a family there, and a hierarchy and a turnover succession plan," he says. "It was the right fit to ensure the company's future success."

Perhaps not surprisingly, Edlund's oldest product – the #1 can opener – remains its best-selling product. "The Edlund brothers invented the commercial can opener for foodservice," says Nordell. "After 90 years, we're still selling the main product the company was founded on, and it's still the number-one product by unit volume in our line." Edlund mechanical scales were introduced in the early 50s, followed by such current product offerings as knife



sharpeners and knife storage equipment, electronic scales, tongs, and most recently, award-winning slicers, choppers and dicers.

The company is not content to rest on its laurels, however. "Our logo says, 'Innovation Redefined™'. What that means is that we're taking products that have been in the market for 30 years or 40 years – products that other companies haven't tried to improve for decades – and modernizing them to meet the demands of today's operator," Nordell says. "That's really redefining the term innovation."

Nordell is confident Edlund's success will continue. "In this, our 90th year, Edlund also achieved additional milestones. We ended our fiscal year with our best month and best year in history," he says. "We received the 'Best in Class' Award for the twelfth year in a row. And more than 90 percent of our products are still made in the U.S.A. Edlund's future is bright under Ali Group. The 100th Anniversary doesn't seem so far off."

www.edlundco.com



ICE-O-MATIC TEAMS UP WITH FOUNDATION FOR BLIND CHILDREN

The Foundation for Blind Children (FBC) in Phoenix, Arizona, is the largest non-profit agency of its kind in the United States, serving the blind and visually impaired of all ages. FBC has numerous programs and services for its clients, but some of its foodservice equipment needed improvement. Students and staff had asked for an ice machine for various purposes – cooling drinks, filling coolers for events, and even to nurse the occasional bump or bruise.

As with most non-profit organizations,

budgets at the FBC are tight. CEO Marc Ashton chose a cost-effective ice system that would meet the needs of staff and students but would also have minimal breakdowns or maintenance issues over the life of the machine. That was the Ice-O-Matic GEMD270 Nugget Ice/Water Dispenser and water filtration system.

Since installing the system, staff and student satisfaction has increased. "The machine has boosted our morale tremendously," Ashton says. "We never thought in a million years that an ice machine could do that."

www.iceomatic.com



RED DOT DESIGN AWARD GIVEN TO RANCILIO MACHINE

The Rancilio Classe II USB Xcelsius espresso machine has been awarded the prestigious 2015 Red Dot Design Award in the Product Design category. For more than 60 years, Design Zentrum Nordrhein Westfalen in Essen, Germany, has given international awards in product design.

The Classe II USB Xcelsius was praised by the jury for its innovative aesthetics and style. They noted that the machine "meets high professional demands of ergonomics, user-friendliness and reliability and enthralls with an innovative user interface." The Classe II USB Xcelsius was noted for its ease of control, with a user interface similar to those of smartphones.

www.ranciliogroup.com

BONGARD EQUIPS THE FRENCH PAVILION AT EXPO MILANO

Bongard was chosen to equip the bakery in the French pavilion at the Expo Milano 2015 exhibition. Expo visitors were able to see the daily production of bread, traditional baguettes and pastries on the Bongard equipment – and then enjoy the results, right there in the bakery.

Bongard has a rich tradition of producing French bakery equipment since 1922. So when the Expo organizers required the bakery to be set in a restricted area, Bongard's Paneotrad® process was a natural choice.

Thanks to its closed-work process, Paneotrad combines a compact size, comfort and hygiene without flour projection. It also allows bakers to create a wide range of products in various shapes, using many different recipes.

www.bongard.fr



OUR BRANDS



COOKING

ALPHATECH

Amana
Commercial
MENUMASTER[®]
Commercial

ambach[®]

b baron
kitchen for professionals

eloma

Falcon

LAINOX
DEVICE FOR COOKING

MARENO
ENJOY YOUR KITCHEN

metos

MOFFAT

oem

OLIS
we innovate cooking

ROSINOX
Grandes Cuisines



BAKERY

Belshaw
Adamatic
Bakery Group

Bertrand
puma

BONGARD

CFi

ESMACH

MONO

Pavailler



MEAL DELIVERY,
PREPARATION &
STORAGE SOLUTIONS

Aladdin Temp-Rite
better by degrees

AUREA
advanced food preparation equipment

BURLIDGE

Etlund
etlund.com

METRO

Stierlen
SEIT 1899

temp-rite
international



REFRIGERATION

BEVERAGE-AIR

FRIGINOX
LE FROID PROFESSIONNEL

frulinox
First quality

hiber
THE FUTURE OF CHILLING

Polaris
PROFESSIONAL REFRIGERATION

Tecnomac

VICTORY

williams



WASHING
& WASTE
MANAGEMENT

Champion

CMA
COMMERCIAL MACHINES

COMENDA

DIHR

grandimpianti
Intelligent Laundry Equipment

HOONVED

KROMO
EXCELLENCE IN DISHWASHING

**MOYER
DIEBEL**

NORDIEN-SYSTEM

RENDISK

**WASHTECH
STARLINE**
PROFESSIONAL WASH SYSTEMS

Wexiödisk



ICE CREAM
& BEVERAGE
DISPENSING

CARPIGIANI

caltabriga

COLDELITE

Electro Freeze

GBG

ICETEAM

**Off
Freezer**

PROMAG

Encotel



ICE MAKERS

BAR LINE
ICE & MEAL MAKING

Icematic

Ice-O-Matic
Ice. Pure and Simple

Scotsman
ICE THE WORLD DEMANDS

SIMAG



COFFEE
MACHINES

EGRO
SWISS COFFEE TECHNOLOGY

PROMAC
Espresso coffee machines

RANCILIO
coffeeing the World

dawson
PROFESSIONAL EQUIPMENT

GRANDIMPIANTI

Krefft

**metos
marine**

metos
kitchen intelligence

**MILLER'S
VANGUARD**

SERVICELINE



CONTRACT,
DISTRIBUTION
& SERVICE

GROUP
康立立餐飲設備(上海)有限公司
CHINA

Alicomenda

Alicontract

dawson
PROFESSIONAL EQUIPMENT

GRANDIMPIANTI

Krefft

**metos
marine**

metos
kitchen intelligence

**MILLER'S
VANGUARD**

SERVICELINE

YOUR GLOBAL PARTNER

AFRICA | AMERICA | ASIA | AUSTRALIA AND NEW ZEALAND | EUROPE

Ali Group Global Headquarters

Via Gobetti, 2a | Villa Fiorita
20063 Cernusco sul Naviglio
Milan | Italy
Phone +39 02 921991
italy@aligroup.com

Ali Group Africa & Middle East

P.O. box 354 Amman
11623 Jordan
Al Quds St. | Al Muqabaleen
Phone +962 6 5736912/13
africa@aligroup.com

Ali Group Australia

740 Springvale Road | Mulgrave
Melbourne Vic. 3170
Australia
Phone +61 3 95183888
australia@aligroup.com

Ali Group Brazil

Av. Dom Pedro I, 513
Vila Monumento
São Paulo-SP | CEP. | 01552-001
Phone +55 11 20618207
brazil@aligroup.com

Ali Group Canada

2674 North Service Rd.
Jordan Station | Ontario
LOR 1S0 Canada
Phone +1 905 5624195
canada@aligroup.com

Ali Group China

MTR Cloud Center, 3rd Floor, Suite A
619 Caoyang Road Putuo District
Shanghai 200063 | China
Phone +86 21 6285 5858
china@aligroup.com

Ali Group France

17-19 Avenue Gaston Monmousseau
93240 Stains
France
Phone +33 1 48216325
france@aligroup.com

Ali Group Germany

Lochfeldstraße 28
76437 Rastatt
Germany
Phone +49 7222 1597740
germany@aligroup.com

Ali Group Hong Kong

4a Harrington Building
36-50 Wang Wo Tsai St.
Tsuen Wan | Hong Kong
Phone: +86 852 2407 5422
hongkong@aligroup.com

Ali Group Japan

Setagaya-ku
1540005 Tokyo
Japan
Phone +81 3 5779 8850
japan@aligroup.com

Ali Group Latin America

Balcarce 355 – PB
Ciudad Autónoma de Buenos Aires
Argentina
Phone +54 11 4331 0550
latinamerica@aligroup.com

Ali Group Middle East

18th Floor Crown Plaza Commercial Tower
Sheikh Zayed Road
Dubai | United Arab Emirates
Phone +971 4 311 7145
middleeast@aligroup.com

Ali Group New Zealand

45 Illinois Drive | PO Box 86010
Izone Business Hub
Rolleston 7675
New Zealand
Phone +64 3 983 6600
newzealand@aligroup.com

Ali Group Russia

Skladochnaja Str. 1 St. 18 | Off. 101
127018 Moscow
Russia
Phone +74 955 803360
russia@aligroup.com

Ali Group Singapore

1 Commonwealth Lane
#09-22 One Commonwealth
Singapore 149544
Phone +65 6738 5393
singapore@aligroup.com

Ali Group South Africa

P.O. Box 44 | Riverclub 2149
Lakeview Business Park | Unit 4,8
10 Yaldwyn Road | Jetpark | Boksburg
Phone + 27 11 826 6742
southafrica@aligroup.com

Ali Group UK

Wath Road | Elsecar | Barnsley
South Yorkshire, S74 8HJ
United Kingdom
Phone +44 1226 350450
uk@aligroup.com

Ali Group USA

775 Corporate Woods Parkway
Vernon Hills, IL 60061 USA
Phone: +1 847-215-6565
usa@aligroup.com



This edition of *Aliworld Magazine* is produced with pride by Zoomba Group Custom Publishing Division (190 N. York Street, Elmhurst, IL 60126, USA) under the authority of Ali Group. Some of the content within this issue was reproduced with the permission of Ali Group from *Aliworld International Edition* October 2015 issue 4. Zoomba Group and Ali Group wish to express thanks to Progressive Customer Publishing (71-73 Carter Lane, London EC4V 5EQ United Kingdom) for their contribution.

For more information on this edition please contact:

Ryan Blackman
Managing Editor

Ali Group North America
775 Corporate Woods Parkway
Vernon Hills, IL 60061 USA
Phone: 847-215-5090
Email: rblackman@aligroup.com

Pictures

Paul Brokering; Seth Chandler; Bob Greenspan; iStock; Grant Kessler; Mandarin Oriental, Las Vegas; José Manojana; Steve Puppe; Claudio Sforza; Shutterstock; Justin Wallace

Illustrators

Maria Corte, Marco Scuto

Printing

Publishers Press
100 Frank E. Simon Avenue
Shepherdsville, KY 40165
USA

Editorial Office

775 Corporate Woods Parkway
Vernon Hills, IL 60061
USA
(847) 215-6565

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 designs, manufactures, markets and services a broad line of equipment used for commercial food cooking, preparation and processing. With 58 manufacturing sites, over 10,000 employees in 33 countries and 77 brands, it gives life to the most extensive product portfolio in the industry, operating in almost every hospitality and catering sector.

www.aligroup.com

