

ALI WORLD

INTERNATIONAL

THE ALI GROUP MAGAZINE

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MAKING WAVES

Ambach and Ali Group
China create a dining
sensation at Atlantis Sanya

ON THE WATERFRONT

MOFFAT RISES TO THE CHALLENGE
AT HOWARD SMITH WHARVES, BRISBANE

SWEET TALK

CARPIGIANI INTRODUCES GELATO TO
THE FINE-DINING MENUS OF TOP CHEFS



Boasting more than 1,300 rooms, 21 dining options, a vast waterpark and overlooking the stunning South China Sea, Atlantis Sanya is one of China's most impressive resorts



Once again, let me extend my heartiest welcome to the latest version of *Aliworld* magazine

This has been another challenging year for many foodservice operators. Fluctuating economies in many areas have meant operators face rising costs of products and employees.

For many operators the challenge of finding qualified employees continues, with the concurrent issues of training and retention. Also, technology is changing at a whirlwind pace, which affects everything from the kitchen to front-of-house service and delivery.

At Ali Group we study these challenges and how they affect our customers. Whether developing new products or refining existing ones, we always focus on helping our customers do their jobs more efficiently.

Keeping an eye on the bigger picture trends that shape the industry remains important. In this edition, a roundtable of operators, consultants and analysts offer their seasoned

perspectives on some of these issues that will challenge us in the years to come. You will also see how the issue of water waste affects both your business and the world at large.

Some of today's most exciting foodservice operations share their stories in this edition, too. Learn how a resort in China operates 21 dining options, including one that is underwater. A new development in Brisbane, Australia, has converted an underutilized waterfront area into an entertainment and dining destination. And you can meet a pizza chain that's growing by leaps and bounds from its base in Russia. Those are just a few of the stories that highlight the ways Ali Group brands help our customers around the globe.

I would also like to send special congratulations to one of our Ali Group companies, Falcon, as it celebrates its 200th anniversary. Falcon has a long and proud history of serving its customers, and we look forward to many more years of success.

I look forward to seeing many of you at Host 2019 in Milan and other industry events. We understand everyone's schedules are quite busy so please know how much we greatly appreciate you choosing to spend some time with us.

On behalf of all of us at Ali Group, let me convey my sincerest hopes for a prosperous and happy 2020. Enjoy *Aliworld*.

Filippo Berti
Chief Executive Officer, Ali Group

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01

My view

Customer centric

Finnish manufacturer and distributor Metos provides its customers with full turnkey projects. Here, managing director **Jarkko Ahlsten** explains how Metos stays with its customers “over the lifecycle of the kitchen”

Jarkko Ahlsten visiting Hotel Marski by Scandic in the center of Helsinki, one of the biggest kitchen projects by Metos, in spring 2019



For more than 90 years, thinking about the needs of our customers has been at the heart of everything we do. Metos was established in 1922 in Helsinki, Finland. It was a manufacturing company from day one, producing various metal products, including the mass production of buttons for the Finnish Army.

We were one of the first companies in Finland to start making stainless steel products – a relatively new material at the time. We entered the commercial kitchen equipment market in 1931 with the invention of the first cooking kettle with a tilting mechanism, which was manufactured for the Paimio Sanatorium in Finland.

By the late 1940s, all non-commercial kitchen equipment products were discontinued. For Metos, the foodservice sector has proved a good one to be in.

From the 1950s through to the 1980s, Metos manufactured refrigerators, freezers, dishwashing machines, ranges and kettles in our factory – practically offering a complete kitchen delivery. The product range has narrowed since then as it became increasingly difficult to be consistently strong across all segments, so we decided to focus on a narrower manufacturing area.

Growth and specialization

Between 1994 and 2003 we were part of Hackman Group. During that time we acquired several companies, including Wexiödisk in Sweden. We moved our dishwashing production there, joining forces with them. We also acquired several companies in Italy, which led to further manufacturing reorganization.

In 2004, Ali Group acquired the Hackman Group ►

– in order to buy Metos – and the Italian factories we had acquired over that 10-year period were moved directly under Ali, but we are still trading many of those products today.

From Ali's point of view the acquisition of Metos made sense, because we were strong in Scandinavia, the Baltic countries and Russia, so Ali could expand into these areas. We had also brought strong manufacturing companies into our Group, such as DIHR, Kromo, Olis, Polaris and Wexiödisk.

For us, Ali has been a good home – they understand the industry and the business and they give a lot of freedom to the companies, which is motivating for our management team. However, Metos is a bit different from most Ali companies. The Ali Group has various manufacturing entities at its core, which sell to international distributors, but Metos is essentially a distributor. We sell complete products to end-customers; we plan and install kitchens for them.

On top of that, we have manufacturing of our own and the essence of Metos today is the project business. We deliver the biggest projects and appeal to the largest chain customers. We are valued as a reliable partner.

All about the customer

Our strategy is to be a market leader in countries where we have established our sales and service organization. Selling and servicing kitchens is a local business, so in each country we want to fully cover a geographical area. That's why we have built nationwide organizations in Finland, Sweden, Norway, Estonia, Latvia and Lithuania.

In the marine sector we are a global market leader in ship galleys for the tanker, bulker and container ship segment. But aside from in Finland – where the focus is more about maintaining our position of strength – we have room to grow our market shares in all other countries.

Metos has a large equipment product range in foodservice. We can sell to a small cafeteria,

“ Our teams are in daily contact with kitchen operators and owners. That keeps us informed about the market and the operations of our customers. We really understand their processes ”

a hospital or a 24/7 kitchen, and anything between. We start from kitchen process planning together with the customer; we can then do the kitchen layout and the project delivery.

We stay with the customer over the lifecycle of the kitchen, raising the performance of products from our kitchens. To do that we need to be there from the process planning stage, because at that point the important decisions are made – how the kitchen will operate, how efficient it is and what kind of quality it can produce.

We have specialists for every type of foodservice operation. Our teams are in daily contact with kitchen operators and owners. That keeps us informed about the market and customers' operations. We understand their processes.

We also travel around the world, following cuisine trends, helping our customers with their market development. I think that is what makes us a special company: we make it our business to understand our customers' world. ■

JARKKO AHLSTEN ON LEADERSHIP AND LIFE OUTSIDE THE OFFICE

I've been with Metos for 25 years. My role is now less operational than it used to be. My job is to build a strong organization, allowing people to perform without obstacles. We have experienced management, so if I'm away from the office the company still runs efficiently. Being part of the Ali Group has significant benefits. Soon after Ali acquired us, a consultant told me:

“The best thing that can happen to a company is to get a demanding owner”. In a way, Luciano and Filippo Berti have been just that. They have given us a lot of freedom and space to work, but there are also high demands on the company's performance. That makes the operational management of Metos turn every stone to find solutions. It makes us better.

Family, culture and travel

My wife and I have two children around the age of 30. They left home many years ago, so we love to travel and do cultural activities – recently we went to the opera in St. Petersburg, then had a trip to Prague where we went to another opera, the theater and a concert, all in the same week. I cycle, walk and ski cross-country to stay mobile.

Metos can provide customers with kitchen process planning, kitchen layout design and project delivery

Jarkko Ahlsten (right) and Metos key account manager Tobias Heiskanen (left) with Hotel Marski's head chef Sami Lyly (center)

JARKKO AHLSTEN ON SERVICEMAX

ServiceMax was launched in 2016, first in Finland, and then subsequently in Sweden and Norway. Integrated with SAP, it is a tool to distribute specific jobs to technicians, who can read all the relevant technical data on their iPads. They then report back regarding the problem – and how it was fixed – itemizing any spare parts. Customers get a report quickly, while the invoicing process is also smooth. Giving our technicians access to our technical data through the system is important – ServiceMax shows them from which warehouse they can locate parts.

Improving performance

ServiceMax increases efficiency and improves service performance. It enables us to keep all information in one platform, rather than having multiple reports generated. We can identify every piece of equipment. When customers contact us with an issue, we ask them to give us the barcode number of a machine. We then immediately have the correct information and the machine's service history. When the technician visits a customer, information is added to the report history. The equipment is fixed faster, better and with immediate communication. That information flow is important to customers – we usually know their kitchen better than they know it themselves.

BRAND WATCH

metos

Established:

1922

Part of Ali Group:

2004

metos.com

02

Cover story

Discovering

Atlantis Sanya is one of China's most impressive resorts, featuring 1,314 spacious rooms, the Aquaventure Waterpark and 21 dining options. Elly Earls finds out why close collaboration between the client, Ambach, foodservice consultancy Angles and Curves and equipment distributor Ali Group China was crucial to achieving its ambitious vision



the lost city



The impressive views from Atlantis Sanya's showcase restaurant Ossiano Underwater Restaurant & Bar

Between the turn of the Millennium and 2017, the number of overseas trips made by Chinese tourists shot up by 1,380%, with spending rising from a modest \$10bn in 2000 to nearly \$260bn in 2017. According to the United Nations, Chinese tourists now account for one-fifth of total global outbound travel spending, forking out more than twice as much as their closest competitor, the US.

Although they're not as widely cited, China's domestic tourism figures are even more impressive. Last year, tourists traveling within the country generated a total income of \$764bn, an annual increase of 12.3%, according to the Ministry of Culture and Tourism.

Demand is also growing for high-end hotels, with research by Chinese travel giant Ctrip finding that about 76% of accommodation searches in 2017 were those for five-star/luxury hotels or four star/high-end hotels.

One of the most popular destinations for Chinese domestic tourists is an island just three



and a half hours from Beijing – Hainan. Dubbed China's Hawaii because of its white sand and palm tree-lined beaches, it's quickly become home to a who's who of luxury global hotel operators – from Rosewood to Mandarin Oriental. And thanks to an influx of investment and the relaxation of tourist visas, it looks set to become a hub for international visitors too.

Atlantis Sanya, which joined the island's resort roster in spring 2018, hopes to attract both. Owned by Chinese conglomerate FOSUN and operated

TECHNOLOGY AND FLEXIBILITY

MAURIZIO VIANELLO AMBACH'S MANAGING DIRECTOR

The MD of Ambach believes the reason the company is so well-suited to mega-projects like the three Atlantis resorts is because it provides both technology and flexibility, an unusual combination for an industrial kitchen equipment company.

It goes back to the company's roots in South Tyrol, an Italian region close to the German border. "The technology and quality standards come from the German side of our DNA. The flexibility and design come from the Italian side," says Maurizio Vianello.

"When it comes to technology, we have control of everything because we design, test and produce all the equipment ourselves, which gives reassurance to the customer that we can provide a total service. But at the same time we are flexible; we start from what the customer needs in term of layout and adapt our blueprint to their needs."

In fact, for Vianello (pictured below), the product is only 50% of the game. "The other half is the way you support consultants and operators and adapt solutions to their requirements in terms of concept, design, aesthetics and functionality."



Ambach provides its customers with a total service because it can design, test and produce all of the equipment



“At Atlantis Sanya, we offer a truly diversified dining destination and we are continuously aiming to elevate our food image with an emphasis on sustainability”

David Laval



by Kerzner International, which also oversees its predecessor, Atlantis, The Palm, in Dubai, it's certainly one of a kind.

Based around 'The Lost City of Atlantis', the sail-shaped development features 1,314 rooms including five palatial underwater suites, the Atlantis-themed Aquaventure Waterpark, one of the world's biggest open-air aquariums and 21 dining options including the first Bread Street Kitchen and Bar branded by Gordon Ramsay in mainland China, two all-day dining destinations and one underwater restaurant.

"The hospitality industry in China has been very competitive for the past few years. Not only because Chinese people are traveling much more, but because people from other parts of the world want to come and enjoy China's rich culture within a strongly growing economy, which is attracting many well-known hotel brands," says the resort's head of culinary, David Laval, who joined Atlantis Sanya after having worked in Singapore for two years.

"At Atlantis Sanya, we offer a truly diversified dining destination and we are continuously aiming to elevate our food image with an emphasis on sustainability – for example by reducing our use of plastic, collaborating with local farmers to provide locally sourced, locally grown ingredients and including MSC certified products on our menus so we can also help the oceans," explains Laval.

“ This is the first project in China to include a full OEM pizza system including mixer, rounder, divider, dough presser and pizza oven. The owner wanted to bring real Italian-style pizza to Atlantis Sanya ”

Andy Zhang

Creating the ‘wow’ factor

Factoring in the resort’s water park and its Avenues Food Court (the only one in a Hainan resort), Atlantis Sanya is home to a total of 21 foodservice outlets, as well as a staff kitchen for 2,600 employees and banqueting facilities for over 1,500 guests, depending on the type of event. The project team, overseen by local kitchen and laundry consultancy Angles and Curves, had three years to get from concept design to site inspection. “Our design intention was to create an innovative and ‘wow’ kitchen image for all front of house F&B outlets,” recalls the company’s director Acker So. “Also, considering the operational costs, food costs, staffing, equipment investment and related MEP work, we had to think about how to maximize productivity but not over build.”

A key part of So’s role was to liaise with the F&B team at Atlantis, The Palm, Dubai, to find out what had worked particularly well at the brand’s flagship resort as many of its restaurant concepts, which were suitable for the local market, were to be exported to Atlantis Sanya.

The Ambach equipment that had been installed in 2008 not only continued to perform to spec, but required minimal maintenance and zero



renovations, making it extremely cost-effective for the resort. And as Angles and Curves had only had positive experiences when working with Ambach’s distributor in China – Ali Group China – on Marriott, Hilton, IHG and Hyatt projects, it was a no-brainer that the South Tyrolian brand would have an important role to play in Atlantis Sanya too.

Integrating Western and Asian equipment

Saffron all-day dining restaurant offers eight live cooking stations that serve a range of Western and Asian dishes prepared specially for the needs of each guest. It was fitted with two System 850 cooking blocks, one featuring the first grill station Ambach had ever provided in China.

“Guests expect to see chefs cook before their eyes, so that was an important consideration when we were designing the overall layout of the kitchen,” Laval says. “As far as the layout is concerned, the chefs have sufficient space and everything is positioned correctly, but most importantly the guest experience is tremendous.”

Meanwhile, in Atlantis Sanya’s showcase restaurant Ossiano Underwater Restaurant & Bar,

Top right: the resort owner wanted to bring real Italian-style pizza to Atlantis Sanya. Right: It is vital chefs have sufficient space at their live cooking stations



“ Our intention was to create an innovative and ‘wow’ kitchen image for all front-of-house F&B outlets ”

Acker So, anglesncurves.com

Ali Group China enjoyed a close collaboration with Ambach’s design department and local suppliers



意亚立餐饮设备(上海)有限公司
C H I N A

BRAND
WATCH

ALI GROUP CHINA:

2005
Established
40+
Service points
aligroup.cn

THE ONE-STOP SOLUTION LEADER FOR THE FOODSERVICE INDUSTRY

Ali Group China is a professional partner to the foodservice industry in Greater China. The company provides all-round support for the design, supply, installation and servicing of innovative solutions to an array of businesses, ranging from coffee shops to convenience stores, from fast-food chains to hospitals and from culinary schools to major hotel chains.



意亚立餐饮设备(上海)有限公司
C H I N A

which has floor-to-ceiling windows overlooking the resort’s Ambassador Lagoon – an underwater habitat where guests can scuba dive – the menu is centered around seafood.

It was here that Ali Group China faced its greatest challenge – integrating both Western and Chinese equipment into one customized System 850 block. But thanks to close collaboration between Ambach’s design department and local suppliers – and a whole lot of factory visits – the end result was a seamless combination between the two, featuring a gas pasta cooker, salamander, charcoal grill and Chinese wok range, as well as an electric plancha.

Ossiano also features an OEM pizza oven supplied by Ali Group China, as does the Aquaventure Waterpark and the Avenues Food Court. “This is the first project in China to include a full OEM pizza system including mixer, rounder, divider, dough presser and pizza oven,” says Ali Group China’s managing director in Shanghai Andy Zhang. “Historically, resorts in China have almost always served American-style pizza, but the owner wanted to bring real Italian-style pizza to Atlantis Sanya.”

Patience, teamwork and positive communication

When Atlantis Sanya opened in spring 2018, it was to the satisfaction of everyone involved. Kerzner International was so impressed with his work that Angles and Curves has now become a qualified consultant for the group. As for Ambach, the team is now working on a mammoth job to supply 24 kitchens for Atlantis’s next venture – the Royal Atlantis Resort & Residences in Dubai – where restaurants will include Dinner by Heston Blumenthal, Spanish dining concept Jaleo by José Andrés and famed Cantonese restaurant Hakkasan.

Concludes Laval: “Just like in any project of this size, there were some challenges, but they were overcome thanks to a combination of patience, expertise, genuine teamwork, significant contribution and positive communication. The result was fantastic.” ■



03

Trends

From the rapidly increasing interest in plant-based meat substitutes to the huge growth in off-premises dining via food delivery and prevalent, pervasive, disruptive technologies such as artificial intelligence, real change is impacting how we cook, serve and consume food around the world. *Aliworld* speaks to leading operators, consultants, analysts and manufacturers about some of the seismic trends that will shape the foodservice and hospitality industry over the forthcoming years

MORGANE RICHERT



JOSEPH SCHUMAKER FCSI



MICHAEL NEUNER FCSI



DON FOX



MARCO FERRONI



THE ANALYST:

MORGANE RICHERT
Consulting project manager – consumer, GlobalData (UK)

In my opinion, restaurant formats, ingredient choices and food sourcing policies are more influential than cuisine trends, per se. Regardless of the cuisine on offer, foodservice consumers are looking for dishes prepared with fresh, natural ingredients and are actively avoiding processed foods.

Operators with smaller, seasonal menus and local sourcing practices are especially popular with today's foodservice consumers, and this is true across channels. Consumers, especially Millennials and Gen Z, will gravitate towards an Italian fast-casual eatery serving a small number of dishes prepared with locally sourced, fresh ingredients and home-made sauces and pastas.

Trending cuisine

If I had to pick one cuisine with a particularly positive outlook in coming years, it would probably be Middle Eastern/Mediterranean. These cuisine types are ideally suited to customization and revolve around the use of simple, fresh ingredients, which is perfectly aligned with some of the most influential trends in foodservice. This cuisine's potential is well illustrated by the astronomic growth of fast-casual chain The Halal Guys, which grew from a single street cart in New York City to having over 400 units in development in just five years.

Consumers' growing focus on ingredient quality and a more holistic perception of what 'good value' should entail, has been capitalized on by up-and-coming fast casual (or QSR Plus) chains. These concepts marry the convenience and value of traditional QSRs with the quality,

freshness, innovation and experience traditionally reserved for full-service establishments.

The consumer takes control

The rise of fast casual has pressured competitors across channels to adapt quickly or risk being left behind. McDonald's installed touch-screen kiosks, allowing for greater customization, and the company's advertisements frequently emphasize its local sourcing practices and environmental commitments. McDonald's has also taken the lead in terms of climate action, pledging to reduce greenhouse gas emissions related to restaurants and offices by 36% by 2030 from a 2015 base year.

All these actions have enabled the chain to maintain strong growth in a consumer environment that has become challenging for legacy brands.

While the use of tech as a time-saver for consumers (online delivery and tablet ordering) is nothing new, foodservice operators will increasingly rely on new, disruptive technologies such as artificial intelligence (AI) and machine learning to monitor and predict the fast-changing needs of foodservice consumers.

Across the globe, social media marketing will remain another successful strategy for operators to collect consumer data and encourage open communication with their brand. We'll also see more brands making use of artificial reality (AR) to share 3D, interactive menus with consumers, with foodservice

MORGANE RICHERT



companies such as Domino's, Subway and Grubhub already working with start-ups in this space to develop AR campaigns.

I think these changes, and their impact on the market, will be more incremental, as the implementation of these new technologies remains costly.

Healthy indulgence

While foodservice consumers still see eating out as an occasion to treat themselves, they are

increasingly seeking out options that are healthy as well as indulgent. This shift in consumer needs has strongly contributed to the rise and expansion of fast casual concepts, especially across mature foodservice markets in Western Europe and North America.

Here, these up-and-coming concepts have increased in popularity. Not only do fast-casual formats often offer some degree of customization – empowering consumers to create meals that are tailored to their dietary needs and preferences – but they are also unmatched in their ability to leverage health trends around nutrition, quality and freshness.

Today's consumers, especially Millennials and Gen Z, are less willing to compromise on quality and nutrition in favor of convenience and value, and fast casuals are ideally positioned to offer these demanding diners 'everything, better' – and usually cheaper. ▶

“
Today's consumers, especially Millennials and Gen Z, are less willing to compromise on quality and nutrition in favor of convenience and value
”

JOSEPH SCHUMAKER FCSI



“Our equipment is set up for cooking traditional beef, pork, chicken and fish. Plant-based proteins are a lot more delicate”

THE CONSULTANT:

JOSEPH SCHUMAKER FCSI
Co-founder and CEO, FoodSpace (US)

The million dollar elephant in the room right now is alternative proteins. The fad part of it is going to wear off very fast but right now we are in the early days of it, especially in the US.

Time will flush out the winners from the losers, but the initial public offering (IPO) with Beyond Meat and the Impossible Foods deal with Burger King are both indicative that 2019 is the year of the vegan – but not truly that people are vegan.

People are not converting to veganism, but augmenting their diet with alternative proteins or plant-based meat substitutes. People who are not vegan are however attempting to put these alternative products into their daily diet.

What we will see on the horizon is big companies such as Tyson coming to the table with their own brands and their own versions of these products, investing massive amounts of money in marketing to try to keep control of the market share. We have tipped from proof of concept into an actual macro trend for alternative proteins.

The impact on kitchens

This will definitely affect commercial kitchens on a practical level. Our equipment is set up for cooking traditional beef, pork, chicken and fish. Plant-based proteins are a lot more delicate. White Castle discovered – while creating an Impossible Burger slider – that they didn't have the right equipment at the time to cook and hold that product properly.

Impossible really did their homework on the existing Burger King equipment. They spent almost a year and a half reformulating their product so it could fit the existing equipment, so it would work for the Burger King model. It is proof that the plant-based industry is acknowledging that the built space is not set up to support the product. So they have to adapt their product, but that will shift.

Start-ups are coming in with automation, robotics and new technologies that try to augment what we have today. The question is, are the older companies going to adapt and attempt to work with the start-ups or are the start-ups going to win the race to market?

Only time will tell but I think we'll start to see that competition really happening.

THE OPERATORS:

MICHAEL NEUNER FCSI



MICHAEL NEUNER FCSI
Vice president, operations UK & Europe, Hakkasan Group (UK)

For us, the big trends are vegan and gluten-free food, along with a focus on provenance and sustainability. Customers want less meat, but better meat.

The term for these trends is an increased health consciousness.

Well-being is certainly a trend and we have also become ever more explorative and much more traveled; we want to eat the food we have seen and tasted on our global travels. As consumers and human beings we have become more educated and curious.

“We want to eat the food we have seen and tasted on our global travels”

Responding to customers

I am delighted to say we have launched our first vegan menu at Sake No Hana, which has gone down a storm. And doing Japanese vegan food is not something that comes easy, but we have worked hard on it. We are launching a vegan menu at Hakkasan and this is what you need to do when you run a business – you need to be aware of what the consumer wants, and respond to it.

As far as the practical implications of this trend are concerned, I don't see any dramatic equipment changes in the kitchens. We steam and wok-fry a lot of the food; we make things to order. The more natural an ingredient and the less we interfere with it, the better the dish is. I don't see a lot of equipment changes.

DON FOX



DON FOX
CEO, Firehouse Subs (US)

The biggest change is the shift in customer behaviour away from on-premise dining. This is a universal trend and it is

because of technology. The use of e-commerce and the home delivery of goods has reduced the need to go out and do traditional shopping, so the restaurant business has declined.

For the top 500 US restaurant brands, there was a 1-2% drop [in unit growth] last year. That trend is continuing this year. So there is a loss of dine-in occasions. You can transfer some of that to off-premises business [food delivery enabled dining], but not all of it. The industry has lost a chunk of the battle for calories.

We need to service and promote our off-premises offering, which is why we changed our packaging two years ago. For 23 years, the 'to-go' sandwiches were wrapped, which was never ideal. We had a problem with sogginess because we steam the meat and the cheese for the subs, and they retain a lot of that moisture when wrapped.

“Not all brands are in a position to change. It depends on their cuisine”

Embracing online ordering

The shift to off-premises dining started about six years ago and it has accelerated in the last two years. Thank goodness we changed our packaging. In 2018, we increased traffic by improving the off-premises experience and our online ordering process, especially for pick-up orders.

Not all brands are in an equal position to change. It depends on their cuisine. Some foods travel better and are easier to consume off-premises. This trend is not abating and I cannot predict when it will stabilize. Brands that are not suited to off-premises dining will face challenges. Pizzas – they mastered off-premises delivery decades ago. They are ideally suited to off-premises dining. But now, for any brand, the off-premises offering can no longer be an afterthought. ▶

BRAND
WATCH

LAINOX

Founded:

1981

Internet-enabled Naboo
oven launched:

2013

lainox.it



Neo is a blast
chiller, holding
cabinet and
cooking tool



Oracle offers
power and speed
for all cooking
requirements



Naboo offers
the technology
needed to cook
any type of food

In at the deep trend

Lainox has enhanced its products with additional services that align perfectly with the latest foodservice trends

THE MANUFACTURER:

MARCO FERRONI



MARCO FERRONI
Executive director, Lainox (Italy)

The past few years have seen real change in terms of our habits and consumption. If we take a look at the statistics from the

large-scale trade distribution organization Grande Distribuzione Organizzata, raw food sales are decreasing in favor of cooked or ready-to-eat foods. Consequently, all operators with raw food production and distribution as their core business are reviewing their development plans and focusing more on the preparation and sale of prepared foods. Up until a few years ago there was a splurge from supermarkets, convenience stores, butchers and bakeries to add a kitchenette but today they are increasingly becoming the main source of income for stores.

Effective training

The biggest challenge that we face in these market segments is finding professional operators who are required to manage cooking departments after only a brief training period. It is fundamental for us, and our customers, to have a product that is easy to use, able to reproduce the same cooking results practically and consistently, and to have an oven that cooks on its own.

Another change we have noticed is the way and frequency in which our machines are being used. Our combis have been connected to the cloud for more than six years, so we have been able to study the use of the machines for this type of clientele,

who use them on average 40% more intensely than other types of customers. That is why, since the launch of the new version of 'reloaded' products in October 2017, we have considerably reinforced the strength and reliability of our products.

When this change is amplified by an investment decision of a large chain, it can really cause a significant, seismic effect on the market.

The healthy option

This more conscious way of consuming is rapidly influencing all of our customers who are increasingly motivated to offer low-calorie and healthy products to counter unhealthy junk food products.

All operators in the sector now understand that if you want to offer a healthy product and maintain all the unchanged nutritional properties, then you have to incorporate techniques such as: slow cooking, steaming and vacuum cooking.

This is in contrast to the needs of fast catering, which usually uses cooking techniques based

on frying and grilling that often increase the calorie content in a significant way. At this point, the challenge becomes: how can the needs of modern catering coexist with time consuming cooking techniques? At Lainox we have put in place a commissary kitchen system, as we have moved all the preparation and time consuming cooking into a central kitchen where, thanks to our combi Naboo and Neo, our multifunctional blast chiller, all foods are cooked and chilled with the utmost respect for the nutritional and organoleptic properties of the food itself. The food is transported under refrigeration to the point of sale, where, via the latest Lainox product Oracle, it combines the principles of hot air, microwaves, and impingement, so the food is quickly brought back to temperature, maintaining its original freshness.

Added value

We live in a competitive world where those who are better at getting and keeping customers during these changes will have the largest share of this growth. Lainox has been enhancing its product with a series of additional services that allow the customer to fully exploit, from the first day of use, the potential of the product itself and immediately draw maximum benefits for their business.

We were the first to believe in connectivity in the kitchen, so, today we have established an important gap, with respect to all our competitors who are just now entering these services. ■

“
**Since the launch
of the new version
of 'reloaded' products
in October 2017, we
have considerably
reinforced the strength
and reliability of
our products**
”



Getting to grips with water waste

The world is facing a fresh water crisis and there is a pressing imperative – from both an ethical and a business perspective – to make sure that water usage is optimized and water wastage is kept to an absolute minimum. Jim Banks takes a look at how the commercial foodservice sector can be wise about water

Although we live on a planet dominated by great oceans, humans have limited access to the fresh water we need to survive. Of the Earth’s water, surveys suggest that 97% is saline and only 3% fresh water, of which nearly 99% is locked in the Antarctic and Greenland ice sheets. As the human population continues to grow, access to water could become the world’s most pressing crisis.

A report by the United Nations in 2015 suggested that by 2030, the world will have only 60% of the fresh water it requires. While this sounds alarming, the problem is exacerbated by the fact that the economies that are the heaviest users of water do not feel the impact. After all, in the US, Europe and other developed economies, consumers simply turn on the tap and out comes fresh water. Furthermore, it comes cheap.

“We design projects all over the US, and the problem does come up on our radar in the Midwest, California and desert regions like Nevada where there are regular droughts,” explains foodservice consultant Kevin Banas, project manager at

The number of liters of water consumed to provide 1kg of these foods:

- 
17,196
Chocolate
 - 
15,415
Beef
 - 
5,988
Pork
 - 
4,325
Chicken
 - 
3,178
Cheese
 - 
2,497
Rice
 - 
1,849
Pasta
 - 
1,608
Bread
 - 
822
Apples
 - 
214
Tomatoes
- Source: Institution of Mechanical Engineers

US-based design consultancy Cini-Little International, Inc. “However, around the Great Lakes, which are the largest freshwater system on Earth, people are not so concerned about a shortage of water.”

Water’s place in sustainability strategy

Resource efficiency in all of its forms is part of a broader sustainability strategy, but water is often overlooked as operators prioritize energy efficiency.

“Water is often forgotten about because information on its use is not readily available,” says Mike Hanson, head of sustainable business at BaxterStorey, the UK’s leading independent provider of hospitality in the workplace. “It is easy to get the relevant data for power, but for water it is hard to get data per item of equipment. You have to look at the equipment specifications, but this is really inaccurate, as people may not use it properly.”

Hanson, who began his career as a chef and knows well the demands of a kitchen, handles BaxterStorey’s sustainability policy and strategy, supporting the company’s operations team and working closely with its supply chain partners.

“Globally, we are heading towards a population of 10 billion by 2050, which is staggering,” he adds. “We will need more water to grow food but we use water inefficiently and we eat too much meat. It takes a huge amount of water to raise livestock.”

“This is an industry that uses a lot of water... You have to think of water in terms of cost, social responsibility and climate change”

Mike Hanson



“From educating employees to investing in energy and water-efficient equipment the industry can not only save precious resources and money, but also help to avert a crisis”

Kevin Banas

Hanson notes that avocados are seen as having a high cost in water terms, as growing 1kg requires 6L of water. For 1kg of meat, however, he remarks 15,415L of water are required.

“In the West [Western Europe and North America], we are sitting pretty,” he notes. “We can pretend that the water shortage is not happening. So, in the catering industry, the real challenge is to realize our impact on the rest of the world. We don’t see how much water we use and, in relative terms, water is so cheap. People would take more care if it costs more. Now, water is not thought about in the same way as carbon emissions or energy use.”

Waste not, want not

It is not only water use in the kitchen that needs to be managed carefully. The use of water to create popular foods (see sidebar on page 23) puts the emphasis firmly on the need to reduce food waste.

“Wasted food also means wasted energy and water,” says Hanson. “We don’t want to waste water or food because that is just good housekeeping and as workplace caterers, we are using our clients’ equipment and utilities. Equipment is part of the equation, including aerators on taps and dishwashers with recycling systems, but we need to quantify the impact of our activities.”

“Carbon emissions are easy to quantify,” he adds. “For 1kg of food waste, 6kg of carbon dioxide – the equivalent of traveling six kilometers in a car – is released into the atmosphere. But just by not eating a 500g portion of beef you save as much water as if you did not shower for six months.”

The same is true of saving 500g of beef from your food waste. This not only saves water, but also reduces carbon emissions. After all, if food waste were a country, it would

be the third largest emitter of carbon after the US and China. Also, energy is used to pump water to consumers, including foodservice operators, and also to treat it.

“This is an industry that uses a lot of water, which must be paid twice if you waste food – once when it comes in and once when it is taken away,” says Hanson. “You have to think of water in terms of cost, social responsibility and climate change.”

The front line in water efficiency

The obvious place to start in reducing water usage is the equipment in the kitchen. Waste disposal units can be designed to recirculate water; dishwashers can be made more efficient; and on the cookline, heavy water users such as combi ovens and steamers can be replaced with more up-to-date and efficient models.

“The biggest thieves of water are dishwashers,” says Banas. “That’s why manufacturers have focused much more on efficient warewashing. Other manufacturers have increased the efficiency of pre-rinse faucets, which are relatively big consumers of water. Waste disposal units also require a constant, high-pressure flow of water to keep cool.”

At the same time, there is a place for better processes to be introduced. Many simple steps can be taken, such as ensuring taps are turned off. One dripping tap can waste at least 5,500L of water per year, according to Footprint Intelligence.

“Invest in the technology – even low-flow aerators on faucets, which are cheap to buy from the hardware store,” urges Banas. “A lot of work is being done with food waste, but the same work is harder to do with water, as it goes straight down the drain, so it is hard to measure. However, in some places, you pay a lot for water, so if your dishwasher uses less water then it will pay for itself much quicker.”

From educating employees to investing in energy and water-efficient equipment, the industry can not only save precious resources and money, but also help to avert a crisis that will soon face all of humankind, across the planet. ■

“A lot of work is being done with food waste, but the same work is harder to do with water, as it goes straight down the drain, so it is hard to measure”

Kevin Banas



Above:
Consultant
Kevin Banas
of Cini-Little
International

DRAINS ARE NOT GARBAGE BINS

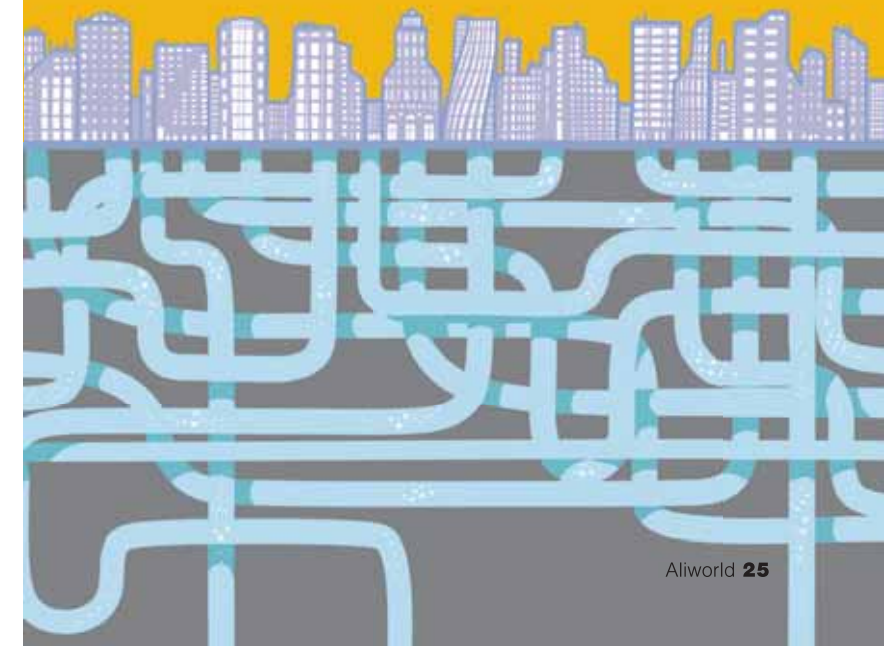
For Stephen Williams, network protection and enforcement Officer at UK utility company Southern Water, the foodservice industry needs to learn a simple lesson: the sewer is not a bin. His job is to look at the problem of wastewater below ground, from the blockages caused by fat and grease from commercial and household equipment (pictured below), to the illegal disposal of trade effluent into public sewers.

“Different effluent needs different treatment once it goes into the sewer,” he says. “Until recently, Southern Water had 23,500 blockages per year, at a cost of around £16m, but we have got that down to around 19,000 over the last two years. Fat, oil and grease are the main concerns with the foodservice industry.”

“If you cause a blockage away from your property, you could flood someone’s house or it could go to beaches, into the sea or into a river, causing environmental damage. Putting the wrong thing into the sewer has a massive environmental impact. The wastewater system is not designed to be a bin.”

Proper use of the sewer system also has a direct impact on water efficiency. “Historically, food businesses have thought they can get away with putting the wrong things down the drain as long as they flush it away with lots of water,” says Williams.

“Apart from the extra costs to the business, wastewater costs are based on freshwater use – it doesn’t work. You’re at risk of causing a blockage and wastewater companies can and do prosecute repeat offenders. Proper disposal of waste – especially fat oil and grease – is a business efficiency saving you money and your business’ reputation. People will spend a lot of money on a more efficient cooker, but they don’t think about wastewater and its fat and grease content. Think about what you flush down your toilet or sink.”



03 Trends



Testing the waters

Wexiödisk is known for its high-quality, cost-efficient dishwashing equipment. But where it really shines is in its energy-saving solutions

We are all about creating energy and water efficiency in our equipment and are ambassadors for a circular economy,” says Magnus Titusson, managing director of Wexiödisk. “We try to avoid waste and think longer term, not only with the durability of our dishwashing machines, but the whole process around them.” One of the best examples of this in action is Wexiödisk’s patented PRM pre-rinse machine, which reuses the waste water from the adjacent dishwasher and saves significant amounts of water, electricity and cleaning chemicals. The PRM machine also removes the need for kitchen staff to

use a hand shower to get rid of loose food particles and the design means that less water is splashed onto the floor improving the working environment for the staff. “When the washing process is ready you add 2-3L of fresh water per basket in the final rinse. The final rinse water goes back to the pre-rinse machine and is reused for pre-rinsing of the next dirty basket, meaning the water is basically free. An extra bonus is that it also contains the chemicals from the previous wash cycle which makes the next pre-rinsing even more efficient,” says Titusson. **Reduced environmental impact** Wexiödisk’s rack conveyor machine also has exceptionally low operational costs and significantly reduced environmental impact. Its intelligent ▶

SAVINGS WITH PRM
Given conditions of 400 baskets per day, 75% of baskets that require rinsing, 360 days per year, 4L of water consumed per basket and 12°C incoming water:

- 425,000L of water
- 15,000 kWh of energy
- 108,000 monotonous movements
- 250 working hours

SAVINGS WITH ICS+
Given conditions of 400 baskets per day, 360 days per year:

- 240,000L of water
- 18,500 kWh of energy
- 500kg of chemicals

control system (ICS+) eliminates the empty space normally found between baskets while they are being washed. It also maintains an even speed throughout the rinsing zone, compared with other machines that remain stationary 50% of the time.

“It is a very quick and efficient system. You just move the baskets step by step into the tunnel machine and in about two minutes they’re done,” enthuses Titusson.

Wexiödisk’s trolley/cart washer can be loaded with bulky items such as airline catering trolleys and food distribution trolleys. “If you try to wash carts and other bulky items manually, it takes a lot of water with a hand gun, or in some cases you use a massive tunnel cart washing machine with a much higher consumption of water,” explains Titusson.

“By using a trolley washer from Wexiödisk each washing process only uses 6L of water and thoroughly cleans, rinses and dries each trolley using our spinning technology.”

Wexiödisk’s machines are durable, long-lasting, easy to recycle and made from pure stainless steel. It is the leading supplier of dishwashers in Scandinavia and boasts a distribution network stretching across Europe and beyond, including Japan and Australia.

Helping them with this is long-time dealer partner Fastus. “We have been working together for about 15 years and are proud to provide Wexiödisk equipment because it is great quality,” says Steinar Sigurðsson, director of corporate division at Fastus.

“Not only are they very reliable machines – lasting 10 to 15 years, so they don’t need to be repaired regularly – but they are also incredibly energy and water efficient,” says Sigurðsson. ■

Wexiödisk has a significant focus on energy efficiency and reducing water consumption in its machines



“We respect the water and don’t want to waste it”

Bjarki I. Hilmarsson



CASE STUDY

HOTEL GEYSIR, ICELAND

Hotel Geysir is located on a stunning site, overlooking one of the world’s most powerful geysers. But it’s not just an impressive view; the hotel actually puts the water source to good use.

Deep within the Icelandic hotel’s impressive walls is the kitchen, which supplies exquisite food for seven different eateries, including the newly opened Hotel Geysir restaurant. Look a little closer and you’ll find an impressive secret.

“We use the hot overflow from the geyser to heat the water that is used to clean our dishes,” explains head chef, Bjarki I. Hilmarsson. “We respect the water and don’t want to waste it.”

This is perfectly in keeping with the Wexiödisk dishwashing equipment that has been supplied to the kitchen. This includes the rack conveyor machine WD-213 ICS+, together with the pre-rinse machine WD-PRM60 and a drying zone WD-T60, as well as a pot washer WD-12 and a hood type dishwasher WD-6E with tables.

The pre-rinse machine tied to the rack conveyor machine proves particularly beneficial, making life easier for the waiters and kitchen staff alike.

All of this makes for a smoothly run and energy-efficient kitchen, to the benefit of both the hotel and the customers, as they dine on the local delicacies and take in the Northern Lights.



04

People

Still flying high



This year Falcon celebrates its 200-year anniversary – a truly monumental milestone for a company that started out as a foundry and has evolved to become the UK’s leading foodservice equipment manufacturer. The key to this longevity is great products and exceptional people, as managing director **Peter McAllister** and colleagues tell Tina Nielsen

Having begun life as the Falkirk Iron Company in 1819 in Central Scotland, the company has gone from producing high-quality cast iron products such as grates, baths and pots in the early years to manufacturing the cooking equipment for which it is now best known. In all this time Falcon has grown and flourished, facing off



competition through the years and now setting the pace in foodservice innovation in the UK. Managing director Peter McAllister describes Falcon as the “go-to brand” in the UK today. The facts speak for themselves: Falcon sells more gas ranges in the UK than all other manufacturers put together. “Our products have been an integral part of the industry in the UK ever since we began producing cooking equipment in the 1860s. We are renowned for delivering excellence and we have ▶

The “go-to brand” in the UK, Falcon has been setting the pace for foodservice innovation for years



Delivering excellence
The Falcon team has set the industry standard, says Peter McAllister. "The values of trust, reliability and quality have been at the core of the continued success and longevity of Falcon"



“To give you an idea of how long I’ve worked here, I can remember the day somebody came into the office to tell us that John Lennon had been killed”

Roddy Campbell, R&D department

set the standard for others to try to match,” says McAllister. The values of trust, reliability and quality have been at the core of the continued success and longevity of Falcon.

With roots in the thriving foundry hub of central Scotland, the manufacturer has always been one of the market leaders. “We have faced strong competition in those 200 years, but we continue to be a major force in the UK market,” says McAllister. “We would not have had the same level of success if we didn’t have a strong culture of change and evolution.”

Anchored in people

Roddy Campbell, who works in the R&D department, has been with Falcon for 45 years.



“To give you an idea of how long I’ve worked here, I can still remember the day somebody came into the office to tell us that John Lennon had been killed.”

Campbell stands out as the perfect example of the community roots of Falcon. Both of his parents worked there – his mother in the foundry and his father in the brass works. It was natural for him to join too. “It was very community-based,” he says. “We had a lot of families working here – siblings, parents and in-laws. People didn’t commute much then, the majority lived close by and knew each other, so you had lots of friends and family living, working and socializing together, which was great.”

It’s a sentiment shared by one of the youngest people and most recent starters at Falcon. Marketing communications assistant Holly Allenby joined after hearing great things from her brother who works in the finance department. “I knew my brother enjoyed working for Falcon,” she explains, “so when the opportunity to join arose I jumped at the chance.”

Campbell has worked for Falcon on three sites – in the early days at the Falkirk Foundry, which he describes as museum-like in parts. “There was some

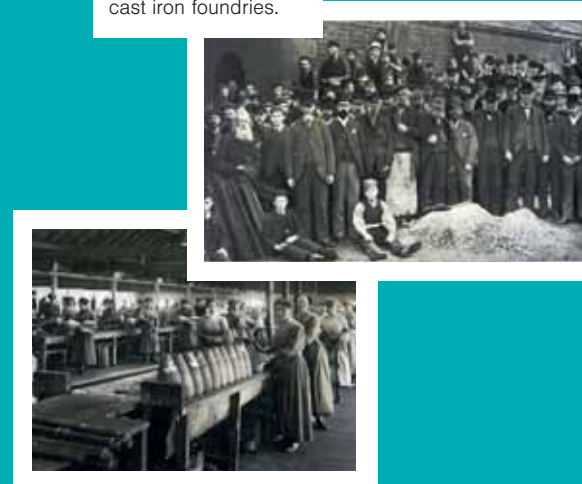
The values of trust, reliability and quality are at Falcon’s core



1819

Falcon begins life in 1819 as the Falkirk Iron Company in Falkirk, central Scotland.

Falkirk, Scotland, has a rich history of local cast iron foundries.



Falcon built munitions during the Crimean and First World Wars.

1860

It starts to manufacture large coal-fired cooking ranges. Other products included engine parts, post-boxes and gutters.



Falcon has been renowned for cooking equipment ever since.

THE WOMEN OF FALCON

This year Scottish Engineering celebrates the 100-year anniversary of women in engineering, which shines the spotlight on the women of Falcon. During wartime in Europe the Falcon factory was run by women. “It was the women working in the foundry and the machine shop while the men were at war,” says McAllister. “It is a history that is reflected in Falcon today – our diversity is higher than the industry average,” he adds.



pre-war machinery and even chalk markings on the walls that had been there for decades. The factory was so old that there were still rails in the floor where ponies would pull trucks on in the old days,” he says. The company then moved to the foundry in Larbert in 1979 before relocating to the current manufacturing facility in Stirling in 2004.

In the early days this truly was the place in the UK for the foundry industry. “Falkirk had more foundries per square mile than anywhere else in Europe. At the time I started, everything was foundry cast iron-based,” explains Campbell. ▶

“This is a great place for young people to work; the company is committed to training and developing employees so there are lots of opportunities to learn new skills”

Holly Allenby, marketing communications assistant

A wide range of people

McAllister is part of a group of new recruits to the Falcon family, having joined in the last year. “I don’t have a background in the industry; I come from an automotive and electronics background. For Falcon getting the blend of youth, industry knowledge and experience from other sectors is key.”

Allenby refers to this mix of people as a real highlight of working with Falcon. “I work with such a wide range of inspirational people and a real mix of personalities, each of whom have their own unique knowledge, skills and goals,” she says. “This is a great place for young people to work; the company is committed to training and developing employees so there are lots of opportunities to learn new skills and ways of working.”



A hugely loyal customer base is considered an integral part of the Falcon family. Julian Shine, managing director of Shine Catering Systems, has been a customer for over 30 years. The relationship is a genuine partnership – Shine has collaborated with Falcon on several projects, among them the fit-out of six Type 45 Destroyers for the Royal Navy and Wembley Stadium. “We have dealt with Falcon for a long time and we trust them. When I started in the business we were working with Falcon, but not to the extent we are today. It soon became apparent that Falcon were the strongest of the UK manufacturers,” he says.

But no matter how professional a company is, it has to deliver on innovation and quality, says Shine. “I believe Falcon were probably the first in the UK to have a reasonably priced induction range. There were plenty of them out there selling for £14,000 or £15,000 but Falcon managed to develop one at less than half the price. It was the first to market,” he recalls.

Falcon is committed to sharing ideas, being open and inclusive



Loyal customers turn relationships into partnerships.



1929

It joins other UK foundries to become Allied Ironfounders Ltd.



1969

Allied Ironfounders is taken over by Glynwed Foundries. Falkirk Iron Company becomes an independent manufacturing unit that resurrected the Falcon name and logo that had long since been discarded.

After 200 years the focus on people and collaboration remains.



1990

The Dominator Medium Duty portfolio is introduced.

2007

The Induction Range is launched and Falcon becomes part of the Ali Group.

2015

The F900 Series is launched.



BRAND WATCH



Products: **250+**
Distributors: **156**

falconfoodservice.com

Celebrating history; looking ahead

While celebrating a 200-year anniversary is a remarkable milestone, McAllister keeps a focus on the future. “Our history is very important to us, but it doesn’t define us,” he says. “It is who Falcon is today that the UK market values.”

Two centuries may have passed and the business has evolved in many ways, but the central focus on people and collaboration remains. “Imagine the people who founded Falcon looking down at us now. I’m quite sure they’d be amazed at how their company has grown and what it has become. We are privileged that we have a legacy that has been handed down by the people who went before us,” reflects McAllister.

“This is a company that was started as a foundry making cast iron products – we made munitions, lamp posts and all sorts of devices. Today we are the go-to brand in the UK and you don’t get there without embracing change and evolution and having the desire to continue to drive the business forward,” he says. ■

05

Success stories

The brightest spot on Brisbane's riverfront

The Howard Smith Wharves development is the newest entertainment and lifestyle destination in Brisbane, Australia, and has dramatically reshaped the city's waterfront. With a host of restaurants and bars, equipping the kitchen was a major challenge, so the developers called on market leader Moffat to supply high-end equipment, reports Jim Banks



Left: Chef Grant Murray, works in one of The Howard Smith Wharves' 11 kitchens

Opposite page: Brisbane now presents a wealth of opportunities for diners

It is no understatement to say that Howard Smith Wharves has breathed new life into the city of Brisbane. Situated in a unique position beneath the Story Bridge, the development reimagines the riverfront as a leisure and dining destination unlike anything the city has seen before.

The green space that was the city's former port is on the edge of the business district and lies between the city's bright lights and the natural beauty of the Brisbane River. For diners, it provides a wealth of opportunities to sample traditional dishes and adventurous new styles of cooking in its many restaurants.

From the Fish n' Chippery, which serves traditional seafood fare, to the ARC Dining and Wine Bar, where head chef Alanna Sapwell is dedicated to sourcing produce from local suppliers and farmers, or the traditional Greek flavors of GRECA, the new precinct is helping Brisbane to redefine itself as a global food and wine center.

"I think the precinct is going to be very successful," remarks Terry Brennan of Food Service Design Australia, who worked on design and documentation of the many kitchen and bar areas. "Most major projects like this will have a honeymoon period, but in this case the location, the variety of offerings, and the quality of the operations will ensure it is successful in the Brisbane destination dining and function scene well into the future."

Kitting out the kitchens

With 11 kitchens to design and equip, the foodservice element of Howard Smith Wharves presented many challenges.

"The concepts and designs were fairly organic, and the main thing was to have as much flexibility as possible," says Brennan. Unlike many retail dining precincts where there are multiple operators, having a common operator for most of the outlets made it more important that the kitchens and bars were able to lever off one another. ▶

“The client wanted maximum output from minimum space, meaning the designs needed to be very efficient to allow the front-of-house areas to be as large as possible within the existing historic buildings,” he says.

To address the need for efficiency, Waldorf Bold was an ideal solution for the cooking suites and Moffat – a market leader in the design, development, manufacture and supply of foodservice equipment – was chosen to supply this, along with a host of other equipment including Blue Seal Evolution oven ranges, Washtech warewashing machines and Metos kettles.

“The whole precinct offers the city of Brisbane a world-class location for something as subtle as a social catch up with friends or a special occasion dinner right up to a global brand product launch or conference,” declares Moffat account manager Daniel Clare.

“Moffat has a commercial advantage in the market. We develop and manufacture our own

equipment, and we can offer the complete package – not just the equipment but also assistance with project management, planned maintenance, technical support and servicing.”

The project would arguably be the largest Waldorf Bold installation globally, he adds. “We supplied a heavy-duty cook line in Waldorf Bold in each kitchen, which included gas ranges, bratt pans, fryers, solid fuel and gas char grills, target top ranges, dedicated flat grills and ambient infill benches. Using Waldorf Bold heavy-duty gas cooking equipment returns a 25% gas saving compared to other leading brands.”

The choice of equipment helps to boost efficiency in many ways. The Waldorf pressurized bratt pan, for example, helps to cut production cooking times. For warewashing, the Washtech CDe120 Conveyor unit is a self-condensing system that doesn't require a mechanical extraction hood, so it reduces operating costs by using captured steam to heat incoming water for the next wash cycle. ▶



Creating an efficient kitchen that maximized the available space was crucial at Howard Smith Wharves

“ The client wanted maximum output from minimum space, meaning the designs needed to be very efficient to allow the front-of-house areas to be as large as possible within the existing historic buildings ”

Terry Brennan
Food Service Design Australia



The Howard Smith Wharves kitchens

The Howard Smith Wharves development comprises 11 kitchens in total:

- Exhibition space main kitchen
- Exhibition space finishing kitchen
- Brewery kitchen
- Fish n' Chip kitchen
- POD 1 kitchen
- POD 2 kitchen
- Champagne bar kitchen
- Function kitchen
- Western kitchen
- Bakery servery bar kitchen
- Stanley Asian kitchen



For Howard Smith Wharves, the choice of equipment installed has helped to boost kitchen efficiency in a number of ways





Diversity on the waterfront

Howard Smith Wharves is home to a diverse mix of leisure and dining opportunities in a unique setting on the riverside, including:

- Felons Brewing Co
- Percival's Overwater Bar
- GRECA Greek Taverna
- ARC Dining and Wine Bar
- Fish n' Chippery
- Howards Hall
- Rivershed
- Bougainvillea House
- Green House
- Citrus House
- Wisteria House
- The Fantauzzo

Numerous other riverside restaurants will open soon. The location also boasts abundant green spaces and picnic areas, two unique indoor event spaces and a brand-new five-star boutique hotel, The Fantauzzo.

For Moffat and the distributor, Bunzl, the scale and the complexity of the project was one of the biggest challenges to address

A key success of the project was being able to supply equipment that works as hard as the chefs that operate it



“Over the journey we developed a relationship based on trust and communication. It gives me a great sense of job satisfaction that significantly outweighs the extra hours, the stress and the hard work”

Daniel Clare
Moffat account manager

“The challenge for Moffat was to deliver the kitchens as specified in an evolving time schedule affected by other trades,” remarks Clare. “Often there was a cross over between the different kitchens and bars. Moffat was able to supply equipment that works as hard as the chefs that operate it and is universal in its operation. This means everyone in the kitchen brigades across the whole project can safely operate, clean and use each piece of Moffat equipment in the manner in which it's designed to perform.”

Perhaps the biggest challenges for Clare and Moffat's distributor, Bunzl, were the scale and the complexity of the project. Putting in kitchens while all of the other elements of the development were in progress required careful planning and coordination. As an indicator of the scale of the project, Clare notes that he checked the pedometer on his Garmin fitness tracker watch and found that he walked on average of 18km per day on site. The furthest he walked in one day was 35km, which is not far short of running a marathon.

“I really enjoyed the challenge the project presented. We were seen as the experts. I wanted to

make sure we took the stress away from the project team. Over the journey we developed a relationship based on trust and communication. It gives me a great sense of satisfaction that significantly outweighs the extra hours, the stress and the hard work,” he says.

“It's a very spread out project. We were doing installs at opposite ends of the property” adds Craig Bradfield of Bunzl Outsourcing Service.

“This was in November and December – the hot summer season. This is a marquee project and all of the kitchens and bars had to be done at the same time. Normally they are done in stages. It was hard to coordinate all of the installs but Daniel and his team did a great job. We were very happy with what Moffat offered. We hadn't done anything this big since the Olympic Games but the project ran very well.”

The result of the hard work done by Moffat and Bunzl has changed the face of Brisbane waterfront and is already a huge success. With the right equipment in place, the right expertise and, above all, the right team spirit, ambitious dreams can be brought to life. ■

**BRAND
WATCH**

MOFFAT

Brands:
7

Products:
2,000+

Moffat.com

05 Success stories

Perfect partners

Champion barista **Michalis Dimitrakopoulos** and **Andrea Dellacà** of Scotsman Ice tell Tina Nielsen about their collaboration and how to get the perfect cold brew coffee

A new generation of baristas, bringing focus on quality and provenance, has seen specialty coffee elevated to the levels of fine wine. Highly trained staff and rapidly advancing technology

mean that consumers can enjoy a coffee culture rich with flavorsome beverages – and the focus on sourcing the best components for a great coffee drink is sharper than ever.

The 2019 Hellenic Barista Champion Michalis Dimitrakopoulos joined the world of coffee in 2009 when he started working in a coffee bar; two years later he immersed himself in earnest.

“I started doing seminars and learning more and then I realized what good specialty coffee is and what high quality means,” he says.

Dimitrakopoulos worked with Greek coffee roasters Underdog for several years and is now co-owner of The Rabbit Punch coffee bar in Athens, Greece.

The winner of the 2016 World Coffee in Good Spirits Championship and runner-up in the 2019 World Barista Championship started his partnership with Scotsman Ice last year.



Looking for quality

Dimitrakopoulos became a part of the industry in the middle of a revival of serious coffee drinking, as younger generations in particular started showing interest. “Young people today look for quality and they are curious. They are trying to figure out what kind of coffee they like – what variety and origin,” says Dimitrakopoulos. “Now they ask about flavor profile too; they expect to have options and that is really nice – they expect value for money.”

Many have compared the world of specialty coffee with wine and with good reason. “In wine there are different flavor profiles and it is similar with coffee,” says Michalis. “We tell customers that a good coffee is like a good wine and we can explain the different flavors and varieties.”

Dimitrakopoulos joined Scotsman Ice as a brand ambassador in 2018 after Scotsman key account manager Andrea Dellacà approached him during the World Barista Championships in Amsterdam where Dimitrakopoulos was a coach for Team Greece.

A couple of years ago, Scotsman made a strategic decision to enter the coffee market in a more



Barista Michalis Dimitrakopoulos (left) is a brand ambassador for Scotsman Ice, working closely with key account manager Andrea Dellacà (right)



“Young people today look for quality and they are curious. They are trying to figure out what kind of coffee they like – what variety and origin”

involved way and started a partnership with the Specialty Coffee Association. The move into coffee was natural. “The coffee market is the most dynamic segment in the foodservice sector. We realized that the specialty coffee community is influencing what the coffee chains are doing and large chains have introduced specialty coffee. They are serving new drinks such as cold brew and single origin,” says Dellacà.

“Scotsman was looking for a brand ambassador and a mutual friend in Thailand recommended that Andrea speak to me,” explains Dimitrakopoulos. “I want to be associated with quality and after many questions I decided to take part as brand ambassador,” he says.

From Dellacà’s point of view, Dimitrakopoulos was the perfect person to collaborate with. “Scotsman is an international brand with branches in many countries and Michalis is famous in the world of coffee,” says Dellacà. “He is a very passionate person so he either gets 100% involved or he doesn’t even start the conversation,” he says.

Dellacà himself says he has loved coffee his whole life. While he has worked with Scotsman for the last 18 years, he originally worked with an espresso coffee machine brand. Scotsman venturing into the coffee market is, he says, going back to his roots.

“I love coffee, and it is interesting to see how the approach to coffee has changed and still is changing,” he says. “For a long time coffee was

“The system produces very clear ice – like glass – with low levels of minerals, calcium and magnesium. We keep the things we need”



For Michalis Dimitrakopoulos the quality of the ice is as important as the quality of the coffee itself, while the "preparation and storytelling" of service is also essential

linked to just a few drinks such as cappuccino, espresso and latte, but these days there are so many variations.”

A special relationship

It is in cold brew that the coffee and ice match really shines. “I like cold brew coffee because it is smooth and light and it is really tasty,” says Dimitrakopoulos; he adds that in cold brew there is no hiding place where quality is concerned. “A good cold brew is all about the recipe, the quality of the ice and the water. If you are selling cold brew, it is nothing if you don’t make sure you use nothing but the best ingredients.”

In other words, the quality of the ice is as important as the quality of the coffee.

“Specialty coffee is a gourmet product – there is so much attention on the selection and in the preparation and storytelling, so it makes sense the barista uses the best type of ice too,” says Dellacà.

“There are so many different variations of iced drinks from country to country but it is very important to have a solid piece of ice that will not melt too fast; otherwise it will just water down the beverage and limit the aroma. You need something that melts but melts at a certain pace.”

As to the specific points that make Scotsman Ice a better product for cold brewed drinks, Dimitrakopoulos points to technology used to make the ice. “The spray system that is used produces very clear ice – like glass – with low levels of minerals, calcium and magnesium. We keep the things we need and the quality is better,” he says.

Dimitrakopoulos travels with Scotsman to shows and events, demonstrating recipes and helping potential customers find the right solution for them. “We try to speak with customers about the product and explain to them what they can do with it; we try to give them advice,” he says.

But he provides more than that – his position in the specialty coffee community gives Scotsman a competitive advantage. “He gives us suggestions on how to fine-tune machines in order to be closer to the expectations of the barista,” says Dellacà.

“We learn from him how to leverage what we already have and maybe didn’t even know; such as the effect of mineral content in gourmet ice or the best use of different types of ice in different drinks.”

Dimitrakopoulos says he very much enjoys working with the Scotsman team. “They are really professional and I love that the people are always coming forward and they want to open their market, trying to push it up a level,” he says.

“They have a conversation with people and explain why their product is better than others and they try to push the quality.” ■



BRAND WATCH

Scotsman

MATCHING ICE WITH COFFEE

Scotsman covers all bases of cold coffee beverages:

Gourmet: a solid ice, this is the best option for cold brew due to the technology used in producing it where water is sprayed from the bottom of the machine. This means minerals don’t end up in the ice cube, giving a pure and transparent piece of ice. Also used for standard preparation where espresso or filter coffee is poured over ice. There is better flavor distribution, preservation of aroma and body of the drink.

Dice: ideal for blending drinks as it ensures a perfect drinks texture.

Nugget: best for drinks displacement, especially in blended and mixed beverages, as different ingredients with different colors stay separated if the drink is not stirred. Good for providing visual effects too.

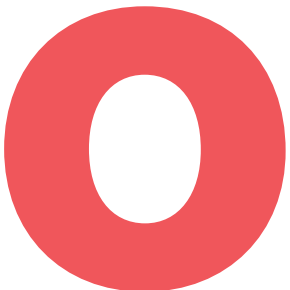


05 Success stories



Team work makes the dream work

Bongard's bakery at the Beijing Expo's France Pavilion not only spotlights an important part of French culture, it draws visitors in to explore the rest of the exposition. Elly Earls finds out why it wouldn't have been possible without the help of local distributor Williams Refrigeration China



Williams Refrigeration China. Half of the five-star hotels in the country including Four Seasons, Ritz-Carlton and Park Hyatt properties feature Bongard ovens in their bakeries. The company's reach also extends to airline and rail catering providers, experimental bakeries at pharmaceutical and oil and gas firms, and the staff canteen at China's Huawei HQ.

Bongard's unique, patented processes, comprehensive range of products and ability to match customers' specific needs have been instrumental in helping Williams grow the market for its French bakery products in China. These are the same qualities that led the organizers of the Milan Expo 2015 to appoint Bongard as its official bakery equipment supplier four years ago.

In Milan, the company exceeded expectations, producing more than 2,000 baked treats for visitors every day. It therefore came as little surprise when the France Pavilion Association reached out to Bongard to ask if they'd provide the bakery for their area of the Beijing Expo 2019 too.

Spotlighting French gastronomy

The theme of the Beijing event is 'Live Green, Live Better', with exhibitors working to inspire and educate visitors on the importance of horticulture and how it can be integrated into our lives. It also provides countries with a great opportunity to showcase their proficiency in a range of fields – from architecture to gastronomy.

The bakery at the France Pavilion is a case in point. "As well as using imported and high-quality ingredients from France, [the organizers] wanted to use French manufactured bakery equipment," says Anne-Sophie Brusorio, Bongard's area manager for Asia Pacific.

The idea was not only to spotlight an important part of French culture – bread-making – but also to draw people in to explore the rest of the Pavilion. After all, what could be more alluring than the smell of freshly baked bread?

ver the last 15 years, Bongard has become an important player in China's luxury foodservice sector thanks to its longstanding relationship with local distribution partner



To achieve this, continuous production and an element of theater were essential, but the organizers also wanted a provider capable of equipping the entire bakery from bottom to top. "This is Bongard's biggest competitive advantage: our comprehensive range of innovative and reliable equipment - from mixing machines to freezing and oven lines," Brusorio says.

Exceptional working comfort

The France Pavilion Association's goal was for the bakery to sell between 1,600 and 2,000 baguettes and croissants every day in a space of only 50 sq m, with visitors able to watch the bakers at work through large glass windows.

To meet the brief Bongard supplied one Orion EvO deck oven, two Spiral EvO spiral mixers, a Paneotrad EvO for dough division and moulding and three Bongard fermentation cabinets.

"These products are ergonomic and intuitive and offer exceptional working comfort to the bakers who start their working day at 7am," Brusorio explains.

"Thanks to the bulk fermentation for up to 72 hours, there is a real production flexibility to the bakery at the France Pavilion. Moreover, the specific bread making process of the Paneotrad EvO was the perfect answer to the requirement of continuous production, maintaining the delicious smell of fresh baked bread all day long."

Plus, in line with the Expo's theme, the products provided have eco-friendly features. For example, the new advanced energy management system on ►

Left: Beijing Expo 2019 in Beijing, China; Above, right: Bongard's on-site expertise at The France Pavilion

the Orion EvO automatically allocates energy to the parts of the oven that need it, while eco-mode puts it in standby when it isn't being used.

Personal commitment and teamwork

Bongard's partnership with Williams has been key to its success in China since it entered the market in 2004. And with only two months to manufacture, deliver and install the bakery equipment in the France Pavilion as well as train the bakers, it was no different at the Beijing Expo.

"We worked very closely with Williams particularly when it came to on-site coordination to make sure all the technical prerequisites were fulfilled before the arrival of the goods," says Brusorio.

For example, during the Williams team's first visit to the site, they noticed that it didn't have the correct power connection for the oven. "Most of the construction work had finished and the contractor and Expo organizer said it was impossible to upgrade the connection," recalls Susan Song, Williams China's sales manager in Beijing. "But we pushed them very hard and finally they installed a separate cable from the general electric distributor directly to the bakery and we were successful."

Song also had to pull in a number of favors in order to ensure the bakery was equipped with essentials, such as work tables, baking trays and trolleys as the Bongard team didn't have any contacts on the ground.



“It was really helpful to have Williams as a partner. In fact the success of this project can be attributed to the high level of personal commitment and teamwork between Williams and Bongard”

Anne-Sophie Brusorio
Bongard

In addition, the Williams team played a key role in the installation and commissioning of the bakery and will continue to provide technical support until the expo closes in October.

"It was really helpful to have Williams as a partner. In fact the success of this project can be attributed to the high level of personal commitment and teamwork between Williams and Bongard," Brusorio believes.

"Thanks to all the parties involved – the Bongard internal departments, the France Pavilion team and the Williams sales people and technicians – everything went smoothly and the bakery was ready for the grand opening on 27 April."

Brusorio's visit to the expo in May did nothing to dampen her enthusiasm about a project she's been excited about since day one.

"It was really amazing to see how many visitors they attract to the Pavilion thanks to the bakery," she says.

"It's an excellent way to promote French gastronomy, it allows Chinese people to get to know the genuine taste of French bread and I'm sure it will increase Bongard's reputation in China and create new business opportunities in the near future for Williams and Bongard." ■



Bongard's presence at the France Pavilion has proved to be a successful way of promoting French gastronomy to Chinese visitors



The bakery was equipped with work tables, baking trays and trolleys. The team from Williams commissioned the bakery and are providing technical support

Top of the league

Rancilio's partnership with The Barista League marks the rise of a hot new power couple in the burgeoning specialty coffee market, reports Thomas Lawrence

When one conjures up a figment of Sweden, what sounds and smells spring to mind? A historian might point to the

Vikings – clashing swords, blood in the air. More recently, the music of ABBA and the savory scent of meatball platters perhaps make for more salubrious imaginings.

Until 2015, the grinding of coffee and toasty scent of roasted beans would likely be lower down on most lists. That all changed with The Barista League, Europe's fastest growing barista competition. Founder Steve Moloney is an Australian who moved to Sweden in 2012. With some baristas feeling "left out" because they couldn't afford

to attend bigger events frequented by the most adventurous roasters and manufacturers, he saw a gap in the market.

As well as a three-round competition, "making the experience for attendees as good as that for those competing" is crucial for Moloney. At its heart is "diversity and inclusion," he says. The Barista League is approachable for all, not just the coffee-crafting elite.

Enter Rancilio

Hot on the heels of a US tour, the League returned to Sweden at the start of 2019 with an event in Helsingborg. Subsequent competitions as far afield as Boston, Zagreb, Berlin and Los Angeles suggested 2019 would be the League's most ambitious year yet. For Moloney, organizing a "pragmatic event focusing on things that make a big difference" meant finding the right partner. He knew Rancilio was the perfect fit after trying out the RS1: "It



Rancilio is focused on building relationships with baristas and independent coffee roasters. Right: Steve Moloney

“ Operators are focused more and more on quality for the end consumer. Taking care of customers and the end-user becomes the actual reality of the market ”

Andrea Mascetti
Rancilio Group

wasn't just focused on a gimmick,” he says. “It was a really solid piece of equipment designed around the working barista.”

Simona Sordelli, marketing and communications manager at Rancilio Group, is particularly enthusiastic about the informal atmosphere and interactivity fostered by Moloney. “People enjoy using our machines during these events and are giving positive feedback,” she says.

Sordelli uses social media to help amplify this feedback and broaden the effects and visibility of the sponsorship. “You get in touch with interested people, real coffee lovers who will share the content on their feed as well,” she says. “Word of mouth is something that works really well on these channels. It’s a good opportunity to interact with our target market in real time, sharing with them our commitment: Be Inspired. Brew Different.”

The challenge for companies, as Sordelli acknowledges, is building relationships with baristas and independent coffee roasters amid the



deluge of chatter across social media. Rancilio’s strategy, Sordelli argues, revolves around sharing the good vibes of The Barista League with its fan base. “We’re building a direct and true channel focused on the Rancilio Specialty RS1. It’s challenging because you have to be ‘always on’. You have to listen, share interesting contents and promptly react to feedback.”

For Rancilio the event is a social media hit. “It helps us to be more involved in this coffee lover community,” adds Sordelli.

Specializing in specialty

The diffusion of specialty coffee from hubs such as London, Oslo and Seattle to more provincial areas has been a defining trend of the last decade. “Neighborhood cafes are taking in specialty coffee roasters and communicating their provenance to

The coffee market has seen radical change in the last 10 years, with today's specialty coffee roasters keen to communicate the provenance of their coffee to customers

The Barista League joins leading baristas with smart innovators



For Rancilio taking care of customers and the end-user becomes the "actual reality of the market"

THE RANCILIO SPECIALTY RS1

Rancilio’s latest offering to the specialty coffee market has been a mainstay at industry events and competitions since its launch. But what’s so special about it?

According to Rancilio’s Andrea Mascetti, the RS1’s tech-forward, ergonomic and customizable features give it an edge. Developed in collaboration with an external team of coffee industry experts, Rancilio was able “to develop the RS1 in the user-friendliest way for the barista – plenty of details from the machine can show this.”

See, for example, the controlled temperature profiling for espresso extraction, which gives baristas a precise tool to unlock the flavor potential of each coffee blend.

Additionally, steam pressure delivery features a purge function and two programmable positions



per side. Navigating between different pitcher sizes and types of milk has never been easier.

Self-learning volumetric control and grouphead buttons above the portafilter enabling one-handed activation, make the RS1 convenient for busy baristas everywhere.

The Barista League’s Steve Moloney cites the movable drip-tray as a small but much-loved innovation. “The attention is on the people delivering the experience.”

customers,” says Moloney.

Andrea Mascetti, sales director at Rancilio Group, agrees the relationship between baristas and their customers has become more important than ever.

“If we consider what ‘specialty market’ means, we speak about a market trend where operators are focused more and more on quality for the end consumer. Taking care of customers and the end-user becomes the actual reality of the market,” says Mascetti.

What Mascetti refers to as the consolidation of the specialty coffee market is bringing its leading lights closer together all the time. Indeed, according to Sordelli, “supporting these kinds of events is a strategic way to stay in touch with coffee culture.”

Rancilio’s investment in the area will only gather pace. And so, a bold new era of coffee quality is on the horizon, thanks to the unique combination of cutting-edge baristas and innovators. ■

BRAND WATCH

 RANCILIO GROUP

Established:
1927

ranciliogroup.com

HQ in sq m:
70,000

ranciospecialty.com

05 Success stories

Cream of the crop

High-quality gelato is a serious business – with some of the world’s best chefs including traditional Italian gelato on their fine dining menus. Carpigiani’s **Enrico Amesso** discusses the training offered at his company’s new Specialty School for Foodservice Professionals in London, England, with Jim Banks



Restaurant customers often have low expectations when it comes to the frozen dessert options on the menu. The assumption is that, while cakes and other desserts are often handmade in the kitchen, gelato will likely be of average, semi-industrial quality.

This bad reputation of gelato served by restaurants is in striking contrast with its origins. “Italian gelato was invented in the Renaissance, in the kitchens of noble families,” explains Enrico Amesso, Carpigiani’s sales and marketing director. “It was a time when refrigeration technology didn’t exist, so only wealthy families, who had their own chef, could afford a cold preparation.”

The rest of the story is well known: gelato left the kitchens of the aristocracy and went on to become extremely popular. Its evolution, however, also

estranged it from its birthplace, making it a dessert that only specialized artisans can make.

A few years ago Carpigiani saw the opportunity to take traditional gelato further afield and provide specific training for it. First it was the turn of pastry shops, with the opening of the Gelato Pastry University in Tokyo in 2015. Then, at the end of 2017, the Bologna-based company opened the Specialty School for Foodservice Professionals in London.

A different approach

The main word here is ‘specialty’. Despite some overlapping, the new school has a different training program from Carpigiani’s established Gelato or Pastry University. The trainers too, were recruited from the foodservice world. “With the Gelato University, people usually want to start a business and make gelato part of their lives,” says Amesso.

“With chefs it’s very different. They already have a business and a solid technical knowledge. Plus, we’re just a small part of their menu,” he says. ▶



Carpigiani teaches chefs how to work with temperature, taste and contrast so they can integrate gelato into their menu

“Gelato is a perfect fit for restaurants. It’s fresh, it has a great story behind it and gives an interesting profit margin, but it needs to be managed. Rather than giving recipes, we teach chefs how to work with temperatures, tastes and contrasts, so that they can integrate it into their menu. The training also covers marketing and how best to serve it.”

Opening the Specialty School was the first step of Carpigiani’s newfound focus on foodservice, but it doesn’t stop here. The goal for this year is to create a structure completely tailored for chefs in all its parts: catalog, products, marketing and distribution network.

Three exceptional ambassadors

To complement the training school, Carpigiani is planning a tour of kitchens around the world with three Michelin-starred ambassadors: Michel Roux, Massimo Bottura and Davide Oldani, who represent three different facets of gelato. Roux is the tradition, Oldani is innovation, while Bottura – who is promoting cooking from food waste through his non-profit organization Food for Soul – is showing its sustainable side (see sidebar on page 61). “Chefs are very open-minded and curious,” says Amesso. “They don’t have any prejudice and are always on the lookout for solutions for their own menus.”

The road ahead

With the Specialty School for Foodservice Professionals, gelato is finally going back to where it started. The focus on fine dining is a stepping-stone to expanding even further in the restaurant world. For Amesso, the potential is clearly there. “With the right sales volumes, gelato can be part of any type of restaurant. Our goal is to give chefs the right technology to go from the non-gelato they’re making now with other equipment, to real gelato,” he says.

“Traditional Italian gelato is still unknown in most parts of the world, so we’re investing to expand its culture. In spite of its noble origins, it’s absolutely democratic, provided it’s the best quality.” ▶



Top: A gelato dish from Stefano Pinciaroli, chef at PS Ristorante, in Cerreto Guidi, near Florence, Italy
Above: Paolo Barrale, chef of the Marennà restaurant in Sorbo Serpico, Italy, uses Carpigiani for his "Artichokes, scampi and anchovy ice cream"

For Davide Oldani, only the best tools will do, which is why he uses Carpigiani machines for his cold sauces – the foundation, he says, "of great cuisine"



Davide Oldani:
GELATO AS A BALANCE OF
THE OPPOSITES

“Gelato is, first of all, a cold sauce, and sauces are the foundation of great cuisine. In my recipes, I use gelato to balance contrasts: if I have a hot and crunchy preparation, for example, I’ll add a soft and cold one. Ingredients are essential with gelato, but so is how you work them. What transforms a sauce into great Italian gelato is the batch freezing step. I’m a gelato lover myself, so I wanted to use the best tools, and the best for me was Carpigiani”





**Massimo Bottura:
GELATO TO FIGHT
FOOD WASTE**

“I love how gelato evokes a childlike playfulness we should never lose. In Food for Soul’s kitchens around the world, in Milan, Rio de Janeiro, London and Paris, Carpigiani machines turned out to be very useful tools. I can use my creativity to take full advantage of the ingredient’s lifecycle. I use dairy products close to their expiry date, such as ricotta, robiola and yogurt, plus fruits and vegetables, to transform them into tasty sorbets and gelatos, both sweet and savory”



ABOUT FOOD FOR SOUL

Food for Soul is a non-profit organization, founded by Osteria Francescana's power couple Massimo Bottura and Lara Gilmore. It was founded in 2016 with the aim of “empowering communities to fight food waste through social inclusion.” Food for Soul encourages public, private and non-profit organizations to “create and sustain community kitchens around the world,” as well as engaging fellow chefs, artists, designers and food suppliers to embrace an alternative approach to building community projects. foodforsoul.it

Massimo Bottura's team at Food for Soul make gelato and sorbets with their Carpigiani machines using dairy products such as ricotta, robiola and yogurt



Michel Roux:
GELATO AS THE LAST
SOUVENIR OF A MEAL

“Gelato is often used to complement a dessert, but for us it’s a key part, not just an add on. A dessert is the last souvenir taken from a meal. It’s your last chance to wow your guests and the dish they’ll remember long after they’ve left – so I believe it had better be good. At the Waterside Inn we make our gelato from scratch, using a simple recipe and the freshest seasonal ingredients. Without the right tools, such as Carpigiani machines, we simply wouldn’t be able to do this”



Michel Roux and his team at the Waterside Inn (pictured above) in Bray, England, make their gelato from scratch from seasonal ingredients, using a simple recipe



BRAND
WATCH



Commercial branches:

8

Service centers:

500

Distributors:

180

carpigiani.com

Carpigiani Group was founded in 1946 in Bologna thanks to the success gained by the “Autogelatiera” by Poerio Carlo and Bruto Carpigiani. Today it is the world-leading company in the gelato making machines sector. In 2003 it founded the Carpigiani Gelato University with the aim of spreading the culture of the artisanal gelato throughout the world and now it has 15 campuses across the world with 7,000 students every year. In 2012 it inaugurated the Gelato Museum in Bologna, the very first museum in the world dedicated to the social and technological history of gelato, which attracts approximately 15,000 visitors each year to join the guided tours, tastings and workshops. In 2017 it launched the brand new courses in London for the Foodservice Professionals program designed for chef, pastry chefs and caterers.

05 Success stories



Burlodge and Dracy Santé: A healthy partnership

The Orthopaedic Centre in Dracy-Le-Fort has chosen Burlodge RTS CT TransRack trolleys to distribute meals to its patients

The Orthopaedic Centre in Dracy-Le-Fort, France, is the first French health establishment to use Burlodge's RTS CT TransRack meal delivery system. This innovative trolley has even been integrated into the central kitchen design, reports Marc Ozias

The RTS CT TransRack is the ultimate hospital catering tool. It's a proven concept," says Pierre-André Villard, Burlodge's regional director in South East France and the French overseas territories. Launched in 2011, this model is better designed to reduce the risk of developing repetitive strain injury.

The RTS CT TransRack also improves logistics, distribution and cleaning processes, while enhancing food quality. "These are many critical factors at play today," explains Villard. "The choice of trolleys for a hospital is decided by a long line of stakeholders."

"We therefore had to convince the health authorities, the buyers, the unions, the logistics coordinators, domestic services and the users to accept the trolley's innovative removable transfer rack as a unique solution, where the trays are transported on a TransRack that is separate from the RTS CT trolley."



Above: Pierre-André Villard, Burlodge's regional director for South East France and French overseas territories (top left) and Mathieu Mercier, manager of the catering company Unirest (top right)



Villard, who joined Burlodge from the hospitality industry, could see the benefits of this system and became the first to implement the RTS CT TransRack trolley in France. His first order was for three RTS CT trolleys for the prestigious Orthopaedic Centre in Dracy-Le-Fort, a village of about 1,500 inhabitants between Lyon and Dijon. As this is a hospital treating musculoskeletal disorders, selecting human factor-friendly equipment was of paramount importance. Before making a decision the proposed equipment was heavily scrutinized.

Light and reliable

Burlodge has managed to reduce the weight of its trolleys by 15% with the design of the RTS CT carbon door. Not only does the equipment weigh less but it is also designed for hotline, cook-chill and cook-freeze applications. "When we started thinking about how we could cut catering costs for the Orthopaedic Centre and the Dracy Santé group, we thought about the possibility of serving meals to neighboring hospitals. So, with a central kitchen in mind, we approached Burlodge," explains Mathieu Mercier, manager of Unirest, a subsidiary of Dracy Santé, which oversees the group's catering services.

"We were attracted by Burlodge because they offer reliable equipment that is easy to clean, efficient and conforms to the IP55 European hosing standards. The trolleys weigh much less than other equipment on the market and the removable TransRack concept guaranteed real logistical savings – for example, you only need a simple 3.5 ton vehicle to transport the TransRacks ►

rather than a heavy goods vehicle for trolleys,” says Mercier.

From an ergonomic point of view, it clearly makes a difference. Instead of a 200kg load to transport, it is only 80kg (fully loaded). Lighter and quicker, the RTS CT TransRack is also more manageable. It is easier to handle in the corridors, which helps prevent damage to walls, and is safer for users. “All these improvements persuaded us to continue our partnership with Burlodge,” explains Mercier.

The project started in 2010, with the construction of a new 60-bed hospital wing. The Local Health Authority recommended that patients in Orthopaedic Centre should be able to choose where they eat their meals. The Burlodge RTS CT TransRack allowed the Centre to serve meals in bedrooms or in the dining room. “We are implementing the system in several stages,” says

“Burlodge has managed to reduce the weight of its trolleys by 15% with the design of the RTS CT carbon door... The equipment is designed for hotline, cook-chill and cook-freeze applications”

Mercier, who has built up a wealth of experience in the catering industry.

His experience has helped transform hospital catering. In fact, when it came to creating a new central kitchen, the manager of Unirest wanted to build a structure that could also be used to deliver services to neighboring hospitals, a design based on the use of RTS CT TransRack trolleys from the very beginning.

Significant productivity gains

A 1,071 sq m kitchen with a cafeteria for up to 120 staff and visitors was constructed next to the Orthopaedic Centre in 2014.

The kitchen serves a fleet of 15 RTS CT trolleys. It was designed to minimize transportation and the meal delivery system operates with 30 TransRacks. It also includes appropriately-sized areas for loading TransRacks, storing clean ones, returning dirty ones, and cleaning them.

“It may seem like a luxury but it has allowed us to optimize the way we work and how we manage staff. While the designers anticipated the need for six operators, we managed to reduce it to three full-time employees (FTEs) without compromising the quality of service,” says Mercier.

“The RTS CT TransRack also has undeniable environmental benefits as it requires less cleaning time, as well as reducing water and detergent consumption,” he says.

The central kitchen produces up to 2,500 meals a day, of which 300 go to the Orthopaedic Centre. The kitchen also delivers plated meals to the Park Centre in Autin and the Red Cross Physio and Rehabilitation Center in Couches, within a 20km radius.

The aim is to provide a regional distribution service and deliver meals to establishments ▶



Left: RTS CT TransRack: light and easy to move whether it's 24 or 30 trays. Above: Washing TransRack trolleys save water and detergent



Above: After loading up the meal trays, the trolley is programmed to start automatically. Right: Thanks to the dimensions and reduced weight of the TransRack, a van is big enough to transport it

“The experts at Burlodge are very open to improving the equipment and take a strategic approach to designing the trolleys”

without catering facilities within 40km of the central kitchen. Taking the regulatory five-day use-by date into account, some meals are occasionally delivered as far away as Paris.

However, the trolleys are more appropriate for distances up to 25km. This system becomes less economical over a certain distance, due to the length of the journeys that are necessary in the morning, at lunch and at dinner, as well as the time needed for cleaning the trolleys, washing the trays and reloading fresh meals.

“If the type of meal is not suitable for some schools or businesses, we can always find new outlets, for example, catering services, where there is increasing demand. Our aim is to standardize production,” says Mercier. “The Burlodge trolleys help us to adapt our services for large events serving 180-200 meals. We do this by plating up in the kitchen and programming the machine to keep the meals cold, then regenerating them before service. We are really competitive with this type of service.”

The air-convection regeneration principle used in the trolley, that guarantees the quality of the regenerated food, is another significant advantage of this product. “We can even make really crispy chips,” he adds.

Experience and evolution

As a faithful user of Burlodge trolleys, Mercier is a fount of knowledge for Burlodge’s R&D department. “I was the first customer to use the RTS CT and I have taken part in numerous trials with the manufacturer. I know these machines very well now.”

Using his background and experience, Mercier had a radio probe installed inside the trolleys to remotely monitor the reheating process. The data is transmitted over Wi-Fi, then is collected by in-house software together with data from fridges,

ovens and blast-chillers. The catering service has even integrated an infrared cell inside the trolleys to detect the insertion of the TransRack. “The refrigeration starts at this point, which prevents misuse,” says Mercier.

Carried out in accordance with Burlodge’s regional director, these modifications have not affected the trolley warranty – a sign of mutual trust. Some of the improvements were tested on site at Dracy-Le-Fort while others were tested by the manufacturer.

“The experts at Burlodge are open to improving the equipment as well as taking a strategic approach to designing the trolleys,” Mercier says.

In his opinion, the success of this partnership comes from a good working relationship, backed up by a high-level maintenance contract that guarantees high-quality meals and service.

“If I call, they arrive in under 24 hours,” says Villard. Burlodge even keeps some essential parts stocked on site, just in case. “Being able to react quickly means that we can change the parts before the trolley fails. This ultimately reduces maintenance costs.”

“The trolley is the last link in the meal preparation chain. We must therefore choose the model with the utmost care,” says Mercier. “In a market with limited innovation, we have opted for avant-garde trolleys.”

Burlodge agrees this is a healthy partnership. ■



BRAND WATCH

burlodge

Countries in Burlodge's network: **50**

Exclusive partners: **14**

Distributors: **25**

Meals served per day on Burlodge equipment: **3.5m**

burlodge.com

05 Success stories

From Russia, with love

From a bookstore in a small Russian city to a cutting-edge, global pizza operation, Dodo Pizza's **Fyodor Ovchinnikov** has always allied his passion for business with smart ideas – one of which was choosing to work with Metro, he tells Daria Sukharchuk

Dodo Pizza is the largest takeout pizza chain in Russia and one of the fastest-growing QSR chains in the world. It has doubled in size since 2017 and now has 496 shops in 12 countries in Europe, Asia and the US. It has already outgrown its main international competitors in its domestic markets of Russia and Kazakhstan.

All this is more impressive since its founder, Fyodor Ovchinnikov, didn't have any foodservice experience prior to founding his company in 2011. Having studied archaeology at university, he was mostly known as the founder of a bookshop in his native city of Syktyvkar, which has a population of just under a quarter of a million people.

Ovchinnikov's blog about the ups and downs of running the store, which he likens to appearing in a sort of "business reality show," gained him an online following. Leaving the bookstore business, which had spread to a couple of neighboring towns, and capitalizing on the exposure he gained from it, he founded a pizza delivery shop, Dodo Pizza.

His idea was to perfect that tried and tested model of the pizza delivery through an IT platform, now known as Dodo IS. That shop also had another unique feature: a webcam in the kitchen that let the customers see their pizza being prepared.

Over the last eight years the platform has moved to the cloud and now spans all 12 countries where Dodo is operating. Dodo IS, in a way, is an embodiment of the company's core values of transparency and trust, says Ovchinnikov.

The IS allows for total transparency of all the



Dodo Pizza is one of the fastest-growing QSR chains in the world, doubling in size in the last two years. It now has 496 shops in 12 countries globally

data for all its users, which means that the chain can manage and improve its operations, across all of its systems.

“The name Dodo Pizza is partly a tribute to the cute, trusting dodo bird that, sadly, was hunted to extinction a couple hundred years ago. There is something about the naivety and trusting character of this bird that I find inspiring,” says Ovchinnikov.

“And even though the trusting nature of dodos did not sufficiently melt the hearts of their exterminators, we strongly believe that trust, as one of the core values at Dodo Pizza, alongside transparency, makes us stronger and better.”

Improving the business

The webcam in the kitchen is still a unique trait of the shop that continues to garner new, positive reviews for the company. Every Dodo pizza shop gets its own rating based on the reviews from its customers.

And as all the franchisees can see each other’s



Dodo Pizza has outgrown its main international competitors in Russia and Kazakhstan

performance, they can work on improving their business together.

Dodo, like its main competitors on the Russian market, has been working with Metro since 2016, when it installed a Metro storage system in the washing area of its restaurant in Oxford, Mississippi, US. By the next year, Dodo, which already had a chain of approximately 300 shops, started ordering Metro Super Erecta® storage systems from Business Russia, for its domestic shops. To Dodo, the best part of Metro storage systems is how easily one can put all the shelves together without using any specific tools, and how light and durable they are. “Another good thing [about Metro’s storage] is its flexibility – that all the sizes can be adjusted so that the workers can always see all their supplies,” says Dodo Pizza’s head of kitchen design, Dmitry Mikhailov.

Even though all new Dodo Pizza shops are now equipped with the Metro storage systems, some of the 300 shops that were open before 2017 are still ▶



“We strongly believe that trust, as one of the core values at Dodo Pizza, alongside transparency, makes us stronger and better”

Fyodor Ovchinnikov
Dodo Pizza



Transparency and trust are the core values at Dodo Pizza, making the company “stronger and better” according to founder, Fyodor Ovchinnikov



Simon Merrick
SALES DIRECTOR,
INTERMETRO INDUSTRIES

Simon Merrick has been working in foodservice for the last 28 years, and with Metro since December 2017. However, Metro has been working in Russia since the late 1990s – its first clients in the country were big American chains, such as McDonald’s and Burger King. Here, he gives his view on the challenges and opportunities of operating in Russia:



“There are several big challenges to working in Russia. The first one is obvious: the country’s size, which can make logistics incredibly challenging. Another one is the import duties that vary for products from China, the EU and the US. However, both of those challenges can be solved through a good, reliable partner and Business Russia is just that. To this day, Metro’s main clients are big chain restaurants – although it is always striving to find new ones – such as Dodo Pizza.

Dodo has been a great customer to work with, since they came with an open brief, and simply wanted solutions to their problem: lack of space. In the end, Metro was able to cover their needs with just two to three products. Restaurant chains are a great client for Metro. They can grow at a very high speed and pizza is one of the best products to sell in chains, since it has a huge margin in it. For Metro, the core of its business philosophy is providing creative solutions to its client, and solving their problems – rather than simply selling the product.”

using the old systems. Dodo Pizza franchisees are not mandated to use Metro products, but they still choose it over local competitors.

Currently, Dodo Pizza uses storage systems with Microban® antimicrobial protection in its frozen, cold and dry storage sections. That coating protects from rot, mold, bacteria and fungi that can cause the food to spoil and unpleasant smells in the storage areas. The Dodo logistics operator that takes care of some 210 items on its list has the same three-section storage system in its main warehouses, (freezer zone: -18°C; cold zone: 5-6°C; and dry zone: +20°C). It uses the same division in its delivery cars, which are also divided into two sections: freezer and cold+dry.

Established cooperation

Dodo Pizza is very satisfied with the Metro product. Metro is specified in the operator's restaurant blueprint and it is recommended for Dodo Pizza franchises. Currently Dodo is also testing Metro's



new SmartWall® storage system in its washing-up area, which is an innovative system that allows the operator to use the wall for storage, as well as the floor.

Maxim Matusevich, brand manager for Business Russia since 2010, has been supplying Dodo Pizza with Metro storage systems since 2017 when it became the key brand in his company's portfolio. "This is already an established cooperation that can only grow," he says.

Dodo, he says, is a demanding client because of its high standards. Every new system has to be tested in one of its shops before it will be included into its blueprint for new locations. However, Metro storage systems have proved to be very helpful for Dodo in Moscow, since it helped the company save on its rent in the notoriously expensive city.

Dodo, with its high-tech approach to business, fits Moscow nicely. "People in the capital are more likely to use gadgets and apps to order food," says Matusevich, "while in the provincial cities they would still rely on phone calls." ■



“ This is already an established cooperation that can only grow ”

Maxim Matusevich
Business Russia



For Dodo, the best part of Metro's storage system is how easily the shelves can be put together without the use of specific tools



Metro's storage systems are light and durable

BRAND WATCH



Founded: 1929
metro.com

Products: 30,000+

06

Innovation

Out of the blue

CFI's new range of proofing cabinets aims to transform the baking sector and beyond. Joanna McGinn meets the team behind its flagship product launch, Blue Moon

For Sébastien Audras, baking bread is a kind of alchemy. "There is something special about bakery. You are providing bread for the people. When there is nothing else there is bread," he explains philosophically. Two years into his role as product manager at CFI, he's well-versed in a certain magic that underpins one of France's oldest and most traditional industries; and he shares its common goal: the holy grail of a steaming doughy center and a perfectly golden crust.

Located in the small, unassuming village of Lavaveix-les-Mines in rural France, CFI has become a leading specialist in refrigeration equipment for the global bakery and pastry sector – from artisan bakeries to supermarket producers. In its 40th anniversary year, the heritage brand wants to be known as an innovator: with a new look,

a new strategy and a new product. Heralding this change is the recently launched Blue Moon range of proofing cabinets.

"To be traditional is a good thing but we thought it was the right time for a new wave of modernity at CFI. Blue Moon is the first step," explains CFI general manager Eric Soquet.

Along with a fresh new logo and sleek, compact design, every aspect of the Blue Moon range has been designed to tackle the sector's increasing demands for efficiency, quality, convenience and flexible design.

Over the last 30 years, proofing machinery has revolutionized the baker's day, allowing them to mix dough the day before, leave it to proof and wake up at 5am instead of 1am.

The Blue Moon range takes this a step further, allowing the baker to use dough all day without any change in quality.



A new approach to efficiency

At the forefront of every baker's mind is cost. Proofing is a huge energy-guzzler, running 24 hours a day. "Our cabinets save up to 10% energy, and therefore all-important running costs, with special insulating panels that prevent air leaks, cold air and humidity," explains Audras. The technical process has also been transformed. Natural defrosting programs mean the temperature goes smoothly to positive and then fermentation, giving a better result.

"The dough reacts better, the process is smoother, removing the problem of water and ice inside the dough that makes it less tasty and less beautiful," adds Audras. "Customers can bake their own dough in large quantities and freeze it, or buy good frozen pastries, and this natural defrosting gives them better quality."



"CUSTOMERS CAN BAKE THEIR OWN DOUGH IN LARGE QUANTITIES AND FREEZE IT, OR BUY GOOD FROZEN PASTRIES, AND THIS NATURAL DEFROSTING GIVES THEM BETTER QUALITY"



“WE THOUGHT IT WAS THE RIGHT TIME FOR A NEW WAVE OF MODERNITY AT CFI. BLUE MOON IS THE FIRST STEP”

The equipment’s smaller footprint is a result of staying close to the industry and listening to customers. “We have noticed that bakeries are changing both in France and globally,” says Audras. “They are evolving into cozy spaces where you can take lunch and use the Wi-Fi. While the customer area is growing, the baking lab is reducing and we have responded with smaller cabinets and products designed to fit under an oven.”

Perhaps surprisingly in an era of cost-cutting, design remains high on the agenda for customers, “as long as the price is right,” notes Soquet. At its SIRHA 2019 launch, customers, hailing mainly from Europe and increasingly the US, Australia and Africa, praised the easy-access touch-control panel, a glass door option to allow you to see inside, as well as its flexible modular design. “The door direction can be changed so you can change your organization without having to buy new equipment.”

Quality matters

In today’s competitive market, the quality of baked goods has taken on a new level of importance, especially in France where traditional bakeries are resisting the big

chains. “As supermarkets have tried to enter over the last 20 years and now with a new emergence of the bakery chain, the only way for bakers to resist is to improve their quality and service, and they are succeeding. There are still 30,000 bakeries in France,” Soquet explains. Hotels are also a growing customer base that demands quality: “European chefs are asking for European equipment – they want the best.”

Quality has long been at the heart of what CFI does. “Our customers are experts in their field. It’s important for them to buy from a specialist. CFI knows bakery inside out. For 40 years we have produced in our factories in France,” says Soquet. Blue Moon underwent a rigorous six-month product testing process – working with baking partners and its own internal baker to ensure a long-lasting product that meets the industry’s needs.

Beyond baking

The Blue Moon launch is part of a wider new strategy that goes beyond baking to embrace eco-sustainability. “We are focusing on environmental challenges. Our customers are very close to nature – they are making bread. Mother Nature is at the heart of what they do,” explains Audras.



40

For 40 years CFI has manufactured in its factories in France. The company knows the bakery sector inside out and quality is at the heart of everything it does.

CFI For Climate is a new program that marks a commitment to responsible innovation – including energy-reducing equipment, sustainable CO2-powered refrigeration and durable eco materials.

Blue Moon is the first step in a significant change for CFI that will see a complete renewal of its product range over the next two years. For Audras, it comes back once again to the bigger picture, and the stakes are higher than ever.

“We want to be a trailblazer, providing new solutions to change the world from an environmental point of view,” he says.

“Blue Moon is the first step of innovation to provide solutions for the industry while protecting the Earth. Our biggest challenge is still to come.” ■



CFI’s Blue Moon cabinets save up to 10% energy and therefore all-important running costs, with special insulating panels that prevent air leaks, cold air and humidity



The door direction of the cabinets can be changed, giving operators more options without the need to buy new equipment

BRAND WATCH



Foundation:

1979

Distributors:

100+

Products:

890+

Specialisms:

fermentation, conservation, positive refrigeration, negative refrigeration and blast freezing

Customer segmentation:

50% bakery chains, 38% artisan bakeries, 12% supermarkets & hotels

cfi.com



With Blue Moon, the dough reacts better and the process is smoother, removing any water and ice still left inside the dough, which can make it less tasty

06 Innovation

Modularity, flexibility, efficiency



The user was front and center of the development process of Eloma's new Compact Class from the outset. Elly Earls finds out how this human-centered approach led to the creation of a new design language that sets Eloma apart from its competitors

W

hen Mark Joseph Müller joined Eloma as managing director in 2017 after a career in interior design, his mission was not to reinvent the brand, but to bring out the three core values its reputation has been built on over the last 40 years: quality, reliability and usability.

The new, improved version of Eloma's Compact Class, which will launch in autumn, is a result of this renewed focus, as well as Müller's determination to take the company's products one step further in terms of performance, features and benefits.

Since 1998, when Compact Class ovens first hit the market, times have changed. Consumers today not only demand convenience; they want to see their food come together before their eyes. According to research from Eloma, space is in higher demand than ever for hotel, restaurant and café operators, which has led to modularity and flexibility creeping closer to the top of the priority list. These issues now sit just behind total cost of ownership and stable, reliable processes, which haven't moved from the top.

What do chefs really think?

Designed to address all these issues, Eloma's new Compact Class system has the sleek look and small dimensions to slot easily into a space-constrained front-of-house set-up.

The Compact Class system can also be configured to operators' requirements and features a simple, intuitive graphical user interface.

The development of the systems has been a human-

Eloma, together with MM Design, made sure the Compact Class system was a human-centered exercise right from the outset



centered exercise from the outset. "We wanted to get a neutral analysis of what the end-user – the chef – really feels about our machine and how easy it is for him to operate it," says Müller.

After internal discussions and input from the sales team, customers and trusted partners, Italian strategic design consultancy MM Design was brought on board because of its personalized approach to product design.

MM Design works with a network of experts and on this project involved one of its partners, Thimus – a company specializing in neuroscience – to measure the relationship between the oven and the people who use it.

"We wanted the controversial feedback; we wanted the criticism. Only with this input can you improve," says Eloma's marketing and product manager Saskia Smeets.

"THE WAY A HANDLE IS DESIGNED AND PLACED, WHAT NOISE IS MADE BY A SLAMMED DOOR, WHAT LIGHT FREQUENCY IS USED INSIDE THE CHAMBER, WHAT RAILING IS MOUNTED IN THE OVEN TO SLIDE IN THE TRAYS, THESE ALL MATTER"

Mario Ubiali

Unexpected results

Once Eloma had gathered a wide cross section of professional chefs from all over the world, some who knew the company's products well and some who didn't, testing on both Eloma's and competitor ovens was carried out over a couple of days.

Each chef was hooked up to a portable electroencephalogram (EEG) monitor, which records brain activity, and eye tracking glasses and asked to perform a number of guided tasks normally, while the Thimus team recorded neurological and biometric data.

Eloma was then presented with a detailed report covering everything from how easy the process of using the interface was to the physical aspects of the different ovens that people liked or found complex to handle and the design features that attracted attention – or didn't.

According to the co-founder and CEO of Thimus, Mario Ubiali, the results of testing like this ▶



Following the launch of the new Compact Class at Host Milan, the Eloma team will take a phased approach to the product's worldwide rollout

are always partially unexpected. "That's the beauty of collecting such profound data on the deep brain experience of things," says Ubiali.

And while most of the findings were in line with what the Eloma team had anticipated, they also showed in a much more detailed way which aspects of the competition's products work well and which design features would need to be optimized on the new oven to stand out in the market.

"The way a handle is designed and placed, what noise is made by a slammed door, what light frequency is used inside the chamber, what railing is mounted in the oven to slide in the trays, these all matter," says Ubiali. "And then there is the user experience (UX) in the control panel: the cognitive flow in using the interface must be designed to keep in mind that the human brain is a lazy machine and needs guidance and simplicity."

A new design language

Taking all of this into account, as well as Eloma's mission to lead the market in quality, reliability and usability, Alex Terzariol, managing director of MM Design, and his team came up with what they call "a new design language" that distinguishes Eloma from its competitors.

"Every detail has been designed to be ergonomic and to create greater perceived value," he explains. "We focused particularly on the details and on the interaction with the handle and the encoder."

Meanwhile, from a technical point of view, the goal was to create a very versatile product at a low cost, all of which was achieved through introducing a modular element.

"The oven's distinctive design feature is the division between the cooking part and the interface area," says Terzariol.



MM Design believes the distinctive design feature of the Compact Class is "the division between the cooking part and the interface area"

"By doing this we have created an interface module that can be installed at will to the right or left of the cooking module or above."

The product's main module can carry out both cooking and baking tasks while optional add-on modules include a water and fresh steam module and an auto-clean module. "We've found that our customers would rather sacrifice a feature or a function than quality," Smeets explains. "This way, they can configure their unit how they want it and decide on their investment cost of today and investment cost of the future."

In addition, when Eloma reaches the next stage of its development – its version of Kitchen 4.0 – the product's much improved connectivity means it will be easy to offer individualized, automated services. It already records when units are maintained and carries out remote software

BRAND WATCH



For the love of cooking and baking

It is Eloma's maxim to plan for and develop according to the requirements of a professional kitchen: combi steamers and baking ovens that are intuitive and easy to operate and at the same time guarantee highest efficiency in the operational procedure. eloma.com

"IT'S BEEN AN EXCITING EXPERIENCE TO GO THROUGH – TAKING THE WHOLE WORLD OF KNOW-HOW WE HAVE ACCUMULATED OVER 40 YEARS AND BRINGING IT INTO THE YEAR 2019"

Mark Joseph Müller

updates, while multiple units can be managed centrally – for example for uploading new cooking programs.

The user is front and center

Following the official launch of the new Compact Class at Host Milan in October, Eloma will take a phased approach to the product's worldwide rollout. Müller can't wait to get started.

"It's been an exciting experience to go through so far – taking the whole world of know-how we have accumulated over 40 years and bringing it into the year 2019 by analyzing how the machines are used scientifically and really trying to take the next step with a whole bunch of talented partners," he says.

For Ubiali, though, the project was so successful because from the very beginning it was about designing the very best product for the chef. "If you put the user front and center, everything else falls into place," he concludes. ■

06 Innovation

ABOUT THE WASHING SYSTEM:

CAPACITY:
5,000 meals/day
WASH-UP TIME:
1.5 hours/shift
APPLICATION:
Central warewashing

WP HEAT PUMP

This 4th generation heat pump technology represents the payoff of progressive innovation. It delivers up to 57% energy savings

REVERSE OSMOSIS

Built-in RO section gives cutlery an unbeatable shine. In addition, time is saved because there is no more need for manual polishing

AUTOMATION

Automatic tray handling system, magnetic cutlery collector and dedicated cutlery track to achieve reduction in manpower

MULTIRINSE

Comenda's patented Multirinse® system shrinks rinse water consumption by up to 75%. That means fewer chemicals and less rinse aid

C-SMART

C-Smart allows remote monitoring and interaction with your machine from your computer, tablet or mobile phone

Warewashing company Comenda delivers more than clean dishes for its customers. Its washing systems reduce operational costs, slash food waste and create more front-of-house space thanks to Comenda's compact footprint, reports Elly Earls

THE POWER OF POSSIBILITIES

Comenda's approach is one of extreme flexibility. Rather than selling off-the-shelf dishwashers, the company prides itself on understanding the needs of end-users and coming up with tailor-made solutions that take into account their business priorities, operational restrictions and the space they have available.

For example, you might think that a chain restaurant in either central London or Edinburgh would require an identical warewashing solution. But the hardness of the water in London demands a water softener that wouldn't be needed in Edinburgh, while customer volumes could be vastly different in the two cities, presenting different waste management challenges.



All these questions and more are asked right at the outset of Comenda's sales process. What do you need to wash? How quickly do you need to wash it? How much space do you have to play with? How many customers come through the door each day? What type of food do you serve?

A small restaurant serving local food in Malaysia would need a very different solution than a high-end hotel and resort in Germany. Comenda caters for everything in between too – from in-flight operations to large-scale university, school, hospital and military set-ups all over the world.

Exceeding expectations

Gerry Pilolli is a senior designer in Comenda's technical department. He says the most challenging projects are "when you have to fit a truck into a one-car garage." This is also where Comenda can really stand out from its competitors.

"When you have to fit a relatively important-sized operation into a very tight-fitting space, that's when our technology comes into place," says Pilolli. "We have many possibilities and many variations for every single type of machine. It's just like Lego®. You have a lot of different, special pieces and you're able to put them together and create something out of it."

As well as giving operators more space to play with front of house, Comenda's products invariably meet – and often exceed – customer expectations for efficiency. When it comes to water, its industry-leading Multirins system consumes only 0.5L per rack, which has a knock-on effect on energy and detergent consumption. Meanwhile, Comenda's waste management solutions can reduce food waste volume in the dishwashing area by up to 80%.

"Now, working with our partners, we also have a waste management system that can treat leftover food waste for the production of electricity, heat and biomethane at biogas plants. As a producer of food waste the catering industry is responsible



“When you have to fit a relatively important sized operation into a very tight-fitting space, that’s when our technology comes into place”

Gerry Pilolli

“The savings we offer in water usage mean the customer has the money to invest in something else, boosting revenue or bringing their operation to a higher level”

Andrea Genoni

for its proper collection and storage in order to promote more environmentally friendly disposal and recycling," Pilolli adds. "This is the approach the whole industry will take in future years – turning food waste into a resource."

Breaking down barriers

Once the sales team has the customer's needs and constraints clear, they pass on the brief to Pilolli, who designs a system tailored to their business. The R&D and engineering departments then work together until both are happy with the solution. If it's a particularly challenging project, R&D will be more heavily involved.

Many requests that have initially come from one customer have eventually been transformed by R&D into features that can be offered across the board – such as the EOR (emergency override).

"This all started with a request from a hotel chain who needed a few machines to be installed in resorts in pristine and remote areas. We came up with the EOR solution, which means that if the PCB fails, it can be bypassed and the machine will continue running smoothly, guaranteeing the temperature, speed and levels of hygiene expected in warewashing," explains strategic sales and marketing manager Andrea Genoni.

"We developed it, put it on the market and our network of dealers, distributors and end-users were really impressed so we are now selling it in combination with our top-notch C-Smart control panel, which is extremely simple for operators to use. This innovative feature allows the facility manager to keep operating costs under control as well as remotely monitoring the unit for operational and maintenance purpose."

It was a similar story with Comenda's rack conveyor machines, says Genoni. "We had customers coming to us saying, 'I need to wash a certain amount of dishes, glasses and cutlery but I don't have space for a suitable machine.' We came up with a solution – a single tank rack conveyor machine with a very compact footprint, which can be installed in a corner. From there we developed an entire range of

rack conveyor machines that have an option to be installed in corner configurations."

For R&D director Alessandro Rigo, one of the keys to Comenda's success is that there is a strong collaboration between the R&D, sales and engineering departments. "There is a constant flow and mutual exchange of ideas. If we didn't allow all information to go back and forth and take advantage of the experience of very different skills we have, we would never come up with these kind of ideas and be able to deploy them to other customers," he says.

The personal touch

During the design process, many customers pay a visit to the Comenda factory to check up on how their product is coming along and to see what's possible. Often the R&D department reciprocates – visiting the customer's operation in order to fully understand how they can improve it with Comenda's technology.

That personal contact continues right up until the 'big reveal'. "We are Italian so the most important thing is the human touch. We are always by the side of our customers. We support them in every phase – from the presale, to the development of a customized solution, to the installation and the after-sales through all of the product lifecycle," Genoni grins.

"No new product goes out to be installed without having provided training before the launch and moving forward we offer as much support as each customer needs for their kind of operation."

It's all in an effort to be seen not simply as a solution provider, but as a partner, who can help operators make significant business savings. "We can help them from both the Opex and the Capex point of view," says Genoni. "The savings we offer in water usage save a fair amount of energy and those savings, together with a reduced footprint, mean the customer has the money to invest in something else, boosting revenue or bringing their operation to a higher level." ■

Since 1963 Comenda has championed exceptional performance, cost containment and energy-efficient design



“There is a constant flow and mutual exchange of ideas. If we didn’t allow all information to go back and forth and take advantage of the experience of very different skills we have, we would never come up with these kind of ideas”

Alessandro Rigo

BRAND WATCH



Comenda offers professional washing machines rigorously "Made in Italy" to the highest quality standards. Since 1963 it has had a single goal in mind: helping clients to better organize their washing zone with improved work flow, reduced operational costs, superior hygiene standards and enhanced comfort and safety. [comenda.eu](https://www.comenda.eu)

STRONGER TOGETHER
Collaboration for the
best results
The Comenda team
works together to
produce high-quality
products for clients

The Comenda team,
(l to r): Achille,
Maddalena, Andrea,
Valentina, Carlo,
Alessandro, Gerry,
Michele

06 Innovation



Equipment failures in professional kitchens are unfortunate events, but also straightforward to solve: call technical assistance, let them fix the problem, get the machine back to work.

That, at least, is the theory. In reality, when a machine breaks down, so do communications between the kitchen and the technical center. Quite often, a relatively uncomplicated issue can disrupt production for several days.

Scheduled maintenance is also a problem. Kitchens have dozens of pieces of equipment, each one with its own list of maintenance tasks, which often end up being ignored by undertrained staff under time pressure.

As one of the most important manufacturers of professional kitchens for any type of foodservice operation – from industrial cooking centers to family-run restaurants – Mareno has always been familiar with these bottlenecks.

“After-sales support is a critical time that lasts about 10 years,” says Patrick Capovilla, Mareno’s customer service manager. “During this period, we are responsible for all the products we install in our kitchens – and this is huge if you consider we have more than 3,200 items in our catalogue.”

A customizable solution

Mareno’s main focus is to facilitate operators in their daily work and help them manage the kitchen in the most effective way. My Tutor was created with this goal in mind, to put the kitchen in direct contact with the foodservice partner, ensuring a smoother process. Mareno always puts itself in the shoes of the operator to help them work efficiently.

In the case of equipment failure, My Tutor – whose software runs on a tablet – automatically notifies the technical center and all stakeholders. Also, it reminds kitchen staff of maintenance tasks and when to do them. The device comes preloaded with the technical specifications of each kitchen, but also allows for a lot of customizations. “No two kitchens are the same,” says Fabrizio Rocco, Mareno’s general manager. “Even the frequency of something simple such as descaling would depend on the hardness of water in a certain area.”

“AFTER-SALES SUPPORT IS A CRITICAL TIME THAT LASTS ABOUT 10 YEARS. DURING THIS PERIOD WE ARE RESPONSIBLE FOR ALL THE PRODUCTS WE INSTALL IN OUR KITCHENS – AND WE HAVE MORE THAN 3,200 ITEMS”

Patrick Capovilla

25 years of innovation

This isn’t the first time Mareno has developed a tool to improve the quality of its service. In the 1990s, the company launched an application to generate a 3D rendering of kitchen layouts. Then, 11 years ago came Power Guardian, an electronic device that reduces power consumption of electric appliances. Now, with My Tutor, Power Guardian has a new user interface showing the actual performance of each appliance. Other functionalities are the possibility for technical support to connect remotely, temperature monitoring for HACCP compliance and five system languages.

“My Tutor has arrived at the right moment,” says Capovilla. “It is a natural result of the process of constant innovation in the company. Once more Mareno has been able to catch the needs of the market and find an innovative solution. We have been very fast in developing My Tutor because we’re a dynamic company with a clear idea of the needs of the foodservice operator and the service partner.”

Now that the tool is fully developed, Mareno is approaching promotion with caution. As this is real innovation, there is no previous experience to learn from. The customers most likely to resonate with My Tutor are fast-casual restaurants, which serve high-quality food, fast and at affordable prices. Their need for quick service and high standards makes them the perfect candidates for My Tutor. “These restaurants usually start small with a specific format,” says Capovilla. “If the idea is successful, then they replicate it.”

My Tutor is, as Capovilla explains, “also a way to differentiate ourselves in a very competitive market.” However, it’s also consistent with Mareno’s mission. “We always try to either improve what already exists or invent something new,” says Rocco. “We never do it for the sake of being forerunners, but with the goal of making hard things easy and providing added value to our customers.” ■

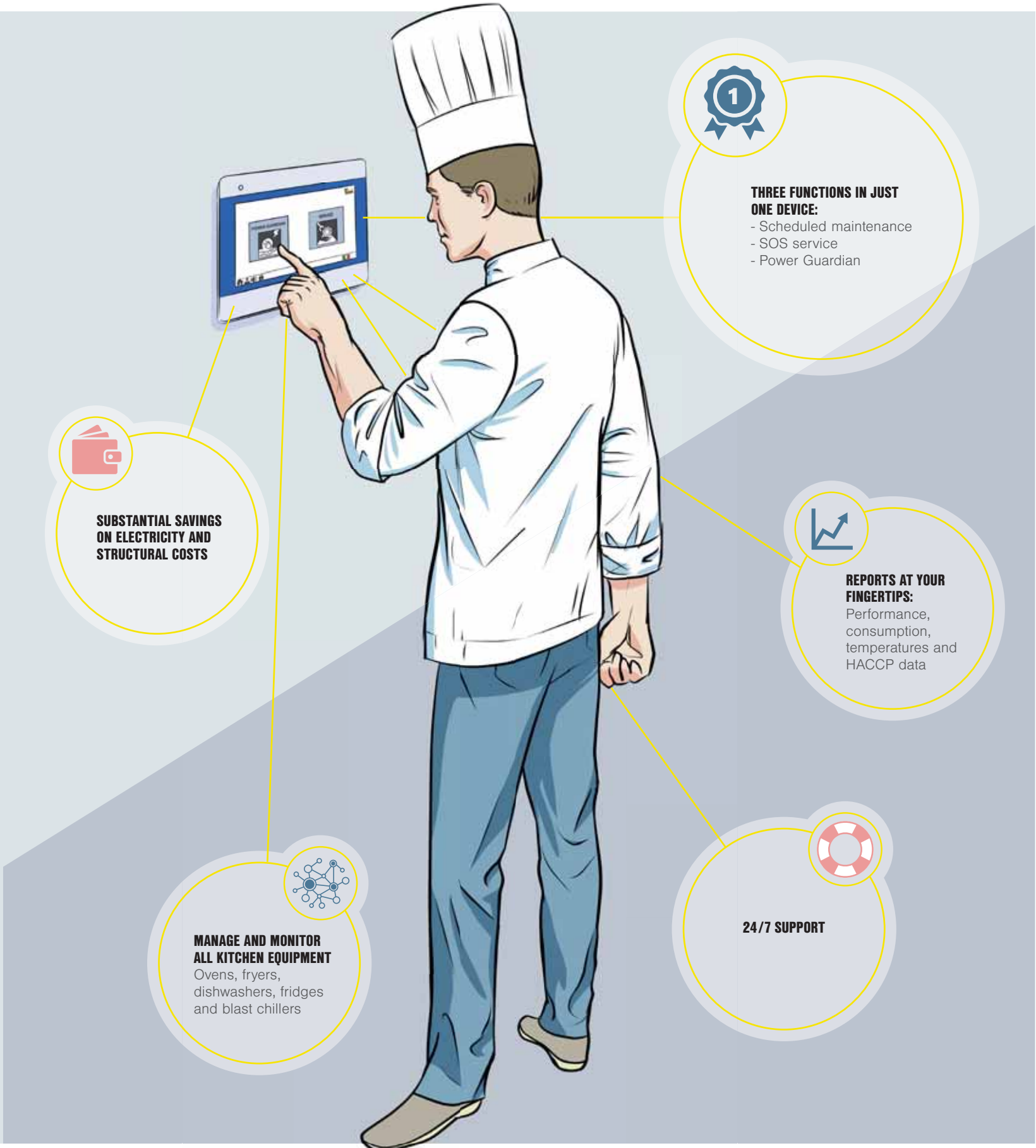
BRAND WATCH

MARENO

Founded: 1962
Distributors worldwide: 300
Products: 3,200
Countries served: 110

Mareno is an established brand, well-known in Italy and abroad for the quality and reliability of its equipment. Up-to-date with evolving culinary styles and with a flair for innovation, Mareno offers complete solutions for all kinds of catering.

Mareno’s multifunctional My Tutor software solution delivers a number of significant benefits to operators, making difficult tasks look easy and providing added value to its many customers



07

Aliworld

Moffat helps Burger 21

Burger 21, based in Tampa, Florida, is not your run-of-the-mill US burger chain. While beef occupies the center of its menu, the company also offers patties made of sushi-grade ahi tuna, shrimp, turkey, chicken and a range of vegetarian options. Along with a griddle and a fryer, a convection oven and a six-burner range also serve as key parts of Burger 21's equipment package.

When seeking out a high-quality convection oven, equipment dealer Johnson-Lancaster and Associates introduced the company to Moffat's Turbofan® Series 30 E32D5 Convection Oven.

These ovens offer digital controls and one-touch models that are ideal for baking, roasting, cooking, holding and rethermalizing. "Plus, the autoreversing fan and moisture injection guarantees a perfect bake every time," says Jimmy Droter, Moffat's regional sales manager and executive chef.

Burger 21 is so pleased with the consistency and quality of the ovens, it is now installing them across all of its 25 locations.

moffat.com



MONO & EL&N London bake up a storm

EL&N London's founder, Alexandra Miller, opened the doors to her first iconic cafe located right in the heart of Mayfair almost two years ago. Since then, she has opened five more stores situated in some of London's most prestigious locations.

Miller's fashion background, meticulous attention to detail and uncompromising passion for using the freshest ingredients is evident in the styling of every EL&N London's food and coffee offering. The walls of flowers, love hearts cave, bright neon phrases and elegant pink interiors have also made the cafes some of London's most Instagrammed destinations.

When MONO Equipment was contacted to provide equipment to EL&N London, it was delighted to be involved with such an original enterprise at its inception. It has supplied a broad

range of specialist patisserie equipment including spiral and planetary mixers, blast freezers, refrigerators, dough sheeters and its Omega Plus Confectionery Depositor, which is used to create some of EL&N London's stunningly beautiful cakes, which are hand-finished to perfection.

Giuseppe Lombardo, head of pastry at EL&N London, says, "I really enjoy experimenting and researching to develop new products. Our concept at EL&N is focused on creating the highest quality pastry with consistency and accuracy. We use MONO's Omega for dressings, biscuits, sponge layers, choux, Paris-Brest and eclairs as it enables us to create the exact shape and size of product we need."

monoequip.com



MONO Equipment has supplied a broad range of specialist patisserie equipment to EL&N London for its stunning cakes



Ice-O-Matic and the MOD squad

MOD Pizza is one of the restaurant industry's success stories. In 2014, the chain had fewer than 20 restaurants, located mostly in Washington state, US. Today, MOD boasts more than 460 locations across the US and the UK. The key to this growth is the fact that MOD combines a great product with pinpoint execution. Another factor, says director of facilities John Watson, is MOD's chewable ice, produced by an Ice-O-Matic GEM Series Pearl Ice® Machine. "Our customers have come to expect it. It's a key part of the MOD experience."

According to Stephanie Wall, West Coast regional manager, Ice-O-Matic, dispensing chewable ice is notoriously difficult as the ice can clump together – a problem at the first stores where MOD installed Ice-O-Matic machines. Ice-O-Matic developed a kit for modifying the ice dispenser for each machine that goes to a MOD location. Now, the units work smoothly. "This sort of responsiveness is important," says Watson.

iceomatic.com



Ice-O-Matic developed a kit for modifying the ice dispenser for each machine that goes to a MOD location

The Metro makeover

Fort William Henry Hotel and Conference Center, a historic 163-year-old property in Lake George, New York, US, recently overhauled its long-neglected kitchen thanks to the Metro-sponsored Kitchen Storage Makeover Contest.

Metro provided more than \$50,000 of storage and productivity solutions to take the outdated, underperforming space and turn it into a well-planned out kitchen. Totalling roughly 4,800 sq ft, the kitchen supports foodservice across the entire property, extending to an event venue almost a mile away and a group of storefronts along the lake.

Metro spent three days reorganizing and installing the new solutions, creating a streamlined work flow, which included a humidified holding cabinet and two transport holding cabinets for staff to wheel food around the site.

"It's tighter and just makes sense now," said Dan Palmer, executive chef and food manager at Fort William Henry. "I'm thrilled with the improvements, and we're in awe of the effect Metro has had on our business."

metro.com





Olis teams up with Bottega Portici

Olis supports Bottega Portici, the new dining idea, which combines tradition and innovation and allows you to take the excellence of Italian-made products anywhere you want.

This new casual food concept offers customers traditional fresh pasta, handmade in the shop window by the “sfoglina” (the traditional Bolognese professional who creates pasta), cooked in a quick and environmentally friendly manner by the chefs in an open-view kitchen.

The format meets the latest requirements of a clientele increasingly focused on food quality, but with less time to eat. Customers can watch the pasta being prepared and savor it in store or at home, with high-quality

products to purchase in 100% compostable take-away friendly packaging.

The kitchen is the heartbeat of Bottega Portici. The most important features are the user-friendliness of the equipment and optimum use of space, as well as the practical design of the kitchen island and the choice of high-quality materials to prevent contamination and allow spotlessly clean, easy-maintenance worktops. Visually speaking, the one-piece worktop enhances the appearance of the kitchen area. The layout is the same in every Bottega Portici store, but is adapted to suit the amount of space available in each particular case.

olis.it



Olis' high-quality materials prevent contamination and allow easy-maintenance worktops for Bottega Portici



Iceteam 1927 puts MASTERCHEF on show

Iceteam 1927 is a proud sponsor of the World Trophy of Pastry Ice Cream and Chocolate, providing the competition with its multifunction machine for pastry and gelato: MASTERCHEF.

Launched in 2015, the competition takes place every two years at Host Milan.

Professionals from five continents compete in the World Championship of Pastry. Each nation brings its own flavors and culture surrounding the theme of National Art and Tradition. Each team will produce three creations: a chocolate sculpture with pralines, one with sugar and modern cake, and one in pastillage (malleable sugar paste) with ice cream.

To celebrate cake design, a monumental cake will be created, a miniature version of which will be produced live, reproducing the same techniques used for the original. These will be judged on their combinations of consistency, temperature and flavors.

The event is organized by The International Federation of Pastry Ice Cream and Chocolate.

iceteam1927.it



Brand experts provide an educational experience at Ali Group University

Ali Group University (AGU) offers hands-on educational programs led by multiple Ali Group companies. The program is specifically designed for foodservice consultants, dealers and operators in North America.

This educational experience is designed to accommodate any full-time consultant, dealer or operator involved in the specifying of equipment. The program includes detailed information on the construction, design and application aspects of products for each of the participating companies, including the current and future technology plans of each brand.

Guests learn from brand experts and enjoy the exclusive opportunity to interact with a diversified group of products. AGU is the ideal solution to learn more about multiple Ali Group companies all in one place. During evening events and team-building activities, guests can enhance their knowledge about the Group while networking with other industry peers.

“Keeping important foodservice stakeholders updated on the latest trends, both in the industry and in our products, is one more way that Ali Group companies provide their customers with service that goes far beyond just selling a product,” says Filippo Berti, chief executive officer of Ali Group.

The next session of AGU will be held on 6-9 October 2019 at Ali Group North America’s Corporate Headquarters in Vernon Hills, Illinois. Participating brands will include: Amana/Menumaster, Aladdin Temp-Rite, Belshaw Adamatic, Beverage-Air, Carpigiani, Champion, Eloma, Metro, Rancilio, Scotsman and Victory Refrigeration.

aligroup.com



DIHR's new QX line delivers outstanding performance

For kitchens with heavy workloads, DIHR flight-conveyor dishwashers can provide an ideal solution. The new QX line features a wide range of models that can also be combined with tray and rack conveyor dishwashers or other accessories in order to increase the number of customized, fully-equipped and cost-effective solutions. The main technical improvements include a fully automatic drain system, grouped wash arms and intermediate S/S surface filters. With its elegant structure and outstanding performance, the new QX is designed to be an eco-friendly option. Features like the detergent economizer, thermal insulation, CFP system and double reinforced rinse reflect DIHR's strong commitment to cost-effective green innovations. There is the option to select from seven models, which maintain some of the distinctive features of the DIHR brand, such as the usable belt width of 710mm, height of 450mm and the compliance with DIN 10510 norms while preserving limited dimensions. The QX belt enables three dishes to be washed per row instead of two, for improved productivity rates higher than 9000 dishes/hour in conformity with washing regulations.

dihr.com



DIHR's new QX line combines elegant structure and outstanding performance



Belshaw brings the donuts

Since opening in Chicago, Illinois, in 2014, Stan's has become the go-to place for delicious donuts. "Our yeast-raised donuts are made like artisan bread in the way we mix and ferment the dough," says Rich Labriola, the man who brought Stan's to Chicago from its origins in Los Angeles. "It's not straight mix to machine to fryer. There's an 18-hour fermentation for our yeast-raised donuts, and we have a rich, old-fashioned cake donut."

The Belshaw Century 300 System is

the centerpiece of Stan's production line. This fast, efficient system takes up only 10 ft of space and produces up to 3,000 donuts per hour. Stan's also uses Belshaw's open kettle fryers and was a test location for Belshaw's new automated heated bottom icing machine. "If there was a choice to be made between Belshaw and anybody else, the after-sales alone tips the scales greatly," Labriola explains. "Belshaw is obviously a leader in this business."

belshaw-adamatic.com



The Belshaw Century 300 System is the centerpiece of the production line at Stan's



School days with Edlund

As Duval County Public Schools in Florida innovates new ways to provide healthy meals to its students, it has found ways to speed kitchen production and sanitation. One tool that's had a "remarkable impact on production efficiencies," according to Alonza Anderson, project manager for the Duval County Public Schools nutrition program, is the Semi-Automatic Can-Opening Solution from Edlund Co. The setup includes a Heavy Duty Crown Punch can opener as well as a hydraulic can crusher. Some weeks, the menu calls for up to 5,248 no. 10 cans to be opened. That's not to mention the 100 cans of fruit the bakery uses each day.

Another concern is avoiding microbial contamination in Duval County Public Schools' kitchens. Another Edlund solution helps ensure food safety: the Helios™ UV Knife Sterilizer Cabinet, which stores knives safely and also sanitizes them. The KSUV-18 will sterilize knives in as little as three minutes with 99% efficacy (according to independent laboratory testing).

edlundco.com

Pacific Coffee, ACP partnership

While tea is still the most popular drink in China, coffee is making increasingly strong inroads. Tom Neir, who came to Hong Kong from America's coffee capital, Seattle, founded Pacific Coffee Company in 1992 to establish a unique fusion of Chinese and Western cultures in the coffee café environment. The chain now has more than 400 stores throughout China. In 2010, the China Resources Group purchased an 80% stake in the chain and completed its full acquisition three years later.

By serving handcrafted drinks and freshly made food in a comfortable setting, the Pacific Coffee stores have become a veritable urban oasis for customers. To prepare food quickly and efficiently, Pacific Coffee uses the MenuMaster® Commercial Jetwave™ oven. This high-speed combination oven bakes four times faster than a conventional oven, ensuring that all dishes are served quickly.

acpsolutions.com



Our brands



COOKING

ALPHATECH

Amana
Commercial
MENUMASTER[®]
Commercial

ambach[®]

b
baron

eloma



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DEVICE FOR COOKING

MARENO
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metos

MOFFAT

dem

OLIS
we innovate cooking

ROSINOX
Grandes Cuisines

SILKO
IDEAS. WELL DONE



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Belshaw
Adamatic

BERTRAND
PUMA
La grille boulangerie

BONGARD

CFI
Le froid maîtrisé

ESMACH

MONO

Pavailler



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AUREA
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burlodge
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An Ambach kitchen at Atlantis Sanya in China. Ambach was selected because of its durable, high-quality cooking equipment



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A GLOBAL LEADER

Ali Group is the largest, most diversified global leader in the foodservice equipment industry. An Italian corporation founded 56 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 57 manufacturing sites, over 10,000 employees in 30 countries and 76 brands, it gives life to the most extensive product portfolio in the industry, operating in every hospitality and catering sector.

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