

# ALI WORLD

THE ALI GROUP MAGAZINE

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## **COSMOPOLITAN CUISINE** DUBAI EMBRACES BISTRO CULTURE

**TRUE TO FORM**  
GETTING THE CORRECT BALANCE  
OF FORM AND FUNCTION IN DESIGN

**CUSTOMER SERVICE EVOLVES**  
ACHIEVING AFTER-SALES  
EXCELLENCE

**ALL SYSTEMS GO**  
CUTTING-EDGE MEAL  
DELIVERY INNOVATION





Elena Faccio,  
Ali Group's corporate  
communications director

## DEAR READER,

This latest edition of *Aliworld* will give you a fresh perspective on our business worldwide while also highlighting some of the hottest trends inspiring the foodservice market today.

We hope you like the vibrant and dynamic design of this new refreshed edition. Thanks to the stories that our people and our clients tell us, *Aliworld* is becoming richer and more interesting with every issue. Please keep on feeding our magazine because we are eager for your ideas, inspiration and enthusiasm.

This new edition spotlights the key dining trends of the future and the technology being developed alongside them. We also have a particular focus on innovation in the Middle East region, including a profile of the wonderful La Serre Bistro & Boulangerie at the Vida Downtown hotel in Dubai.

Elsewhere we look at the importance of strong design in our industry. We all agree that every new product has to combine both form and function, but what is the right balance to strike? Function alone may ensure a certain level of efficiency or performance for a product, but without the appropriate form can it ever be truly comfortable or rewarding? We speak to some of the world's foremost design experts to discuss how they align high-performing ergonomics with beautiful aesthetics.

Finally, we present some outstanding success stories from companies across the Ali Group and highlight the very latest, cutting-edge products. One issue is never enough to showcase all of the projects and new products that are coming to life in the Ali Group's world, so please stay tuned as we have so much more to tell you.

Happy reading!

Employees and clients of Ali Group celebrate the company's 50th anniversary at Host 2013 in Milan, Italy



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# Change has no ceiling

*With buoyant global economies, emboldened emerging markets and genuine innovation in the foodservice industry, AFE Group CEO Tim Smith thinks there is real opportunity in the air. The only constant is change*



Miller's Vanguard provides specialist foodservice equipment maintenance for bakery, catering, warewashing and hot food areas



Tim Smith, group CEO of AFE

Williams' product range includes back-of-house storage, preparation solutions and bespoke front-of-house displays, like these spectacular Wine Towers



## Push and pull

In fact, as CEO, that's my principle role: assembling and supporting a brilliant team capable of responding well to change and driving innovation. It's great to have a leading role on the flight deck of the company, but it's the whole crew that takes us to our intended destination.

So we can and should question specific regulations for good reason – but, ultimately, we recognise that whether it's Europe, the US, the Middle East, Asia or Australia, **the eco-credentials of our products** are going to be of interest to regulators.

The most important stakeholders are the people who specify and buy our products. The end users of our products also have a clear interest in great design and innovation. The whole-life running cost of a product is an essential part of our proposition to the marketplace – whether the operator is a small café, bakery or a multinational hotel or restaurant chain. Stewardship of the product and its performance lies with the manufacturer. And by doing it well, we give ourselves a clear competitive advantage. It's one reason that AFE now has an umbrella approach to sustainability, Greenlogic [see page 7].

But environmental impact and regulation are just part of the picture. Globally, economies are emerging from a slowdown, and that means we have to be agile and lean across all the businesses in the Group.

## Cycle power

That turn in the business cycle brings change and accelerates interest in innovation among customers, too. For example, as hotel development expands, we're seeing a real upsurge of interest in front of house display refrigeration and more open plan kitchens.

The whole team has been really agile in responding to that demand and the talented team has delivered innovative products to markets around the world. Foodservice has always been a competitive market, of course. We're seeing renewed vigor in the sector as global economies turn up, but one constant remains: the customer is king. But customer behavior has also changed.

The quickening pace of life is a huge factor. It's meant, for example, that 'grab'n'go' has become a huge trend in foodservice. We're time-poor, eating on the go – and that presents a huge range of opportunities that every part of Ali Group can help customers deal with, whether it's in accelerated cooking, refrigeration, bakery, coffee or ice. Change does not stop at the factory gate. Our service businesses are also ideally positioned to support changing customer trends in an array of proactive and reactive maintenance solutions. We are ever alive to the importance of consultants and kitchen designers as key players in our ecosystem. They're architects of the new concepts in foodservice that reflect these global and social

It's incredible to think how quickly world-defining concepts can emerge. When I entered the foodservice industry in 1992, hardly anyone was discussing climate change. (To give you some context, when I started out as finance director at Williams Refrigeration, the mobile phone was still an expensive novelty.)

In the 22 years since then, I can say foodservice technology has developed incredibly – and the regulatory framework is far more extensive. Regulation largely motivated by the unequivocal advance of climate change is an essential driver of the market.

Our reach – across Ali Group, as well as in AFE Group [see page 7], where I'm CEO – is global. That's also why collaboration is so important between the sister companies of Ali Group. The world markets are in easy reach and customer needs quickly galvanize across the globe. And that means there's a real value in being able to share approaches and capabilities to meet the unique challenges that global markets present.

The pace of change is relentless, it's true. But that also creates incredible opportunities for those with adventure, passion and drive.

Tackling that global drive towards tougher and more demanding environmental standards is a good example. As a Group, we need to be at the head of the table of regulatory change. We have a culture of leading on these issues – so we know we can adapt and drive the whole market forward. But that also relies on the attitude of the people we have here.

changes. The end-user often has a clear vision about what they want to offer their own consumers – and they turn to these specialists to help them realise it with tangible products and services.

**Global hot-spots**

We're also seeing growth across markets. There are enormous opportunities in China and South East Asia, for instance. The Gulf Cooperation Council countries have developed extremely fast and are pushing ahead with some incredible infrastructure projects and events such as Expo 2020 in Dubai. We have had a long-term commitment and permanent physical presence in these markets – a must to ensure we harvest the opportunities that present themselves. Major global sporting events also drive up activity – so we can expect some fascinating opportunities in Latin America, particularly for our sister brands in Ali Group North America.

But whether the opportunities are in UK, Dubai or India or in the massive expansions underway across African markets, **we have to be local**. Our products and services adapt to local market conditions, and our business recognizes and aligns itself with local traditions and values. This isn't just about conforming to the local legal framework – it's about cultural alignment. We believe we have the best offerings and are eager to search out and support willing buyers who recognize the added value and know-how we offer with our products and service.

**Can-do attitude**

Delivering great products against those pressures and trends isn't easy, but we have real chemistry within Ali Group. There are three key elements in that chemistry: hard work, smart thinking and a can-do attitude. I think it's infectious across the group. It affects everyone who works in our businesses and it's what ensures that we look forward to work every day. When you cultivate a can-do attitude, it means that problems become opportunities, that every challenge is an invitation. We are always looking to prove and improve the business positively and this is centred on great products and services wherever in the world we are doing business. It's also the foundation of the entrepreneurial mindset that's so highly valued in Ali Group.

Working with an industry legend like Luciano Berti and his corporate team, offers us access to their wealth of knowledge and experience as well as mentoring not seen elsewhere in our industry. But above all, it's the **management freedom** and their encouragement to deliver innovation and build brands that marks out Ali Group. There's no ceiling set on our ambitions. And being part of the world's biggest foodservice Group offers us the opportunity of collaboration and some incredible synergies to ensure we maximize that potential.



Mono Equipment specializes in manufacturing high-quality equipment for bakery and professional kitchen environments



Mono Equipment's BX Eco-Touch convection oven range boasts a wealth of innovative energy-saving features



Attention to detail is at the heart of every AFE Group company product offering



The Falcon Development Kitchen allows clients to try products before purchase and work closely with a development chef



A trainee chef at the Cordon Bleu cookery school puts a Falcon E3914i induction range through its paces

**ABOUT THE AFE GROUP**

We're really fortunate at AFE to have a long-standing, highly experienced team of 1,500 colleagues across 15 locations worldwide who have second to none specialisms and skill-sets. It's vital if you're going to live up to the standards of agility and innovation the Ali Group demands. AFE comprises the leading UK based brands of **Williams Refrigeration, Mono Bakery Equipment, Falcon Foodservice, Miller's Vanguard and Serviceline**. We have major business presence not only in the UK, but in France, UAE, China and Australia. That means we have to be sensitive to many different markets, regulations and customer needs. That includes cultural and consumer differences, but also climatic ones. Our products need to work as well for end users in Australia as they do in Iceland.

[www.theafegroup.com](http://www.theafegroup.com)

**COMPELLING LOGIC**

To address the issues of environmental regulation and customer demand for lower-cost, more sustainable products, we thought it would be useful to have an overarching approach to the issue: Greenlogic. **Greenlogic applies to every single area of our operations**. We continually invest in the best available technology for both our products and our factories – with the latest production machinery, test and safety equipment as well as exploring our own energy generation and biomass heating. Greenlogic also embraces our logistics and service operations. Our commitment to a war on waste stretches back decades. In the 1980s Williams was the first manufacturer to develop CFC-free insulation. In the refrigeration sector we've pioneered a raft of greener technologies, ranging from energy-saving Smart Controllers to systems using eco-friendly refrigerants such as hydrocarbon and CO<sub>2</sub>. Falcon has led the way in high efficiency fryers – offering a raft of savings including energy consumption and cooking oil use, and champion Induction through an extensive product offer to suit every kitchen. Mono also leads its sector with the very best in energy performance with the Eco-Touch convection oven family. We are at the forefront of industry development with many of our products exceeding the industry-recognised standards for performance and energy efficiency, achieving worldwide ISO standards for quality and environmental management.

# La Serre brings bistro culture to Dubai

*In August last year a new restaurant opened in Dubai to rave reviews praising both its design and its cuisine. The driving force behind La Serre Bistro & Boulangerie is chef Izu Ani. Jim Banks spoke to him about how he formed the vision that got the restaurant voted no.1 by Esquire in their 'Middle East Top 50 Restaurants in UAE 2014'*





Overlooking the Rosinox kitchen, La Serre's guests can share the experience of their dishes being created

Behind the beautiful two-storey glass façade of the Vida Downtown Dubai hotel on Sheikh Mohammed Bin Rashid Boulevard lies a restaurant that takes **the best of France's food-loving ethos** and transplants it perfectly into the city's cosmopolitan culture. La Serre Bistro & Boulangerie embraces the best of traditional cooking and innovative cuisine, and it is the latest labor of love for head chef Izu Ani. La Serre has two distinct elements. On the ground floor is a traditional Parisian boulangerie, which opens early in the morning to serve freshly-baked bread, viennoiserie and a light breakfast menu.

**“The kitchen sets the quality standard of the restaurant”**

Throughout the day it offers lunch, salon de thé and dinner options. The bread and croissants would grace any French restaurant, though the style is a blend of European and Middle Eastern. Upstairs is a bistro, with lunch and dinner menus inspired by Mediterranean cuisine, as well as a bar. The bistro – with its chef's table – has a laid back, intimate feel and caters for a diverse mix of Dubai society, reflecting the desire of its designers to embrace all parts of the local culture. “The restaurant has a price point, but I want to be inclusive,” says Izu Ani, head chef at La Serre. “We serve rich people or people who save up to be able to appreciate great food. You can eat here for less than £10 or you can spend £1,000. More important than price is the fact that food is for sharing with people. Breaking bread together creates a magical moment.” La Serre certainly makes a bold statement, with impressive external design and an interior strongly inspired by a Parisian style of décor. It is further evidence that Dubai's gastronomic scene is becoming more sophisticated.



**Ani's journey to Dubai**

Chef Izu Ani already had a glowing reputation in Dubai, having been executive chef of Dubai's popular La Petite Maison. At 37, he retains the enthusiasm and drive of a teenager. Born in Nigeria he moved to the UK with his family at the age of five. He left school at 15 with relatively few qualifications. Soon Ani found a job at The Square in London, which had two Michelin stars. From there began a journey that took him to some of the finest restaurants in France – the three-star L'Auberge de l'Île and the two-star La Bastide Sainte-Antoine. “I spent five years in France and ended up at the second oldest three-Michelin starred restaurant in the world, cleaning vegetables. That was important because I could see how everything intertwines and I understood that you have to

La Serre means greenhouse, so the restaurant has a feeling of being light, fresh and open

At La Serre's boulangerie it's possible to have breakfast or a quick snack throughout the day



respect your ingredients," says Ani. Ani then worked in Spain in the kitchens of Michelin-starred restaurants such as Mugaritz, Arzak and Akelafe, then returned to London to become head chef at Vanilla, before moving to Dubai. In partnering with Emaar Hospitality Group to create La Serre, Ani could play a key role in all aspects of the design for the all-day diner, calling upon his passion for fresh produce and his belief that cooking and dining are essential parts of any country's culture.

## "Food is for sharing with people. Breaking bread together creates a magical moment"

"You have to enjoy cooking. To be a chef you have to live it and recognise that your job is about giving pleasure to someone else. That is what I learnt in France. Every culture's cuisine has its own look and flavor," he says. "Choosing the right cuisine for a restaurant depends on where you are," he adds. "In hot countries you need light food or salads, but in a cold country like England you need mashed potatoes and pie. I've cooked in Michelin-starred restaurants all my life, so I understand what quality and service mean. For me, **my Michelin star is when people say 'thank you'.**"

Chef Izu Ani calls upon his passion for fresh produce

### Kitchen and menu in harmony

The bistro menu at La Serre blends French, Spanish and Italian flavors. Its quality is based on the importance Ani places on sourcing of fresh, organic ingredients from farmers and artisan suppliers. Ani has blended his many influences to suit the cosmopolitan clientele of the restaurant, while respecting the needs of the local culture. "As I am in Dubai now I find that a lot of Mediterranean food is perfect. I am off to Peru soon. I like to challenge myself, I am always looking

The Rosinox cooking suite integrates a multifunction bratt pan, a tempura, a fryer and a French solid top



to do things to the best possible quality, for new opportunities," says Ani. "I can bring in different influences here because, while you can't be seasonal in Dubai in the same way as you can in Europe, it is located between Europe and Australia so you can bring in summer cuisine from both. Doing that allows you to get the best ingredients and that helps to keep things simple. Simplicity and clarity are what defines the cuisine here," he adds. The clarity and openness that Ani prizes so highly come through in the design of La Serre's open kitchen, which invites diners to experience more than the flavors of the food. "La Serre has an open kitchen so people can wander in and say 'thank you' or tell you that the food is terrible. I don't hide myself or my food. If something is wrong I work hard to make it better. I am never fully satisfied," explains Ani. "La Serre means greenhouse, so it has a feeling of being light and fresh and open. If you pour sauce onto a dish you hide it, but the philosophy here is to have everything to be seen and to have its own identity. It is important that we stick to our principles, and that means going back to basics. I always say that I am a lazy chef because if you find good ingredients you don't have to do much to them." As important as the quality of the ingredients is the design of the kitchen. "A lot of restaurants fail because the kitchen is not set up well," says Ani. "The kitchen sets the quality standard of the restaurant. If you have 200 covers a night, every night of the year, you need a set-up that can support that. The design of the kitchen must reflect your ethos."



Derek Horn FCSI is a director of SeftonHornWinch. Derek has a reputation worldwide for his hotel kitchen design and speciality restaurants. He has particular flair and success in the creation of 'guest experience' features and chef staging

UK-BASED CONSULTANCY FIRM SEFTONHORNWINCH DESIGNED THE KITCHEN AND FRONT OF HOUSE AT LA SERRE BISTRO & BOULANGERIE DUBAI. DEREK HORN FCSI FROM SHW EXPLAINS HOW THOSE DESIGNS WERE BROUGHT TO LIFE.

Emaar Hospitality Group asked us to develop, with Chef Izu, a world-class French restaurant on the first floor and a boulangerie on the ground floor. It will provide part retail sales and sit in service complete with pavement seating and with a very **visible kitchen** and **bakery production**. The brief was largely dictated by Izu's belief that Dubai needed true French breads, viennoiserie and pastries. We had an excellent working relationship with the interior designer, Bishop Design, Dubai. The biggest challenge was the space allocation, particularly at



At La Serre chef Izu has selected Rosinox for its robustness and reliability

Rosinox worked closely with chef Izu and Derek Horn to develop a customized cooking suite

ground floor for the production bakery areas. Ventilation and ceiling height constraints added to the challenge which we overcame using a combination of a vented ceiling and special canopies. The right ergonomics were achieved through Izu relating each of his departments and his own chef requirements when 'on station' and preparing his mise-en-place before service. Storage and functions were reviewed and planned using the limited spaces available. **Energy savings** could only be achieved by using manufacturers whose equipment was supporting efficient and insulated containments.

## BESPOKE SOLUTIONS

The **Rosinox cooking island** was custom made for this project and we designed this with Izu and his brigade to ensure they stayed 'on station' for most of their individual service function. Rosinox also produced a tempura fryer that has been most successful. In the case of the La Serre bakery it is planned that, when the time is right, it will be also supplying two or three other hotels locally and that will justify the expenditure. Certainly if there are not the professional bakers in any region that a hotel can buy externally, then having 'in house' is the only option but it does add significant cost to any development. Having spent a great deal of time with Izu visiting and tasting breads from France, we suggested that Izu join us in visiting the Sirha show and we found all the machinery and ovens within Ali Group companies which included mainly **Pavaille, Bongard, Bertrand-Puma** and **CFI** for refrigeration. **Rosinox** was a natural selection also and we designed both major ranges at the show.

[www.rosinox.com](http://www.rosinox.com)



## Q&A WITH ALAIN PÉRU, PRESIDENT AND CEO AT AFE BAKERY



### What was the brief for the bakeries aspect of the La Serre Bistro & Boulangerie?

The bakery had to be optimized and compact. The aim was to make original French products like baguettes and croissants within Italian standards - very high class.

### What client needs had to be taken into account?

Chef Izu already had a clear idea of "how the bakery will be". We gave him some advice about the best match.

### What challenges did you encounter?

As it's in a hotel we had to be sure that all equipment could fit through all corridors. The ovens and the retarder proofer arrived totally disassembled and had to be assembled on site. We re-measured each part of the largest equipment, such as the mixer bowls. All the equipment was then able to fit through a standard door.

### Which bakery brands from Ali Group did you install and why?

Pavailler ovens were the perfect match for this project. They have the know-how about brasseries and five-star hotels all over the world. CFI provided the refrigeration and Bertrand-Puma the dough processing machines.

### Was any of the bakery equipment custom made for this project?

No, but there is one particular piece of equipment that you won't find in other bakeries in Middle East. It's the liquid leaven machine named Fermentolevain FL from Bertrand-Puma. It's a machine to produce traditional leaven containing organic yeast cells in order to give a unique flavor to the bread.

### What do you think of the new trend of having a bakery lab inside high-end hotels?

It completes the standout of the hotels. Delicious pastry in the morning and good breads on the tables for lunch and dinner is something you expect when you are staying in a five-star hotel. It also gives the hotel the opportunity to reduce costs and please their clients 100%.

The Pavailler Opale style range electric deck oven combines traditional baking and modern energy efficiency



The Bertrand-Puma compact resting cabinet and moulder provide perfect shaped dough pieces

[www.pavailler.fr](http://www.pavailler.fr)  
[www.bertrand-puma.fr](http://www.bertrand-puma.fr)  
[www.froid-cfi.fr](http://www.froid-cfi.fr)



La Serre's bakery lab offers delicious pastries in the morning and fresh bread for lunch and dinner

"I took a lot of time to design the kitchen at La Serre. I designed the cooking suite and the bespoke island for food preparation. You have to create the right flow to ensure that you meet your goals for productivity and quality," he adds. The kitchen at La Serre features a charcoal and wood-burning oven, a tempura section, and a pasta section with an induction hob to get water boiling fast and maintain the right temperature. One of the best-selling dishes, burrata, has its own section, though this is currently a makeshift production area with a trolley. The burrata section shows that even the best-designed kitchens need to have their layout altered because no one can fully anticipate what customers will choose. Facilities need to be flexible enough to adapt. Furthermore, the design of the kitchen is only as good as the people who use it, so Ani prioritized the matching of the right layout and equipment with the right talent. "I've been through a lot of kitchens and I know that you always have to tweak the design to respond to the demand. I also know that chefs need to be involved. Once the kitchen is in place it is all about the team. You can't do anything on your own. I've been blessed to work with great people, and everyone who works here makes a difference," he says.

**"You have to enjoy cooking. To be a chef is about giving pleasure to someone else"**



Rosinox developed 3D drawings of the cooking suite to allow chef Izu to have a real view on the kitchen

# Opportunities heat up in the Middle East

*Michael Jones spoke with Bilal Al Halabi, business development manager at Al Halabi Refrigeration & Kitchen Equipment, about his company's success and why the Middle East remains a vibrant, dynamic region*



Bilal Al Halabi, business development manager at Al Halabi Refrigeration & Kitchen Equipment



Al Halabi has a 40% market share in UAE



“The development in Dubai alone in the last 20 years has been enormous. The government was very committed to making Dubai first a business hub and then also a tourist hub. The Dubai development plan between now and 2020 is huge. At the moment Dubai cannot handle that capacity so another, new Dubai will need to be developed in the next six years in order to take on these projects”

Leading lights: growth in the Middle East region remains strong



The UAE is an attractive place to invest and showcase innovation. The new Oem Voltaire pizza oven, pictured, ensures high productivity and cooking uniformity



#### What is it that defines your business?

We are committed to long-term quality at Al Halabi. Our capacity is also really big and we can handle lots of projects at the same time. So that we could be regarded as a complete, full cycle solution for our customers, we began importing additional products from Europe to support our own manufacturing. We now manufacture 70% of our total sales ourselves and import 30%.

**“Ali Group really listens and has shown a real commitment to us”**

#### You are a key distributor for Ali Group in the Middle East. Why do you complement each other so well?

We have been working with Ali Group for more than 15 years and it feels like we are almost the same family. We both take care of quality and our customers. We're not just selling or trying to increase our numbers. We can really trust Ali's products with our customers. We deal largely with Comenda for dishwashing, Mareno for cooking ranges, Oem for pizza ovens and Alphatech for convection ovens. We have the full distribution exclusively for Comenda, Mareno and Oem from Ali Group products in UAE and this came after years of trust from working together. Ali Group really listens and has shown a real commitment to us.

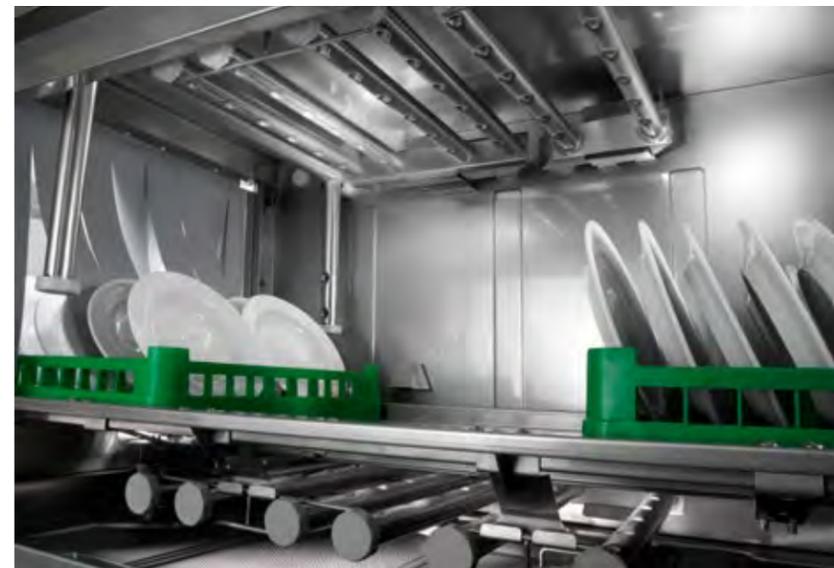
Al Halabi has full distribution exclusively for Mareno, Comenda, and Oem products in UAE



Comenda works closely with Al Halabi for technical training on new products. Here, the new AC3 model assures low water consumption and running costs

**“The UAE has made it easy for investors to set up and invest in foodservice here and Dubai in particular has become a hub for people who want to be creative”**

Al Halabi deals mostly with Comenda for dishwashing. The AC3's PWS (Proportional Wash System) function allows three different speeds for bespoke washes



#### What's the secret to a successful manufacturer/dealership partnership?

Working towards the same strategy. It should be a mutually beneficial relationship. Ali Group need companies to take proper care of their brands, to install them, fix them and offer in-house training. Comenda come here to us for technical training, for example. Their products are in safe hands and that matters to Ali Group.

#### Why is the foodservice market in the region still an exciting one?

The development that has happened in Dubai alone in the last 20 years has been enormous. The government was very committed to making Dubai first a business hub and then also a tourist hub. The government is also very conscious of important issues such as food safety, sustainability and achieving international standards in kitchen layouts. Al Halabi works closely with the Dubai Municipality on this. They take our ideas and set them as the rule in Dubai. Between 2008-9, during the height of the financial crisis, the Dubai food and beverage sector actually increased by 30%. It was our best sales year. Why? Because people stopped trusting real estate or the stock markets and instead invested their money in a safer market: F&B. We love to eat in Dubai. 80% of our population are expatriates from 130 different nationalities. And around 60% of them are also bachelors, who like to eat out.

#### What other key trends are driving growth in Dubai?

We have lots of great restaurants and coffee shops in this region. Shisha cafés and restaurants with seating areas and nice views are very popular and there are so many ethnic restaurants opening up: Arabic, Iranian, Western, Japanese and Indian. Customers also want to see 'live cooking'. They want the theatre of the kitchen so we are asking our suppliers for ranges that can show that. People trust this sector hugely because, while it takes a high initial investment, **there are high profit margins to be made.** The UAE has made it easy for investors to set up and invest in foodservice here and Dubai in particular has become a hub for people who want to be creative. At Al Halabi we are investing and are opening a new factory, a new headquarters and are expanding our showroom bases into premium bases.

#### What impact will key forthcoming events like World Expo 2020 in Dubai or the Qatar 2022 FIFA World Cup have on the region?

The Dubai development plan between now and 2020 is huge. At the moment Dubai cannot handle that capacity so another, new Dubai will need to be developed in the next six years in order to take on these projects. There is a lot of work to do!

[www.al-halabi.com](http://www.al-halabi.com)

#### What is the history of your company?

Al Halabi was established in 1975 by three entrepreneurs: Salahuddine Al Halabi, Abdul Kader Al Halabi and Sameer Baradie. They had fled the civil war in Lebanon, where they had been in the foodservice profession since 1950, and came to a Dubai still fresh from the establishment of the United Arab Emirates in 1971. Al Halabi opened the first kitchen equipment manufacturing facility in the UAE, receiving the privilege of 'Industrial License no. 2' from the Ministry of Economy. Al Halabi was set up as a manufacturing company, making ovens and preparation tables and, later on, refrigerated units.

#### What were the major milestones along the way?

The first project that they worked on in Dubai was for Sheikh Rashid Al Maktoum, Dubai's first Sheikh after establishment. By 1994 business was booming and the company expanded to new cities, opening additional showrooms in Abu Dhabi, Al Ain, Bahrain and Oman. Now we have eight showrooms in the region and a 100,000 sq ft factory that is one of the biggest in the Middle East.

#### What would you say is Al Halabi's particular specialism?

**Al Halabi has a 40% market share in UAE.** Our reputation is very strong and we pride ourselves on the quality of our customer care, not just our products. We consider our customers to be like our own family. We design, manufacture, install and maintain kitchen equipment for hotels (including seven-star projects), restaurants, malls, coffee shops, fast food chains such as KFC, Pizza Express, Pizza Hut and Chili's, palaces, hospitals, cafeterias and bakeries. Some of our main customers are the hotel groups where we are held as a standard for their franchise operations.

**Cielos Tapas Bar & Lounge** at Dubai Creek Yacht Club opened its doors in January 2014 to great acclaim and the strong reviews just keep coming. Serving traditional Spanish tapas with a twist across two floors, the bar also boasts a sky lounge with great views of Dubai Creek while DJs spin Latino beats on the wheels of steel.

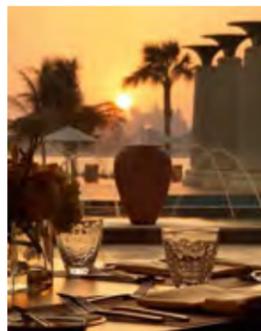


# Dubai's best new restaurants

*From high-end Spanish tapas bars to authentic Japanese cuisine via quality Thai and the finest Belgian cuisine outside of Brussels, Dubai boasts some of the coolest, most respected restaurants in the Middle East. Aliworld's foodies run the rule over some prime new openings*



Located in Dubai Mall and famed for its quality Japanese food, **Katsuya by Starck** has been a big hit since December 2013. Premier designer Philippe Starck has created a contemporary and stylish interior that superbly showcases the sumptuous dishes of master chef Katsuya Uechi and head chef Gerard Ruvira.



**Mekong** at the Anantara Dubai The Palm Resort & Spa was unleashed on the epicureans of the UAE in October 2013. The menu is a winning fusion of Thai, Vietnamese and Chinese and the attention to detail (guests ride authentic tuk tuks to enter the dining room) is first rate.

**Maison Mathis** at Arabian Ranches, Dubai has been serving its take on Belgian all-day dining since December 2013. Head chef Paul De Visser pushes simple, but quality ingredients to the fore of his menu while an on-site bakery wafts the scents of beautiful pastisseries and Belgian waffles across a dining room of 300 covers. The Arabian Ranches Golf Course is within putting distance.



**QBar**. Dubai pledges to 're-tell arabesque lore with an unmistakable modern twist' and it certainly comes up with the goods. A wonderfully atmospheric and vibrant venue of moody lighting and authentic touches is augmented by a menu of beguiling flavors from Magreb, Levant and greater Middle East.



In vogue with its *GQ* magazine origins, the **GQ Bar** at the JW Marriott Marquis Dubai has been looking resplendent and effortlessly cool since January 2014. The food is great too. With a menu that can only be described as 'global fusion', chef Bruno Carvalho really delivers.



Casual, relaxed and with soaring views of the Burj Khalifa and Sheikh Zayed Road from its Beirut-influenced rooftop bar, **Iris** at Oberoi Dubai has been attracting revelers since opening in December 2013. Chef Olivier Dechaise offers a mouthwatering range of cuisine from super-sized Wagyu burgers to Lima Tiradito Ceviche and Seared Bluefin Tuna.

# Form, function and technology: 10 kitchen trends of the future



Derek Horn FCSI

Highly respected foodservice consultant **Derek Horn FCSI**, director of *SeftonHornWinch*, gives us his view on the key dining trends for the next few years and the technology that is making it all happen

It's such a difficult subject to predict the future. Thankfully, we will always have 'the adventurers' who keep trying new things until the right formula has been landed upon! Here are my observations of the latest key trends in foodservice. [www.shw-ckrc.com](http://www.shw-ckrc.com)

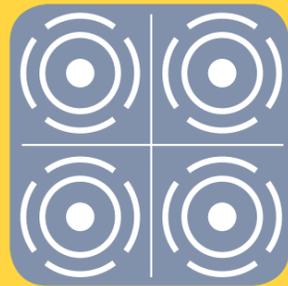
## 1 CENTRAL REFRIGERATION

using CO<sub>2</sub> linked with heat exchangers, will be increasingly part of the way we develop kitchen projects in the future.



## 2 INDUCTION

is now almost a standard, certainly on 50% of the projects we are working on.



## 3 COFFEE BARS

feature in many of the larger hotels, which enables the closedown of lunch service in all-day restaurants.



## 4 SUSHI, CEVICHE AND JAPANESE

cuisine have all become regular requests.



## 6 MEAT IS 'BACK'

for the immediate foreseeable future and contrary to my note on electricity, 'flame' is a big draw to a restaurant.



## 8 Operators seem to favor DE-SKILLING THEIR KITCHENS

and buying in more food product.



## 9 We are seeing those operators who want UNIQUE AND DRAMATICALLY DIFFERENT GUEST EXPERIENCES.

These restaurants are a massive draw and to be 'different' is in big demand.



## 5 We also foresee the request for MORE ELECTRICAL EQUIPMENT

in preference to gas taking place.



## 7 EQUIPMENT THAT HAS MORE THAN A SINGLE FUNCTION

(for example combi ovens) will be instantly accepted in our industry.



We are seeing the restaurants that specialize in

## LIMITED OFFER MENUS,

such as Burger and Lobster, completely rammed full with guests.



# Finding the balance

*“Design,” said the late Steve Jobs, “is not just what it looks like and feels like. Design is how it works.”*

*Michael Jones speaks to award-winning design experts to see how they are able to get the right balance between form and function*

Perfection in nature: the structure of a Nautilus shell is the epitome of the form-function relationship. Each element has a precise relation to all the others and together they regulate movement and pressure as well as provide protection. This same spiral can also be found in the flight patterns of hawks, the movement of tornadoes and the structure of galaxies



Ibrahim Ibrahim, managing director of Portland Design, London, UK

Form and function need to work in synergy to drive optimum design

It's an age-old quandary: how to design a product that looks great and performs effectively for the customer. Both the industrial and consumer business worlds are littered with product casualties that have forsaken one aspect for the other and missed the mark.

**“Good design is about user-centred problem solving, whether that is in a commercial or consumer market”**

So, is it about striking a balance between the aesthetic and functionality, or does one aspect need to take precedence in order to produce a winning product?

“This is not a versus,” says US foodservice consultant **Juan Martinez FCSI**, principal of Miami-based Profitability. “It’s not form versus function. This is form and function working in synergy to

drive that optimum design, because one without the other won’t work.”

“Function must lead,” argues **Ibrahim Ibrahim**, managing director of Portland Design and a leading thinker on design and retail. “If it doesn’t work functionally then admiration for the form will soon fade away. An attractive and engaging aesthetic is not about adornment or decoration. Good form is about order, the simplicity of aesthetic, restraint of material finishes, uncompromising attention to detail and a ‘purity’ of approach. Form and function are inextricably linked, but allowing only function to dictate form can lead to a lack of emotion and missed opportunities.”

Ibrahim, whose firm is headquartered in London, UK with additional offices in Utrecht, Istanbul and Dubai, believes strongly that “good design is about user-centered problem solving, whether that is in a commercial or consumer market.”

Aesthetics, Ibrahim argues “can affect the emotional response to a product, so ergonomics and aesthetics are inseparable. Beautiful products in conjunction with function can promote an emotional attachment to the product by the user and hence make his/her

### Ibrahim Ibrahim, managing director of Portland Design

"Our projects are conceived through research, ideas and strategy and not through the latest trend or style. That's how you make a lasting difference. We design digital and physical retail and F&B environments and experiences. Our USP is our user-centered approach driven through robust ethnographic research which reveals the human truths of the requirements and expectations of the user/customer, and that's a critical part of what drives our design approach. "We have an internal insights team that inform our design team of the latest innovations and trends. Our diverse team are 'culture junkies', so we have an intimate knowledge of the latest developments in the global retail, food, entertainment, culture and leisure landscape. We know about new brands and the latest big (and small) ideas."

[www.portland-design.com](http://www.portland-design.com)

### Karim Azzabi, owner, Karim Azzabi Architects (KAA)

"We have two different visions. As both an architecture and design company we design the space and the things that go into the space. We design a lot of hotels and restaurants and equipment. So we always design the space with equipment in mind. There is a lot of thinking behind each product. Our mission is not just to design nice things but also to convey a product culture. "We also try and give everything a social and ethical approach. That's very important. There was a famous exhibition in Italy called 'Less aesthetics, more ethics' that encouraged us all to think less about design and more about the people. We always consider important things like energy saving, durability and wastage. It's thinking about design for those things, not against them. "When you are designer working with clients you have to give them all of the tools that you have: aesthetics, function, ethics and product culture. Plus you have to give them a vision. That's very important. You have to make your client dream a little bit."

[www.karimazzabiarchitects.com](http://www.karimazzabiarchitects.com)

### Manuela Ferrante, design manager, Studio Volpi

"Good design is not an opinion or point of view. Often it's actually mathematics. If an idea works for the commercial sector, there are good chances that it will work for the consumer market. "Studio Volpi believes every project deserves the same 'treatment', from the simplest toothbrush to the most complex aircraft. Our goal is the creation of exciting, excellent, effective products, and we reach it exploiting the harmonious interaction of different disciplines, operating with intelligence and imagination and fantasy. This interdisciplinary approach, where we always take all the aspects into account, is our way to make the difference."

[www.studiovolpi.com/en](http://www.studiovolpi.com/en)

work more pleasant and rewarding."

It's a sentiment shared by **Karim Azzabi**, owner of Karim Azzabi Architects (KAA), a design studio based in Milan, Italy. "I think form and aesthetics have actually become part of function," he says.

"And you can't do function without aesthetics. I believe that aesthetics is a part of functional design and not just ornamental. The two things are merging more and more into something that I call 'aesthetical

**"Now it's time for design to become grown up. It needs to lose its 'wow' effect, be more humble and not show off."**

functionality'. Over time design has become vital in the functional part of creating things. I see no difference between one or the other."

KAA operates internationally within the fields of architecture and interior design – working both on commercial and residential buildings as well as offices, hospitality and site conversion planning. Says Azzabi: "I don't believe in good or bad design. There is only intelligent design. Now it's time for

The Italian headquarters of professional and travel leather products company Piquadro was designed by Karim Azzabi



Karim Azzabi, owner of Karim Azzabi Architects (KAA), Milan, Italy

design to become grown up. We have to fit in the functionality of design. It needs to lose its 'wow' effect, be more humble and not show off. Design should be more practical, in all senses. Intelligent designers are now, not just showing off a design, but showing the practical sides too."

For Azzabi, the design world has been evolving for the better in recent years towards this goal, and frequently, it's technology that has brought the two aspects closer together. "If you look at an iPhone, or a Samsung phone in particular, that's aesthetics and function together. Technology and design have become part of functionality. If you look at ergonomics, the scientific part of design, that also involves aesthetics. You can't talk about an object or a product today without talking about its design. They live together more and more," he says. "I believe in a new way of looking at design," says Azzabi. "I don't believe so much in 'beautiful' products. A product is man-made. It is the sum of cultural, social, economic aspects mixed together. Design changes very fast and what was beautiful five years ago won't be beautiful any more." Azzabi believes that "an everlasting product" cannot ever be reliant on the aesthetic aspect alone. "It is the blending of the disciplines of art, design,



According to Karim Azzabi the only "truly beautiful, everlasting things are what nature gives us"



architecture – a lot of things together. Eternal works of art such as the Sistine Chapel or the Mona Lisa are the blending of design, art, technology or architecture being able to capture a moment in life. Otherwise, design alone will never be a winning thing, it just dies. But really, the only truly beautiful everlasting things are what nature gives us."

The foodservice industry is, it would appear, no different. So, considering the importance of ergonomics, can improving comfort levels actually result in freeing up space for creativity or improving results in a kitchen, for example? "Yes," says Ibrahim. "Well-designed kitchens can make a chef more efficient, saving time and hassle. This will leave the chef in a better frame of mind and 'head space' to think either more strategically or creatively." Ergonomics in working spaces have become "really crucial," says Azzabi. "People spend so much of their time in a working environment, so the design of those spaces has to be important. A restaurant or a kitchen is no different. The kitchen is the heart of everything. Increasingly, chefs want to show customers how the food materialises from an idea to the presentation of the plate. It has become a theatre and every element of the kitchen has to support the



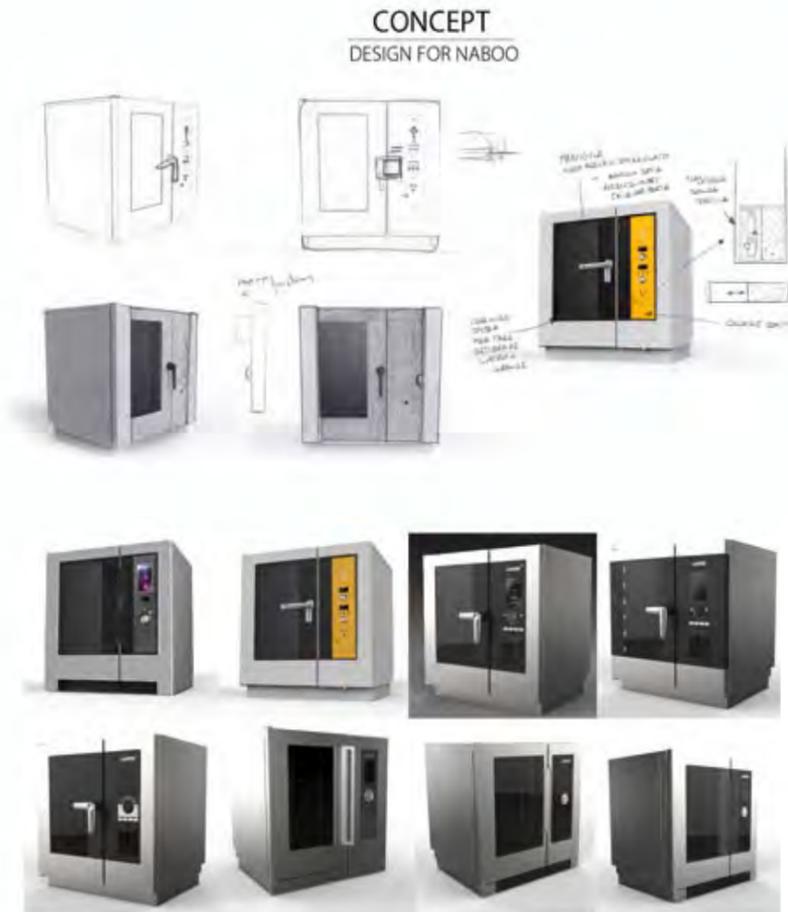
Lainox's Naboo oven combines the technology needed to cook any type of food with maximum ease of use - a swipe of the finger results in excellent dishes

theatrical performance of the chef. The chef is the director of the orchestra. Design, in this situation, has to optimize the opera!" For that very reason, says Azzabi, "you can't have a very functional but ugly kitchen. You can't have sharp edges or bad proportions. A chef wants everything to be the perfect blend of better design and functionality in their kitchen." One such new product that takes both design and functionality in the kitchen very seriously is the Naboo oven from Lainox, launched at the Host 2013 show. "Our ambition was to create a new standard in combination ovens," says Marco Ferroni, managing director of Lainox. "Up until now, these appliances have been steel boxes with some technology inside. Now they have become full-blown devices that share information and knowledge with an international community of chefs. This is 'kitchen 2.0'. It assures maximum reliability and quality without limiting the creativity of the chef." Bringing to life a product this innovative and not looking like a standard "steel box" was crucial to Lainox, who wanted to underline the design qualities for which Italy is famous. The team behind the design of the Naboo is international engineering, design and communication agency Studio Volpi, from Carnago, Italy. Studio Volpi used materials chosen for their elegance and quality, but also their robustness and because they are easy to clean.

The end result is a great success, says Ferroni, because the visual design is combined with a user interface that is more intuitive, with great attention paid to ergonomics to make the product "easy to fit into every type of space and make workflow better." Studio Volpi's design manager **Manuela Ferrante** says that to create the Naboo, her team had to "use a different approach, thinking of the product as a unique and integrated device, where technology is the main driver of the project."

**"Every element of the kitchen has to support the theatrical performance of the chef. Design, in this situation, has to optimize the opera"**

For Studio Volpi it was important to emphasise the 'lines and aesthetics' of the Naboo. "Lines define a movement into space, aesthetics complete the general look by building coherence between the oven and its surrounding elements," says Ferrante. "We feel that any chef can feel the difference when a Naboo enters a kitchen and not only on the 'look and feel' aspect." For Ferrante, when considering form and function



To develop the design of the new Lainox oven Studio Volpi went through several design studies

For Studio Volpi it was important to emphasize the 'lines and aesthetics' of the Naboo



in a commercial setting, it is crucial to find the right balance. "Function is the answer to a specific problem, form is necessary to understand it," she says. "When function is totally logical and obvious, form is a support. When you 'read' design without knowing its language, that means the job has been done correctly. We believe in harmony and balance." Fresh ideas are, says Ibrahim, "the only sustainable competitive advantage that can help you 'future proof'" a product or brand. Why? "Because a competitor can mostly compete on price, equipment, aesthetic design or staffing, but if you have a unique idea you will be one step ahead and by the time a competitor catches up you can move to the next idea. Your competitor will then be seen as a follower not an innovator. Often world-beating ideas are about predicting what customers want before they know it. So shift from being a responsive business to being a predictive one!" Design has a crucial part to play in contextualising those fresh new ideas. As the great American designer **Paul Rand** said, "Design is the method of putting form and content together. Design, just as art, has multiple definitions; there is no single definition. Design can be art. Design can be aesthetics. Design is so simple, that's why it is so complicated."



Manuela Ferrante, design manager of Studio Volpi, Varese, Italy

# Beyond sales: breeding loyalty with better customer service

*Selling the right product is just the start of the relationship between the brands in Ali Group and their customers. After-sales service is a central pillar of the Group-wide strategy where the emphasis on customer satisfaction goes far beyond the point of sale, global after-sales director **Matteo Zironi** tells Jim Banks*

The sale of equipment is the beginning of the relationship with the customer, not the end. In an ideal world, customers want to be able to forget about the equipment they buy because it works perfectly and becomes a seamless part of an efficient operation, but problems do inevitably arise even with the most reliable products, and it is the speed of response and willingness to provide support that is the key to loyalty. That is why it is important to **make after-sales service a top priority**. It is easy to switch to another manufacturer, but it is hard to replace a valued service provider.

For Ali Group, service is the source of sustainable competitive advantage because customers want more than simply high-performance equipment. That is why there is a tangible shift from focusing purely on products to providing a rounded service – a process termed ‘servitization’ – across the foodservice industry, and this trend is driving a process of transformation within Ali Group. “After-sales service is an essential part of our strategy and we are moving on from selling good products, which in itself is no longer enough,” says Matteo Zironi, global after-sales director at Ali Group. “We have to provide excellent customer



Ali Group's Matteo Zironi works closely with the service and spare parts teams to further develop the after-sales business within the Group

service after the sale, which means the focus is no longer on products but on solutions.” “Customers’ expectations of after-sales service have increased dramatically and there has been a shift from providing technical assistance and supplying spare parts in an efficient way to providing broader solutions for the whole product lifecycle.

**“The overall aim is to help customers become more productive, improve profitability and make savings on operational costs”**

We will always be looking to improve delivery times for spare parts, but a solution should include elements such as accessories, extended warranties and maintenance contracts, and even practical business ideas to help reduce operational costs and improve clients’ efficiency.”

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



Zironi, whose background is in engineering and economics, previously worked in the industrial sector in companies that are well-known for their strength in service and after-sales support, including General Electric, Toyota and Whirlpool. With this experience in companies where customer service is a fundamental part of the business proposition, he is well placed to ensure that Ali Group strengthens their offering and continues to remain a leading light in both technical support and after-sales service. The challenge all of the service teams face is to ensure that there is a consistent focus on customer satisfaction across the Group's many brands, and this means further developing the mindset across the network of after-sales centers and distributors that support end-customers of Ali Group's brands. It is a cultural shift that will ensure constant improvement in the full aftermarket product range, from the supply of genuine parts to service contracts and wider business partnerships. The transformation is from technical support to a commercial function.

#### A new way of thinking

Zironi knows that a culture of service cannot evolve overnight, but he believes that strengthening the right attitude in each of Ali Group's companies can quickly lead to meaningful change.

**"A change in mindset is needed,** with after-sales operations moving from technical departments to become commercially minded departments. Looking at products and service together requires a more proactive approach. It means reaching out to customers rather than waiting for them to contact us. We should be there to **optimize the operations of our clients,** not just provide them with the products they need. We are there to help them build their business and to provide them with peace of mind," he says. "We can help them to optimize their equipment to support them in developing their business operations, which might mean providing reports on energy consumption, advise on spending control or possible improvements in their use of equipment. The service department has to act like the minister for foreign affairs in a company, because it deals directly with customer relationships and ensures that operations run smoothly. It is, therefore, the platform for building loyalty." The specifics of service delivery must be tailored to each individual company and will depend on the type of equipment each one supplies, but the broad principles of being proactive and providing appropriate solutions to support clients in developing their business apply equally to all. "Service should be seen as a business unit in its own right, and that business unit must have a

commercial approach. It must have a mission to be economically active as part of the company. Each of our companies is at a different stage of maturity in terms of developing that commercial approach to service, but all of them understand the concept," Zironi explains. The basics of customer service, such as ensuring spare parts are always in stock, remain a top priority, but a more focused approach to after-sales capability means looking beyond spare parts inventory planning to ensure prompt technical support for service partners and close collaboration with everyone involved in the

**"The specifics of service delivery must be tailored to each individual company and will depend on the type of equipment each one supplies, but the broad principles of being proactive and providing appropriate solutions to support clients in developing their business apply equally to all"**

distribution network to guarantee top class service. "In terms of development and education we also put a lot of emphasis on training and certifying the service network, as well as the skills needed to move from classic technical training to a more commercial mindset that informs the delivery of solutions. So, we have technical and developmental programs, which include technical courses that support assistance and after-sales centers in being more proactive in managing relationships with customers," Zironi notes.

#### Making the change

Making meaningful change in the quality of after-sales service begins with understanding the starting point, so it is essential to have the right measures in place to track improvements. Ali Group has chosen a series of **customer-driven key performance indicators (KPIs)**, rather than internal measures. "Measuring the quality of customer service is done partly with financial measures, but we also extensively use KPIs that relate to service delivery," says Zironi. "We measure what the customer sees, so we look at spare parts availability and the time taken to resolve problems. I've been in the B2C market, which stresses the concept of customer intimacy, so I have learnt the lesson that customers can change their minds if the service they receive is not good enough, which is why it is important to

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



measure the quality of customer service and constantly work to improve it."

Ali Group has made a firm commitment to become a champion of after-sales service and is making a concerted effort to build up key capabilities in service, parts supply and field operations to accelerate the move from a product-centric view of its business to a **customer-centric business model**. The overall aim is to help customers become more productive, improve profitability and make savings on operational costs.

The Group's mentality is one of continuous improvement, and maintaining a high level of enthusiasm for the change is essential. Zironi sees a great commitment from within the Group to the cause of strong after-sales service. "The transformation is proceeding very well. The Group has the right people and vision in place and we see great movement in our initiative for change. Service is changing from a support function into a strategic pillar. We work extensively with the companies in the Group and we can see that everyone is very motivated," he remarks.

Customers of Ali Group companies can expect an even more proactive and supportive relationship in the future, as each brand becomes more of a partner rather than just a supplier. The Group has set itself on the road to enhanced after-sales service and there is no turning back.

# Promoting positive change



*Ali Group's operations director Roberto Ragazzoni is responsible for improving both process and future product development across the Group's 76 individual brands. "What I try to do is to enhance communication between our companies," he tells Michael Jones*

An Ali Group meeting hosted at Carpigiani to share the Kaizen philosophy and encourage continuous improvement



A "gemba tour" of Falcon to gain valuable insights into improving manufacturing processes



Roberto Ragazzoni, Ali Group's operations director

"Change," said John F. Kennedy, "is the law of life. And those who look only to the past or present are certain to miss the future." Embracing change in business and thinking long-term about how to improve a successful and established model is not something that comes easily to most large companies. For Ali Group however, an appetite for embracing change and constantly improving business processes is now second nature. The man tasked with coordinating process change, developing products and disseminating best practice across the Group is Roberto Ragazzoni, Ali Group's operations director. Ragazzoni, who has worked at the firm's Milan headquarters for the past six years, has considerable experience in logistics and manufacturing in large international groups. In Ragazzoni's role he is able to get a global overview of both process and products at Ali Group, helping to spread best practice, introduce external expertise to stimulate new ideas and **promote a culture of innovation** across the 76 individual brands. All this whilst ensuring the uniqueness and specialization of each company is never compromised. "Ali is very decentralized," he says. "Each company has a great autonomy in managing its own business. All our companies are really local in terms of following the needs of each market. We want our companies to be close to their own market. Ali Group's key strength is in being closer to

the customers than our competitors. So the fact that we are not a big centralized Group is a real unique selling proposition.”

Ragazzoni feels that his role is to “enhance the communication” between the companies and between the people. “I try to promote a culture within the Ali Group as far as production is concerned and spread best practice, but also have an overview of our investments and act as a taskforce in specific cases when companies need support for individual projects,” he says. “At a central level we have a global view that enables us to take advantage of all the best practices in the company and then spread them all over.”

### Process improvement and Kaizen

Ragazzoni is an advocate of the Kaizen business philosophy, first implemented in several Japanese firms after World War II to enable companies to achieve higher performance levels through continuous improvement of people, processes and systems. (See page 38). “While Lean manufacturing thinking in itself may provide several tools,” says Ragazzoni, “Kaizen offers solutions that can help you to continuously adapt and improve Lean tools to your specific needs.” “You can never copy and paste a solution,” he says. “That’s why I prefer Kaizen to Lean manufacturing. I see Lean as a solution that is copied and pasted in companies whereas the Kaizen method is all about continual improvement. Ali Group is a state-of-the-art industrial organization, so what is important is that all those factories have improvement programs

involving our people. It’s a mind shape that we are promoting to encourage continuous improvement.”

“Someone from an external point of view can encourage a discussion and, with group work, a new vision, a new solution can be produced together”

The Kaizen method is something that is encouraged across the Group where it is deemed that it can make a positive difference, but it’s not imposed arbitrarily, says Ragazzoni. “If you push something normally you find some resistance, so you have to create the need, the curiosity and the willingness of people in the companies. So what we do is to show people the success that we have achieved in other companies to encourage and to stimulate some competitiveness between them; **the willingness to achieve a similar result.**”

When you adopt Kaizen, says Ragazzoni, “you have to look at your work from a different perspective. If not, you cannot improve. We are human beings and when we look at our work it is often difficult to improve it. But someone from an external point of view can encourage a discussion and, with group work, a new vision, a new solution can be produced together.” For Ragazzoni, the Kaizen way of thinking is not



The Kaizen way of thinking aims to increase efficiency, reactivity and quality

adopted to purely increase efficiency levels. “It is also **to increase our reactivity and our quality,**” he says. “Efficiency normally comes from these projects but it’s also about the reduction of delivery times that are more and more important in our industry, as well as improving product quality.”

### Promoting product innovation

So how are these competencies shared within the Group? “We started setting up some meetings to share our experiences. These ‘Ali Experiences’ in process manufacturing are conducted each year whereas technical workshops on washing, refrigeration and cooking that are focused on product development happen twice a year. Lean manufacturing sessions take place several times in a month, with cross-visits of people between companies looking at results, projects and the methodology of managing them.”

“It’s a mind shape that we are promoting to encourage continuous improvement”

Analyzing innovative induction prototypes with external experts

For technical workshops Ragazzoni will invite colleagues from other Ali companies, as well as external experts, such as suppliers or university lecturers, to participate in the two-day sessions so that they can share competencies on subjects such as energy efficiency, electronic panels, materials, components. In these meetings

The marketing and R&D teams at the cooking workshop, held at Falcon in June 2014



A workshop at Falcon to share competencies engaged Ali Group cooking companies worldwide



# KAIZEN: FROM CONCEPT TO REALITY

Kaizen is a continuous improvement and innovation process. 'Kaizen' comes from two Japanese words: kai and zen. Kai means change and zen means better. So Kaizen is a process of change - to change for the better, to improve and to innovate. Kaizen has to be led by the leadership of a company and involve everyone, both white and blue collar. Our role is not to give solutions but to motivate and train people to find the solutions that will change their organization for the better. If they learn how to do that, they can grow by themselves in a progressive autonomy and find their own solutions and give their organization a competitive advantage. This is a concept that Kaizen calls 'dantotsu'. That simply means 'the best' and is a concept derived originally by Toyota.

**“Kaizen is a process to change for the better, to improve and to innovate”**

Continuous improvement is a mindset that prevents you from accepting the status quo. You can imagine the strength, the power of this mindset if it is spread all over a company. With it you can overcome the existing paradigms in an organization that prevent you from going to the next step. Kaizen works because it's embedded in this spirit and frees a lot of energy from the top and the bottom of a company. Kaizen distinguishes between what is value for the customer and what is 'muda', or waste. Kaizen increases the value to the customer and eliminates muda inside a company's processes.

## Enhancing productivity, efficiency and service

Two years ago, together with Roberto Ragazzoni, we ran an internal and external benchmark event that involved the leadership of several companies within Ali Group. We asked them to do some benchmarking by themselves and then we took them to visit two excellent companies. Then we designed some training workshops hosted by three Ali companies: Polaris, Mareno and Esmach. These three companies started the Kaizen process autonomously. This was very effective, very powerful. We then rolled this out to other companies such as Carpigiani and now we are going to introduce it to Ambach with a pilot workshop that can immediately bring some results in terms of productivity,

efficiency and service levels. This is what we call the 'gemba' ('real place') approach. The most effective way to activate a process and to lead people to change is through a gemba Kaizen workshop. The Kaizen way is to look at exactly what the strategy, the goal, the style, the spirit and the values of a company are and to try and focus the approach to fit exactly around a specific goal. It's better to benchmark with a different sector, because it's not a matter of copying. You have to look at the processes that other companies are implementing and think 'how can I implement the same process in my context, **involving my people**'? If people are open-minded they can look at the process and start improving the same process in their company and developing the Kaizen mindset, in their organization. When this process starts **a lot of energy will come out** and, if the company is a very good one like the Ali Group, you can really improve a situation. The results are wonderful.

An open mind is necessary to get success in business. Our experience with Ali Group was a great one. The relationship is very good, with a real spirit of partnership across the whole Group. They have very open collaboration with us.

*In addition to Kaizen Italy, Ali Group has now started to work with Kaizen France and Germany.*

[www.kaizen.com](http://www.kaizen.com)  
[www.kaizen-institute.it](http://www.kaizen-institute.it)



Carlo Ratto, country manager at Kaizen Institute Italy, tells us about the training and support he and his team give to Ali Group

Kaizen is designed to motivate and train people to find solutions that will change their organization for the better

These meetings are key to fostering interesting cross-sector collaboration among companies



The target of Ali Group's workshops is that people increase their skills so that they can make better products

Ragazzoni invites suppliers of materials and technology to present innovative solutions to the team. These meetings can also foster some interesting cross-sector collaboration among companies from different business segments. "In the UK, Italy or France the approach to energy efficiency is not the same," he says.

**“When you put all those brilliant guys together in a room, you feel that there are real competencies, real skills in each specific sector. There is not another similar example in the world to Ali Group”**

“Our companies are close to their markets but they have the opportunity to network with their colleagues in other companies so that they are ready and able to adopt some of the solutions in their own markets. The focus meeting workshops are held on-site at different Ali Group companies and include factory tours so that employees can look “in reality, at how things are done in each company,” says Ragazzoni.



“The workshops are not at all structured. They are a very informal discussion between colleagues because the aim is to create personal relationships and personal networking between people in different Ali companies. We have a list of the topics that we want to discuss and after there is an open discussion.” The feedback that Ragazzoni and his team receive from participants in the sessions, from technicians and sales and marketing people alike, is overwhelmingly positive. “Our people have increased their direct contact with each other, because years ago that kind of communication was not so frequent between our companies,” he says. “The willingness to attend again and the active participation we have in meetings is what I can measure, as well as an increase in the skills of our people, and the knowledge of the technologies that we gain. The target is that people are growing so they can make better products in the future.” For Ragazzoni, it's all about finding the right balance. **“Being local but having a global view, a global network, a global attitude,”** he says. “We have companies from the US, from Sweden, the UK, New Zealand and Australia coming to these workshops. When you put all those brilliant guys together in a room, you feel that there are real competencies, real skills in each specific sector. There is not another similar example in the world to Ali Group.”

# Ali brings in the cream of the coffee world

*The latest brand to become part of the Ali Group takes the company into a new market – coffee. In Rancilio, it has acquired a brand that has climbed steadily to the very top end of that market through nearly a century of devotion and innovation. Jim Banks looks at how Rancilio grew from a small warehouse to become part of a global foodservice equipment company*

For many, coffee is a passion and its devotees attribute to it the rich complexity and subtlety of blend and flavor that connoisseurs usually reserve for discussions about fine wines.

That level of **dedication to the highest class of quality in coffee** has driven the growth of the Rancilio Group, which Ali Group acquired in September last year, to become one of the leading names in the market for coffee machines.

Rancilio was founded in 1927 by Roberto Rancilio, the grandfather of current president and CEO Giorgio Rancilio, and has passed through three generations of the family. Each generation has marked out a unique chapter in the growth of the brand, which was born in a small warehouse in Parabiago, Italy.

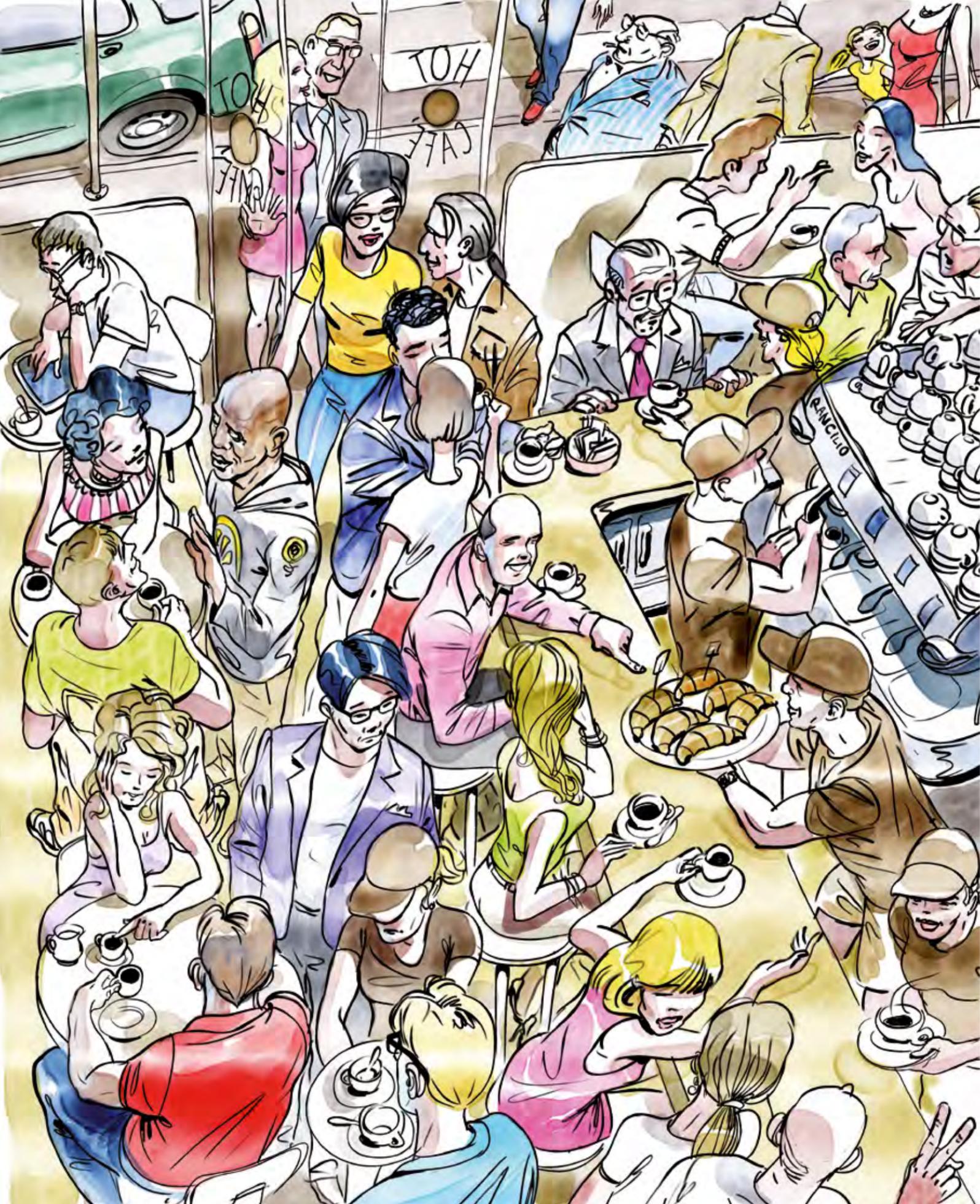
“Roberto started a business in a small town near Milan that was famous for making shoes,” says Rancilio. “He was a mechanic who decided to do something different by making coffee machines. I never met him and I don’t know what inspired him to do it, but I know that he built up a small business with a handful of people and grew it step by step.” Roberto had three sons, so the company survived when Roberto died, and so began the second chapter of the company’s history, which saw it change dramatically. “The company became a name in the coffee machine market and its operations became

industrial rather than artisanal,” adds Rancilio. “It started to export and by the 1980s only 30% of its sales were in Italy, with the other 70% made up of exports to every continent in the world.”

Giorgio took control of the company along with his brother and two cousins in the 1990s and started to write the third chapter in Rancilio’s story. When he inherited the company he was faced with difficult choices about how to grow the strength of the brand even further.

**“Within the Ali Group the entrepreneurs that drive individual brands have the ability to pursue their vision, foster new product innovation and retain responsibility for the parts of the company they control”**

“As we became more confident with running the company’s operations we looked at how we could feed more growth by opening branch companies in strategic markets like the US,” he says. “We opened an office in Chicago in 1999, although the brand





was already present in the US, and we found that sales in that market were strengthened by having a direct presence. Then we opened in Barcelona, then in Lisbon. But we realized that growing geographically was only one option. The really big growth came when we moved into a new market – fully automatic machines - with the acquisition of Egro.”

### Building brands

The company was built on the engineering expertise of its founder, and the **Rancilio** brand of **semi-automatic coffee machines** was always intended to promote the culture of Italian espresso throughout the world. The traditional machines marketed through this brand are currently distributed in 110 countries and are supported by 700 after-sales service centers around the world. In 1982, the company expanded its brand portfolio with the introduction of **Promac**, which produces and distributes semi-automatic espresso machines with a different take on design, but the same focus on reliability and quality.

“Design is very important. A coffee machine is a very visible element in a café, restaurant or bar. So, the machine must have a strong personality, which means the design and the finish is a very important part of its identity,” says Rancilio.

“We must also offer a very comprehensive range of machines, as the needs of end users can be very different. For example, there are four models in the Rancilio brand ranging from the very sophisticated at the top end to the simple and reasonably priced



Rancilio Group creates stylish products that perfectly fit modern, global locations

model for smaller operations.”

The last brand to join the Rancilio Group’s family was **Egro**, which already had a long tradition of high-quality engineering for **fully automatic coffee machines**. The company’s pedigree spans 80 years, and during that time it has built a reputation for the high reliability and precision technology of its machines.

“The machine must have a strong personality, which means the design and the finish is a very important part of its identity”

Egro is the only manufacturer of a patented system characterized by the differentiated sizes of the brewing chambers, which have become the essential component of the technology in its highly sophisticated machines. This spirit of innovation matches the ethos of the Rancilio Group, which has always thrived on creativity. “We had some experience with fully automatic technology, but Italians are known for developing semi-automatic machines that are used by baristas,” Rancilio explains. “Switzerland, by contrast, has the DNA for developing fully automatic machines. So to target more growth we realized that internal development of new technology was too risky, and because we had to build a reputation in that market segment quickly we went to Switzerland and found Egro.” “Egro was not interested in keeping that business going at that time, so it was a suitable target for acquisition. It was the first time our company had looked at acquiring another business, so it was a new

Excelsius is a revolutionary, patented temperature control technology



## XCELSIUS: THE NEXT STEP IN TEMPERATURE CONTROL

Xcelsius is the newest **patented temperature control technology** from Rancilio LAB technological department. Its main feature is the Temperature Profiling function. This means that the temperature of the brewing water for the coffee can be set dynamically, with an increase or decrease of up to 5°C (9°F) during the 25-30 seconds it takes for each individual delivery. This function allows the particular aromatic characteristics of each individual blend to be brought out for the perfect cup of coffee. “This is the latest technology and it represents years of effort and engineering,” says Rancilio. “We now have the complete profile of temperature during coffee brewing. A stable temperature is critical and on top of that we have put the ability to fine-tune the temperature of the brewing water, so that a barista can make great coffee every time by suiting the temperature to the blend of the coffee.” The system features two patented technologies developed in partnership with the Polytechnic in Turin, one of Europe’s leading universities. The development process took three years and is seen as a key strategic project for Rancilio. Its versatility is such that it even allows the temperature of the water to be altered during the extraction process. The temperature profiling that is possible with Xcelsius makes it unlike any other product on the market and opens up new possibilities for baristas to influence the taste of each cup of espresso. It also embodies the passion for innovation that has been a recurring theme for Rancilio since the company’s earliest days. In 2012, 6.5% of the Group’s turnover was set aside for R&D, and **creativity is always encouraged** in the Rancilio and Egro LAB facilities. Xcelsius is the latest in a long line of innovations that includes ABM.07 advanced boiler management, which allows operators to control the power requirements of a coffee machine, and Egro Zero, which ensures an energy consumption of less than 0.5W when in standby mode, thanks to the use of insulated boilers. “We are always innovating in order to develop new ways to help the baristas in their job. We have spent years working on the extreme quality of a cup of espresso,” says Rancilio.

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



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



Giorgio Rancilio, president and CEO of Rancilio Group



experience for us, but we were very satisfied. It was a milestone for me and it delivered 'hockey-stick' growth for the company," he adds. "The company became stronger and bigger, but keeping the personality of the company was always important to me. A brand represents value for the market, for its employees and for its customers. So, we worked hard to keep the personality consistent. My father taught me from childhood about the identity of the company so I wanted to make sure that when I took over the business it kept its soul," says Rancilio. "With Egro, the company became even stronger and it proved to me that we could complete extraordinary projects. There are only two companies in the market that are real players and have both automatic and semi-automatic machines, and Rancilio is one of them."

#### A new chapter begins

For a company with such an independent family-centered tradition it was not an easy decision to become part of a larger group, but the

experience of the acquisition by Ali Group has been nothing but positive. In the few months since the transaction was completed Giorgio Rancilio has clearly seen that the move presents the best opportunities for the future development of the company's brands, and that there is as much room for creativity and innovation as before. Indeed, he notes the great rapport that was established with Luciano Berti and all the management at Ali right from the outset. He senses that they share a vision and a commitment to achieving their ambitious goals. Above all, he feels that there is room for the **entrepreneurial freedom** that has always been important to the ethos of Rancilio, and that freedom is a great motivator. Within the Ali Group the entrepreneurs that drive individual brands have the ability to pursue their vision, foster new product innovation and retain responsibility for the parts of the company they control. Alongside that, each brand is strengthened by the broader portfolio of products Ali Group provides to the catering industry, and the global positioning

of each brand is also strengthened.

Rancilio believes that there is a major opportunity to make inroads into the quick service restaurant (QSR) sector as part of the Ali Group, as well as the hotel/restaurant/café market in which the company's brands have already had such a great impact. "I want to emphasize that the acquisition by Ali happened over one year ago and I have found exactly what I expected. Everything that was promised at the start has been delivered. I have an excellent relationship with the owner and we share the same values," he explains.

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

**"We are always innovating in order to develop new ways to help the baristas in their job. We have spent years working on the extreme quality of a cup of espresso"**

**"We both like to be transparent** and for me personally it is important that I can admire Ali's founder as an entrepreneur who has built up a big group of companies. It is good to join that Group. It was hard to accept that it is not just my company any more, but it is what is best for the brand and I am 100% comfortable with the next chapter in the life of Rancilio being part of the Ali Group."

[www.ranciliogroup.com](http://www.ranciliogroup.com)

Rancilio has a unique focus on coffee lovers worldwide



# Delivering the goods



*Angelo Speranza talks to Michael Jones about innovation and product development at three of Ali Group's cutting-edge meal delivery and distribution brands: Burlodge, temp-rite and Fimi*

Ali Group's Angelo Speranza poses with equipment from Burlodge, temp-rite and Fimi

Angelo Speranza is CEO of Burlodge, temp-rite and Fimi, three of Ali Group's leading companies in the meal delivery and distribution sector. Speranza is equally passionate about all three brands. "Buy from any of these brands and you have the peace of mind that we'll supply a safe and quality product, supported day-in, day-out throughout its life cycle," he says. "In our environment, that's a huge value-add." That environment encompasses the delivery and distribution of meals in healthcare, schools and prisons, and the business is currently undergoing very positive growth. "It's a really **exciting and promising market** because it's constantly evolving," he says. "The outlook is very encouraging as emerging markets continue to look for meal delivery systems that guarantee patients high-quality foodservice." All three brands are in the business of meal distribution systems, yet each stands on its own strengths and success thanks to distinctive product innovation and territorial markets. "Burlodge, temp-rite and Fimi freely compete in their respective markets even though there are technical and manufacturing synergies," says Speranza. "Burlodge specializes mainly in the healthcare sector, but also covers non-healthcare such as school meals in the European market and correctional services within the North American market. The temp-rite brand is principally healthcare and some social services, such as home delivery and age care, while Fimi operates more in healthcare, business and industry sectors." All three firms boast **extraordinary heritage** in their own markets too. Founded 30 years ago by Speranza and his father Bruno, Burlodge joined the Ali Group in 1998 and has since swiftly established itself as a global player.

**"The Burlodge, Fimi and temp-rite brands have a unique differentiation, established through product innovation and their respective geographical coverage"**

Celebrating its 60th year, **Fimi** joined the Ali Group in 2007 and concentrates its efforts on southern Europe and the Middle East, while **temp-rite** has been a leader in the European healthcare sector for over 40 years and was acquired by Ali Group in 2002. There is, says Speranza, differentiation and room for all three brands to thrive. "Fimi manufactures portioning, storage, transport trolleys and heated and refrigerated plated food trolleys, and goes to market exclusively via distributors. Products from

The **OPTIMA**  
from **BURLODGE**

is a temperature maintenance trolley that has been developed for room service applications and for emerging markets. We looked at performance, dimensions, ease of use and the cost as key factors to consider in certain markets. The Optima was recently launched with great success and is now in production.



The Optima from Burlodge has been developed for room service applications and temperature maintenance

The **temp-rite**

brand is very much focused on ergonomics and has developed a touch sensitive, motorised, battery powered

wheel called **TOUCH-RITE**

that is sensitive to the movement of a person. This makes the trolley virtually weightless when pushing or pulling - a feature that will be applied to all the temp-rite trolleys.



Touch-rite from temp-rite is a touch sensitive, motorised, battery-powered wheel, sensitive to the movement

At **FIMI**, last year we launched the new **DOCKING-STATION DS2**,

and were recently awarded the contract for three prestigious hospitals across Europe. Next we will be launching a completely new line of portioning equipment with unique features such as electronic controls that will allow improved temperature results and significant reduction in energy consumption."



Fimi's Docking Station DS2 features electronic controls that allow improved temperature results

"I like to push boundaries and see a different way of doing things - putting people outside of their comfort zone in order to learn and grow"



The Serve-Rite trolley was developed for the ergonomic and hygienic service of cold meals and can be configured to customers' specifications

temp-rite cover portioning equipment, insulated trays and plate systems and conduction heating plated trolleys that are sold mainly on a direct basis. Meanwhile, Burlodge manufactures various ranges of air-convected plated meal and multiportion systems sold on a direct basis in some markets and via key partners and distributors in others," he says. For Speranza, when people buy a product from Fimi, temp-rite or Burlodge, they're not just buying a piece of equipment "but a **fully supported system**" that has to last many years. "Hospitals or institutions need to have the peace of mind that the system they purchase meets their needs, is implemented correctly and supported throughout the life cycle. So the complete package is extremely important to our clients." Manufacturing the product is one half of the equation. Responding to client need completes the picture. For these three companies that comes down to listening and understanding what those specific needs are. "It's essential that we build strong working relationships with our customers during the development of the project. Only by involving them early on in the process and clearly adapting to their requirements and constraints are we able to develop and propose solutions best suited to their needs," Speranza says. "We aim to build compliance with all markets into our development program, while retaining a high degree of flexibility with features and personalization to meet specific needs." The strength of these three brands is, says

Speranza, in understanding the day-to-day issues and challenges customers face. "So we're trying to not look at the trend of today but to create the trend of tomorrow," he says. "This is what differentiates us from our competitors." The brands also collaborate closely with local authorities, healthcare groups and food associations in individual countries to better understand each market. "This contributes to developing solutions and leads the industry in setting new standards for the future," says Speranza. A dedicated focus on **product development** is key to the success of the three brands, says Speranza. "In terms of evolution, we've come from supplying a simple trolley to a patient that maintains temperatures from A to B, to hospitals which are **fully automated**, in terms of transportation, loading, and cleaning; all of which is fully managed by robotics," he says. "I look directly after the product development and our technical people," says Speranza. "We look at the ergonomics, the environmental impact, the consumption, the temperature range, the colour and the design. **We look at the product in its totality.** I say to my technical people when they develop a product that, not only does it have to look beautiful, be efficient and work well, which is a given, but it has to feel good, it has to smell good and when you touch it has to give you something back."

[www.burlodge.com](http://www.burlodge.com)

## 30 YEARS YOUNG

"My father and I started Burlodge from our living room at home and today we are one of the global suppliers of solutions to the healthcare industry. We started in the UK then expanded to Italy, Canada, the US and France. When we became part of the Ali Group in 1998 we forged close relationships with some of the Ali sister companies: with Metos in the Nordic and Baltic countries, with Stierlen and temp-rite in Germany and Benelux, with Moffat in Australasia."

## DEVELOPING FOR THE FUTURE

"You have to develop your people to develop your future. We have the privilege of having some of the best people in the industry working for us. That has led to our success. In terms of products, we started with the Alphagen trolley, which was a revolutionary product that really changed the way meals were distributed in hospital environments. We patented it and it launched us into the global market. Since then we've developed many other novel ways of supplying meals to patients and unique ways of providing solutions to customers. Suffice to say, there is more to come."

## A PASSION FOR QUALITY

"Burlodge is a success story because of our culture of continuous improvement. We never stand still and because we're always straightforward and honest with our customers, our customer retention is extremely high when it comes to replacing equipment with new systems. We are **a motivated and passionate group of people** that strives to deliver a safe, palatable, quality meal to our customer in order to help them bring a moment of joy to their patients."

## FORWARD-THINKING

"I like to push boundaries and see a different way of doing things - putting people outside of their comfort zone and allowing novel solutions to flourish. I have a reputation within Ali Group of being a 'green' and 'minimalist' person. I was privileged enough to go to the North and South Poles and have witnessed the melting of the ice caps, so I am passionate about the carbon footprint and sustainability of materials in our products. Our latest equipment has been developed with a reduction in raw materials, increased use of recycled and man-made materials, and has improved energy efficiency by 24%. We've achieved this without compromising performance and the life cycle of the product. In years to come that will become a key environmental factor."



Burlodge is a success story because it continuously improves the products and services it provides to customers



# "Best of the best" team up to create cutting-edge prison meal delivery system

*The state-of-the-art California Health Care Facility (CHCF) in South Stockton, California opened to inmates in summer 2013. Michael Jones spoke to two key players behind the foodservice element of the world's largest dedicated correctional healthcare facility*



Built at a cost of \$839 million, the California Health Care Facility (CHCF) in South Stockton, California is as impressive for its sheer physical size as it is for the scale of the ambition behind its construction. The 1.4 million square foot, 54 building facility is operated by the California Department of Corrections and Rehabilitation (CDCR) and provides housing and treatment for 1,722 inmate-patients with the most severe and long-term needs. The facility is staffed by 2,500 employees. Hailed as a groundbreaking facility since it first began accepting inmates in July 2013, CHCF is now seen as a model for future correctional healthcare facilities. And with nearly 1,800 inmates and 2,500 staff to feed, getting the meal delivery aspect right from the start was essential.

For foodservice consultant **Stephen Young FCSI**, principal and director of design for William Caruso and Associates (WC&A), the project began back in 2009. "WC&A was brought into the project in the very early stages of programming due to our keen knowledge of large healthcare and very large correctional facilities food planning, and for our past work on some of the most well-known foodservice projects in the country," he says. "We began the project at the early design stage and ended at the commissioning implementation stage."

According to Young, "the best of the best in the country were brought together" to achieve such a huge undertaking. "The project programming phase had the best correctional and healthcare architects, the best engineering groups from around the country, all in one place working on what was to be the most amazing correctional healthcare environment in the world. Although there were multiple design teams, we were chosen to be the one and only foodservice consultant for the project." WC&A wanted to ensure that "the entire design team was exposed to the latest meal delivery systems technologies," says Young.

**"The best of the best in the country were brought together to achieve such a huge undertaking"**

For him, one company immediately stood out for the job. "Due to WC&A's long-standing relationship with Burlodge it was a natural choice to bring them into the project. Burlodge was instrumental in bringing sample equipment to the users, setting up demonstrations and providing hands-on training and support throughout the design, implementation



and commissioning process."

Burlodge, says Young, brought to the project "its many years of successful large-scale project planning and the ability to customize our needs if required. We all had one common goal, to provide a world class project on time and one budget to CDCR." Stace Carrington, regional sales executive for Burlodge began working with WC&A and the programme design manager Kitchell on the project in 2010. "Burlodge was contracted to provide a state-of-the-art meal delivery system to ensure correct temperatures for the patients and inmates," he says. "We designed a meal delivery system for the special needs of a prison hospital. The system needed to be very specific to work within the logistical handling programme the facility had envisioned, while at the same time, comply with correctional hardware specifications. It also had to ensure safe food handling within a cook-chill plating application." Working closely with the Burlodge factory in Italy, Carrington and his team developed a prototype Retherm system built around the type of service and tray the facility had selected to use. "Our factory made an excellent prototype which we trialled with CDCR to make sure it met all their criteria of holding food at the correct temperature," he says. "They tested Retherm quality and serving temperatures of food. The system components included a docking station and cassette for the trays along with a dolly to

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



Stephen Young FCSI

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



Stace Carrington, regional sales executive for Burlodge USA

move the cassette for point of service." After the prototype was made CDCR asked for a few small modifications that Burlodge were able to incorporate into the final version for CHCF Stockton.

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

"The final product was unique in that we were serving not only inmates in a prison situation but the equipment had to meet strict healthcare guidelines at the same time," says Carrington. In all, Burlodge had to be able to supply a system that would hold 42 hot and 42 cold trays per Retherm unit. One of the biggest challenges for Carrington was the "immense" number of stakeholders involved in the project. The scale of required communication

and documentation was met by "applying good project management practices and transparency," he says. "We developed a direct communication line between the key players so that everyone was kept apprised of the status of the project at all times. This way there would be no miscommunication as the project and manufacturing moved forward." **Trimark Raygal** was the foodservice equipment dealer that supplied the Burlodge systems to the general contractor and installed the system into the facility. "Burlodge worked very effectively with Scott Groom at Stockton," says Carrington. "We exchanged many ideas and post prototype redesigns until a final product was accepted. All parties worked very closely together to remain on the same page at every turn." Once the products were successfully delivered, Burlodge provided training and implementation of the system for start-up of the facility. For Carrington, the key lesson learned from this project was that, "Anything is possible if you have the right combination of talent and qualified people who share a passion to work together toward a common goal. It was very rewarding to be part of a very functional group of dedicated professionals." Young concurs, suggesting that the kind of successful outcome seen at CHCF Stockton is "only attainable by seasoned designers, contractors and manufacturers that can produce and deliver in a professional manner."



# A perfect blend of east and west

*Foodservice consultant Vant Tan was set a demanding brief for the first of Hyatt Group's Andaz hotels in China. But with the help of Ambach he was able to perfectly blend western and oriental features in a showpiece kitchen that encapsulates quality and elegance, says Jim Banks*



Andaz is the brand under which Hyatt Group is developing a **new collection of boutique five-star hotels** in some of the world's most vibrant and dynamic cities. The newly redeveloped property in Shanghai – the first Andaz hotel in Asia – embodies everything that the brand signifies. It caters for demanding, cosmopolitan travelers that expect the best in design, elegance and comfort, and its catering facilities are fundamental to fulfilling this brief. Vant Tan of **project consultants CKP Hospitality** worked closely with Hyatt's executive chef to create a showpiece kitchen that guarantees the highest level of quality and flexibility and which blended the best in Asian and Western cuisine. "The Andaz hotel is in a very artsy area of Shanghai, but it is an older neighborhood of the city where many of the older buildings are rejuvenated," says Tan. "Its main competitor in the vicinity is the Langham Xintiandi, though there are a great many hotels in the city and it is a very competitive market. Budgets are tightly controlled because there is pressure on margins for hotel operators, so in designing the kitchen facilities there is a need to combine very high quality equipment with beautiful design and sensible pricing." The show kitchen, located on an events floor which links to an outdoor terrace with barbecue facilities and breakout areas lined with refrigeration space and glass-fronted wine racks, was fitted out with equipment from leading European supplier Ambach, which provided a customized version of its System 700.

The Andaz brand is a collection of boutique five-star hotels developed by Hyatt Group



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

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

“We used a very simple kitchen design but it had to incorporate two different sides – one Western and one Oriental. In the square space we needed the two sides to look similar, even though they were fitted with different equipment. Ambach has a very western style, so we asked the company to supply exteriors to contain Asian equipment,” says Tan.

“From the outside the blocks look identical so that we could maintain a symmetrical design for the kitchen area, while also ensuring that the design is operationally successful. Usually you don't see western casings used in oriental kitchens as units would normally be manufactured locally, but in this case we had the exteriors sent out to China for welding.”

**Symmetry in motion**

While the kitchen has a beautiful symmetry in its appearance it incorporates different equipment on each side, with conventional gas-fired ovens working in parallel with a specialized duck oven on the oriental side. The consistency in the appearance of the show kitchen was achieved by close collaboration with Ambach to customize its versatile system to accommodate specialist Asian elements. It was not only for the high quality of its equipment, but also for its flexibility and collaborative approach that Tan chose Ambach above its competitors. “When it comes to European cooking ranges there are a few options to choose from, but the Andaz is a five-star hotel and Ambach equipment fits well because it provides **high quality and heavy duty units**. I had specified Ambach equipment before, so I had no worries about the quality,” he says. “I put Ambach equipment into a front of house kitchen in the Hyatt Singapore and after nine years it is still working very well. Ambach was chosen for the Andaz, not only because of the specifications, but also for the good value to price ratio. There are few manufacturers who will go the extra mile beyond providing their standard items. I know that Ambach is willing to do the R&D necessary



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

to produce customized equipment.”

The appearance and the functionality of the kitchen are equally important in a property such as the Andaz Shanghai, so Tan needed a supplier that would pay equal attention to the aesthetic requirements of the space, as to the performance of the individual units. All cooking areas are clad in stone, so it was vital that Ambach worked closely with the team during the construction and design processes to ensure that each unit would fit perfectly into the stone casings.

“Ambach co-ordinated well with the fit-out team, particularly in regard to issues such as housing the stone panels that create the look and feel of the kitchen. I always begin with the design and see whether the equipment can fit into that concept. With Ambach I knew that quality would not be an issue and that prices would be competitive,” says Tan. “Ambach was traditionally seen as a supplier of back-of-house kitchen equipment, but it has made a lot of effort to work with designers to adapt equipment for front-of-house use. I’m glad to see a European company that is willing to take up that challenge. Usually, it is the Asian companies that are more flexible in terms of providing customized equipment, but flexibility has become an important concept for Ambach. The company has shown it is willing to listen to designers and then combine the precision of German engineering with the aesthetic qualities of Italian design.”

**Form, function and flexibility**

Headquartered in South Tyrol, Italy, Ambach is a brand that is known for the high quality of its engineering and the flexibility of its kitchen equipment systems. Its philosophy is firmly rooted in a desire to create versatile equipment that can fit together in customized arrangements to meet the specific needs of kitchen designers and chefs. For **Maurizio Vianello**, managing director at Ambach, the goal is to deliver unique catering equipment solutions that draw on the experience and expertise the company has built up over 60 years to meet both functional and aesthetic requirements in professional kitchens.

“This is a company that wants to provide complete solutions, so flexibility is important to ensure we deliver the right equipment for each application. We work closely with architects and consultants to define what equipment is needed. At our manufacturing facility in South Tyrol we can keep tight control over quality and performance, ensuring we provide robust platforms on which **we can create the kitchens that consultants want,**” says Vianello.

“For a project like the Andaz Shanghai it is important to provide not only high quality, but also reliable performance and flexibility, but these are non-negotiable factors in any project. We did,



The bright and elegant dining room



Ambach was chosen for its high quality but also for its flexibility and collaborative approach

however, have to develop special equipment to meet the Asian style of cooking, but working on our platform enables us to easily introduce special equipment for specific applications. It was also important to create the right look for a front of house kitchen that is visible to guests,” he adds.

“Ambach is willing to go the extra mile to provide customized equipment”

Innovation often requires teamwork and Ambach worked closely with designer Vant Tan and with catering equipment specialists in Asia to design the right elements for oriental cooking and incorporate them into a consistent system for the hotel’s show kitchen. The Asian market currently represents around one-third of Ambach’s sales, but this is growing rapidly, so Vianello knows it is essential to understand the unique needs of chefs and kitchen designers in this dynamic and multi-faceted market. “We always provide reliable solutions in terms of operational capability, but we also give the attention to detail that allows consultants to achieve their design goals. We also provide training and after-sales service to ensure that our solutions continue to work perfectly,” he says.

[www.ambach.com](http://www.ambach.com)

The outdoor terrace at the Andaz hotel, Shanghai



**CO-ORDINATION, COLLABORATION AND COMMITMENT**

“The Andaz Shanghai project was the litmus test for how well the reorganized commercial structure of Ali Foodservice Equipment (Shanghai) Co., Ltd could manage the complexities of this challenging role,” says **Geoff Mannering**, managing director of Ali China. “Co-ordination is a true understatement when talking about our participation on this project.”

We arranged for the Ambach equipment to be collected at the factory in Bolzano, Italy, then organized the sea-freight shipment to Shanghai. Import formalities and customs clearance had to be arranged too, along with the subsequent transportation by highway of the ‘Asian’ range to the Chinese supplier of traditional gas wok and electric steamer equipment in southern China, approximately 1,400km away. Meanwhile, the Ambach ‘Western’ range was put on-hold in Shanghai, while we waited for its Asian ‘twin’ to return upon completion. The ‘Oriental’ range was delivered as a superstructure with cut-outs to accommodate the assembly and integration of the Asian cooking elements. Ali China supervised and oversaw the procurement, project management and installation of these appliances, including Ambach-style cabinet doors, profiles and control knobs, to maintain a common appearance on both ranges in the open kitchen. This was a particularly critical part of the project, since it had been decided to install the four sets of high-powered gas woks complete with their refractory brick casings, adding to the transportation weight of the complete range. To have the range assembled and fully functional at the local supplier’s plant, far out-weighed the logistic challenges.

Once on location in the open kitchen, the two Ambach ranges had to be positioned, installed, connected and commissioned. Again this was co-ordinated and assisted by Ali China in close collaboration with the local Kitchen Equipment Contractor (KEC). Both ranges had to be meticulously aligned with each other, maintaining perfect symmetry according to the design of the project consultant CKP.

After successful handover to the Andaz Hotel’s chef brigade, Ali China continues to fulfil its commitment through the **after-sales service team**, which has been standing-by to provide technical assistance, maintenance and spare parts, on a 24/7 basis. “This has been a truly remarkable experience and a testament to the spirit of co-operation and professionalism demonstrated by all parties involved,” concludes Mannering.

[www.aligroup.cn](http://www.aligroup.cn)



You can always say,  
**“Meet me at The Finn!”**

*Blackfinn Ameripub™ is on its way to mastering the art of all-American social gathering. The casual restaurant serves up a broad variety of craveable food and beverages in a fun engaging environment that caters to all age groups and occasions. Ben James spoke to vice president Don Gale about how the brand has reinvented itself and how partnering with Ali Group member Ice-O-Matic has helped it cater for its diverse clientele*

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

No matter your age, whether you are friends or business colleagues, family or groups of die-hard sports fans, people want an escape from the everyday. Blackfinn Ameripub attracts all kinds of customers by keeping prices low and understanding the need to deliver on the promise of a great time. “Two years ago we considered our core beliefs about our business and focused on our commitment to create wonderful spots for social gatherings and to achieve delicious consistent food and beverages by doing the simple things really well,” says Don Gale, vice president at Blackfinn Ameripub. “A pub is a great place for social gatherings but traditionally always had a very narrow food and beverage offering. We thought we could broaden the term ‘pub’ to include our passion for variety and flavors. We coined and trademarked the term “Ameripub” and now no matter who you are, no matter what food you want or what time of day you visit us, we have what you need.”

“People can say ‘Meet me at the Finn’ knowing that it is always a fun place to gather. It is a young, contemporary environment where a guests’ choice is the top priority. The focus is firmly on value as well as variety. We scrutinize every dollar so that we can put as much value on the plate as possible. Our food is made from scratch and our goal is to provide the craveable flavors that will get people coming back again and again. It is no easy task,” he adds.



## THE KEY TO ICE: KEEP IT SIMPLE

Ice-O-Matic, which became part of the Ali Group two years ago, is a globally renowned designer and manufacturer of ice machines and has **over 60 years’ experience** in the market. It understands that ice is a valuable commodity to its clients, who require high-quality ice machines that are simple, robust and reliable.

From its state-of-the-art manufacturing facility in Denver, Colorado, Ice-O-Matic creates equipment that is sold in 70 countries. It is both innovative and yet bound to its simple core principles, and this combination has helped it build an impressive client list that includes **Starbucks Coffee** and **7-Eleven**. “Our philosophy is ‘ice, pure and simple’, and that defines everything we do. It is the same whether we are dealing with big international clients or small businesses and we have whatever you need to make pure ice,” explains Scott DeShetler, director of marketing at Ice-O-Matic. “Ice machines are unique in that they are the only piece of equipment in the kitchen that produces food – all other kitchen equipment is used to prepare food – so we have to make sure our machines are reliable, easy to use and simple to clean.”

“Ice is what we call a ‘low interest’ category, which means that the machines only attract attention when they go wrong. In a way, that is how we got involved with Blackfinn, who go through a mind-boggling amount of ice. They were using an ice machine that produced over 2,500lb per day that was having problems keeping up with the demands of the restaurant. They came to us and we did an audit of the operation and came up with a new solution,” he adds.

The ‘Twins on a Bin’ solution replaced the single unit with two Ice-O-Matic ICE1506HR machines on a high-capacity bin with a simple customized bin-top. This approach requires less time to fill the bin with fresh ice. By using smaller machines the ‘twins’ solution is much more cost-efficient.

“Another reason Blackfinn uses the ‘Twins on a Bin’ solution is growth management. When they open a new restaurant they might install the large bin with only one ICE1506R installed instead of two in order to size for their initial demand and manage upfront capital investment. As the location grows they can then easily add a second unit,” says De Shetler.

Blackfinn Ameripub boasts a young, contemporary environment



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



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

“The first Ameripub opened in Austin, Texas, in February, 2013, though there were already Blackfinn units operating under a different brand. People flocked to it and we opened new outlets in Merrifield, Virginia, and the River North neighborhood of Chicago. The brand has been embraced in each location as a multi-occasion destination offering craveable food at great prices. Now, we are rebranding our existing locations as Ameripubs,” says Gale.

“As we expand it is a challenge to ensure the quality of the food and the service because we must make sure we don’t lose what is special about the brand. We have a very talented team of restaurant professionals. It is essential to have the right team, whether we are talking about hosts and chefs or suppliers of ingredients and equipment,” he adds. The US is the biggest market for ice and accounts for over 50% of global consumption, so the brand’s customers expect fresh ice as a key component of many of their favorite beverages. “Our high volumes demand a great partner for ice. If you’ve ever ran

Ice-O-Matic’s ‘Twins on a Bin’ innovation is a cost-efficient solution that requires less time to fill the bin with fresh ice

out of ice right in the middle of a busy shift, you’ll never underappreciate ice again. It’s an unsung hero of the restaurant business,” says Gale.

“When you really focus on creating the total guest experience, you can’t overlook any detail. For our specialty cocktails, the cocktails on tap, the iced tea, or many other beverages you must have ice. Too often beverages are overlooked or not a priority. Having the right amount of ice in an iced tea is a critical detail. Working with Ice-O-Matic gives us that in **reliable and energy-efficient machines**,” says Gale.

Ali Group member Ice-O-Matic has been working with Blackfinn for the last two years and currently supplies ice machines to around half of its outlets. “We struggled to find a vendor with equipment that could provide the volume of ice we needed in a consistent way. Blackfinn and Ice-O-Matic both have a clear focus on what they do as companies, and we buy into the knowledge and support of all our partners, which helps us to provide more value to our customers,” says Gale.

“We were looking for an efficient way of delivering ice and we found a partner in Ice-O-Matic that helped us to look for a solution. It is a company that is not just looking to sell us their most expensive machine, but wants to build a partnership for the long term. That is what we are expecting from all of our supplier partners.” Blackfinn Ameripub is a brand that works every day to be successful and will continue to expand. Just like its partner Ice-O-Matic, its success is built on a clear understanding of what its core priorities are as a business and the determination to stay true to its core values.

The Blackfinn Ameripub located in Chicago’s River North neighborhood

[www.iceomatic.com](http://www.iceomatic.com)



**US\$100+M**

Ice-O-Matic annual turnover in 2013

**200**

Ice-O-Matic

**EMPLOYEES**

**50,000 PRODUCTS**

manufactured annually

**OVER 17M lbs  
(7.71M kg)**

Ice generated per day using Ice-O-Matic’s equipment

# National treasure - bringing Italian gelato to the world



*There is a lot more to gelato than most people imagine, even if they are familiar with the staggering variety of flavors. Through the Gelato World Tour, which is crossing the globe to find the finest creators and the most original flavors, Carpigiani is on a mission to educate the world. The company's Valentina Righi speaks to Jim Banks about her passion for this delicious dessert*



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

When you hear the word 'gelato' you might think it is just the Italian word for 'ice cream'. Think again. There are huge differences between the two, one of which is that Italian gelato contains far less fat. In fact, compared to ice cream it is a much healthier choice. The fat content of a chocolate gelato might be around 8%, while for ice cream it would be around 25%. Furthermore, gelato incorporates less air and is served at a higher temperature. The result is a richer flavor experience in each spoonful because

**“We want people to appreciate the true quality of gelato, which is great fun to make, and great to eat”**



Valentina Righi, Carpigiani PR and communication manager

gelato is denser, there is less fat to coat the taste buds, and your taste buds are not dulled by the intense cold at which ice cream is served. Another key difference is that authentic Italian gelato is produced in new batches every day in relatively small quantities from fresh ingredients and is sold directly to the public. In contrast, ice cream is usually made in large industrial batches for long-term storage, which has an adverse effect on the flavor. For Carpigiani, the world's leading manufacturer of the equipment used by the creators of gelato – known as gelatieri – it is important that consumers understand what is special about gelato. It has

Gelato is a much healthier choice than ice cream



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

**Flavors of the world**

Through the Gelato World Tour Carpigiani is **making the global market bigger** by helping the current and future gelato entrepreneurs to open new gelato shops. The scope for expansion is huge. While there are over 39,000 gelato shops in Italy the second biggest market, Germany, has only 9,000. In the US there are only 900, less than 400 in China, and around 300 in Argentina. The tour is nearing its end, with the final in Rimini coming soon, but it has traveled far and wide visiting cities such as Berlin, Dubai, Melbourne, Valencia and Austin. Every stage has been not only successful, but also memorable for all involved.

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



**“Each event is like a festival and there is always a great energy about it”**

“Each event is like a festival. There are education programs run by the Gelato University, everyone who attends tastes gelato and learns about how high its quality is, and there is always a great energy about it. It is fun for everyone, even the gelatieri, who work non-stop. Gelato must be made fresh every day, as it cannot be stored for months in the way ice cream is,” says Righi. Each event is like an exclusive and unique expo, in part because the world’s most important fair in this sector – Sigep (International Exhibition Artisan Production of Gelato, Pastry, Confectionery and Bakery) – is the co-organizer.

a mission to **spread the culture of artisan gelato**, educate consumers and support Maestri gelatieri. Key to this mission is the Carpigiani Gelato University in Bologna, Italy, where gelatieri can learn their craft. “When students come to the **Carpigiani Gelato University** the first thing the instructors tell them is not to call it ice cream,” says Valentina Righi, Communication Manager at Carpigiani and VP of the Carpigiani Foundation. “Gelato is different because it is a low-fat product made only with the best ingredients and it allows people to really express their creativity when choosing flavors. At Carpigiani we want people to appreciate the true quality of gelato, which is great fun to make, and great to eat. I eat it every day.” “It is also true that Italy is suffering economically and gelato can help. It is a good product to export. A big part of my job is helping people start new businesses abroad with this great Italian product. Gelato is a symbol of Italian excellence and Carpigiani wants to increase the size of the market by educating consumers and by helping artisan

gelatieri to open more shops,” she adds. A proud gelato ambassador, Righi previously worked as a journalist until an interview with former Carpigiani group chairman Gino Cocchi in 2006 changed her career course. Then, when the global financial crisis brought more pressure to train for a new career, she became heavily involved in the Gelato University’s marketing campaign. With the help of Andrea Cocchi, Carpigiani’s general manager, she then contributed to the creation of the **Gelato Museum** in Bologna, the first in the world devoted to this artisan food. For Cocchi, the next logical step was to take the show on the road, which is how Righi became intimately involved in the Gelato World Tour together with Achille Sassoli, the project manager who handles the logistics of the Tour. “It is like Formula 1 or the Olympic Games for gelato. It is an opportunity for people who run gelato shops around the world to show their products. We are looking for the 16 best gelatieri to compete in Rimini in September,” says Righi.



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

Carpigiani’s event manager Achille Sassoli with Stefano Versace and Francisco Blanco of Versace Gelateria in Miami, winners of Best Gelato in USA on the Gelato World Tour

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



## GELATO GOES DIGITAL

In collaboration with high-tech partner Neosperience, Carpigiani has developed the futuristic **MyGelato app**. Gelato lovers can use the app to easily find the closest gelato shop, anywhere in the world. The MyGelato app will reveal interesting facts and news as well as the chance to give and receive **gelato as a gift**. In downloading the app from the App Store and Google Play, customers will receive an extra coupon for a richer gelato experience with the best artisans in the country. "Carpigiani want to give artisans a great digital marketing tool to promote their business and spread the culture of good and healthy gelato," says Enrico Amesso of Carpigiani. "All shops will be added to the MyGelato network for free and they can be easily found by gelato lovers through the app and the gift system. It will also be possible for shops to interact with customers, building targeted communication campaigns on Facebook and expanding their business with e-commerce and home-delivery services," says Amesso.

[www.mygelato.it](http://www.mygelato.it)



Maestri gelatieri's enthusiasm on show in Austin, Texas

Sigep helped to involve leading companies in the gelato sector such as IFI and MEC3, who became sponsors of the Tour. The events showcase the premium quality of gelato and the diversity of its flavors. For instance, the flavors representing North America in Rimini include salted pecan with Montmorency tart cherries & Tahitian vanilla. "I love savory gelato, with flavors such as salmon or cheese, but there are so many. If I need to pick myself up I like the chocolate flavor, when I am in Italy it is pistachio, when I was in Dubai I tried the royal baklava flavor and it was amazing, as was the mango flavor in Singapore and the avocado gelato in the US," says Righi.

### The bottom line: success

Every stage of the tour has been a hit with consumers. Facebook and Twitter alive with positive feedback and downloads of the MyGelato app have soared. The tour has also been a great success for the participants, and Righi reports that many have seen their profits increase as a result of the publicity. There are many examples of gelatieri – from as far afield as Spain, Canada, Australia and the US – expanding and opening new shops. Abdelrahman Alteneiji, founder of Cremolata in Sharjah, who competed in the Dubai stage of the tour, won first place with his signature flavor Crema Bueno, which blended the classic Italian hazelnut gelato with milk chocolate and small cubes of crispy wafers. "Being the winner of the Best Gelato in the Middle East added a lot of value to my brand and we received a lot of franchising requests to expand Cremolata Gelateria worldwide. Thanks to Gelato World Tour for giving us the opportunity," he says. "It has given us greater exposure and validation of our quality," says Matthew Lee of Teo, who won

third place in Austin, Texas, with his 'Nuts' gelato, which combines two iconic flavors – peanut butter from the US and chocolate hazelnut from Italy. For Righi, the tour is a personal and professional triumph, not only for the positive effect it is having on participants' business and the image of gelato, but also for the change it has marked in her own life. She was pregnant with her first child for the first legs of the tour, which began in Rome, but has nevertheless followed every stage except one, when she was giving birth. This emphasized the fact that the real value of gelato comes not only from its ingredients, but from the creativity and enjoyment of the people who make and eat it.

**"The tour has been a great success for participants and many have seen their profits increase as a result of the publicity"**

"Gelatieri are no longer the poor cousins of pastry chefs. In Rome I watched 16 artisans making gelato together and they thanked us for the opportunity to take part in the tour and to help people appreciate gelato. They were crying and smiling at the same time. That has happened many times on the tour, but that first time was unforgettable. It showed what the tour means to these people, who work so hard to bring gelato to the world," says Righi.

[www.carpigiani.com](http://www.carpigiani.com)



Enjoying gelato in Melbourne



A tasting experience at the Gelato World Tour

The Gelato World Tour Village in Valencia, Spain

# Gelato World Tour

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



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

**OVER 700,000**  
VISITORS  
WORLDWIDE

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

**13,000 MYGELATO APPS**  
DOWNLOADED

43,200 KGs  
95,239 LBs  
**OF GELATO PREPARED**

“Being the winner of the Best Gelato in the Middle East added a lot of value to my brand and we received a lot of franchising requests to expand worldwide. Thanks to Gelato World Tour for giving us the opportunity”

# Taking the haughty out of haute cuisine

*Attitudes towards food in Australia are changing and as a result a new breed of restaurant is evolving that blends haute cuisine with relaxed and friendly service. Saint Crispin is the epitome of this philosophy. Ben James spoke to one of the esteemed chefs that founded the venue about why it has succeeded beyond his expectations*

It all started out as a quick conversation between friends, but quickly became one of the most talked about new venues in Melbourne. Saint Crispin is **the brainchild of two young and talented chefs**, who have learnt from the best, and combined all their knowledge with an understanding of what Australians want from their fine dining experience. “In Australia there is a big change in attitudes towards food and it is for the better,” says chef and co-founder Joe Grbac. “People want fantastic food and service but without the formal atmosphere. Saint Crispin has become a big, noisy place - almost like a nightclub, and we express our personalities through

In 2002, he moved to London, where he worked at Gordon Ramsay’s three Michelin-starred Hospital Road and then at Philip Howard’s two Michelin-starred The Square. Scott Pickett, Grbac’s partner at Saint Crispin, also worked at The Square in London’s Mayfair, but long before that he was labeled as ‘one to watch’ when he entered the Salon Culinare at 18. This led to a stint at restaurant Paul Bocuse with his mentor, Phillippe Mouchel, whom he followed to Langton’s Restaurant and Wine Bar and then Brasserie by Phillippe Mouchel. “I wanted to start a new role as head chef and went for interviews, but I didn’t love what people wanted

**“People want fantastic food and service but without the formal atmosphere”**

the food, through the music we play and through the atmosphere we create. The country has become a melting pot of cultures and there is a lot of European food on the menu. Both of us worked in Europe for a long time, so there is a lot of French cuisine.” Grbac is best known as executive chef at The Press Club, owned by television celebrity chef George Calombaris, but his classical training in European cuisine began at Marchetti’s Latin under Bill Marchetti and continued as head chef at St. Kilda’s Il Fornaio.

in terms of food. I spoke to Scott, who like me has a young family, and we decided we wanted to do something different. We wanted to make a local restaurant that people would come to twice or three times a month, not just for special occasions. We wanted to provide professional service, but without being stuffy,” says Grbac. “We are both classically trained and we both have a background at Michelin-starred restaurants, so we wanted that level of food but without the price tag and in a relaxed atmosphere,” he adds.



Saint Crispin is the brainchild of two young and talented chefs: Joe Grbac (left) and Scott Pickett



**Designed to succeed**

The restaurant is in an historic building that was originally a cobbler's workshop, which inspired the name, as Saint Crispin is the patron saint of cobblers and tanners. As with so many aspects of the project the finding of the venue has a touch of serendipity about it, as if having the idea were enough to get the pieces falling into place. "The time between making the decision with Scott to putting in an offer on the building was only two weeks. We wrote our first menu the night before we were set to open. For us, the food was the easy thing. It comes as second nature to us. The venue is impressive and the kitchen is big and open. I can see into the restaurant and watch how people react to the food. That is my favourite moment," says Grbac. One factor that makes Saint Crispin so special for Grbac and Pickett is the level of control they had; not only in terms of the food, but also the design of the kitchen. That said, their previous places of employment informed the choice of equipment in Saint Crispin's kitchen.

"I like the freedom to change the menu and the ability to choose what was in the kitchen. George Calombaris is an ambassador for Moffat so I was used to working in a fully sponsored kitchen with blast chillers and an induction zone. So, we have ended up using a lot of **Moffat products**, which **are of fantastic quality**," says Grbac. From the menu to the design of the kitchen and the aesthetics of the venue, the choices that define Saint Crispin have made it a roaring success. It has been fully booked since opening, and while Grbac initially expected to be doing 350 covers per week to cover costs and turn a profit, the restaurant now averages 1,000 covers per week. "The success has been a really big surprise. We thought it would be a good local restaurant, but we surpassed our expected level of business in our second week. I'm in the kitchen full time and that is where I like to be. I would love Phil Howard to come in because I learnt so much from him. I had worked for people like Gordon Ramsay, but I knew nothing until I walked into The Square," he says.



The Turbofan E33D5 convection oven is compact, versatile, and offers regulated moisture control



**THE MOFFAT PRINCIPLE**

Both Joe Grbac and Scott Pickett, the chefs that created Saint Crispin, are used to working with equipment from Moffat, which is a big name in the supply and distribution of foodservice and bakery equipment. Pickett represented Australia at the Bocus d'Or competition, for which Moffat is a long-standing sponsor of Australia's entry, while Grbac worked in a Moffat sponsored kitchen at The Press Club. For Saint Crispin they chose two Waldorf Target top ranges in bold black, flanked by a traditional Blue Seal 6 burner range; two Turbofan E33 models as their workhorse convection ovens, and the Washtech M2 in the back room for warewashing. "We have a long-standing reputation as a supplier of foodservice equipment and **we provide turnkey solutions** for everything from single unit operations to big hospitals or sports stadia," says Greg O'Connell, managing director of Moffat. "We design, develop and manufacture the equipment, so we can custom-build solutions for each customer, and we offer 24/7 aftersales support across all the markets in which we operate." "We partner with our customers for the long-term journey. Support is essential because in this industry the equipment is used robustly, so problems will inevitably arise and we need to get it back up and running very quickly," he adds. Moffat has equipped many prestigious projects ranging from the Etihad Towers Complex in Abu Dhabi to some of the largest hotels, sporting venues, hospitals in the Asia Pacific Region but it devotes the same dedication and support to smaller ventures like Saint Crispin. "This is a very dynamic and progressive industry so we have to work hard to keep up with the changing demands of all our customers. **Our objective is always to exceed expectations**, so we must help all our customers achieve returns on their investment in order to remain a viable industry," adds O'Connell.

[www.moffat.com](http://www.moffat.com)



The Blue Seal G516D bench model cooktop with 900mm griddle plate provides flame failure as standard



Saint Crispin opted for the dramatic black Waldorf Bold suite in vitreous enamel

# EsmachLab and the future of artisan bread

*Esmach combines the best of both worlds: tradition and quality with a contemporary business model, says Donna Brown*

Luciano Delpozzo, the CEO of Esmach, is dynamic, focused and passionate about bread and bakers. "Coming from a completely different background in heavy industry, I wanted to understand the work of an artisan baker," he says. "I want to learn about the hours, the challenges, why there are fewer small bakeries, how they can become more competitive and what role Esmach can play to encourage bakers and to maintain the tradition and future of artisan bread." Esmach has considered many different factors in its study of the market, including workflow, hours, production, quality and profitability says Delpozzo. "What emerged from this study is that many small bakeries are closing because of the difficulties involved with the lifestyle and revenues. It became evident that, in order to be a company that partners

bakers rather than just sells their products, we needed to work on modernizing the business model of bakeries and making them relevant and successful." Esmach also looked closely at consumer habits and how they have changed. "They are fundamentally looking for one of two things," says Delpozzo. "Either the convenience of one-stop shopping with a reasonable level of quality or a **complete customer experience** with exceptional quality products and a high level of personalized service. Consumers have become more aware of what they eat and are willing to invest more time and resources in their health. This fits perfectly with the objectives of EsmachLab: to offer extremely high-quality pizza, focaccia, pies and bread with the inimitable, evocative fragrance that only freshly baked goods have."

Esmach wants to encourage bakers and maintain the tradition and future of artisan bread



A full range of pizzas, pies, breads and rolls can be made in an EsmachLab



Clients can increase their revenues with sandwiches, snacks and other finished products made with their baked goods



EsmachLab is the result of this in-depth study - a small footprint, highly profitable, flexible and productive artisan bread laboratory. The concept itself is innovative and the first of its kind. It brings the world of artisan bread-making into a daytime job and makes it accessible to non-professional bakers. Existing Esmach appliances have been adapted to this new concept, making it possible to produce high-quality artisan breads throughout the day and avoid the night shift that puts such a strain on personnel and their families.

### The components of EsmachLab

EsmachLab consists of five different appliances that can be sized to meet the production needs of the customer and guarantee the very best quality an artisan baker can provide. The **Mother Yeast Generator** makes sure that you have perfectly maintained mother yeast ready at any time. This means that bread is of the highest quality, easy to digest and full of natural flavor. There is no need for artificial raising agents or improvers. The **Automatic Spiral Mixer** is a workhorse ready to mix each dough to its desired consistency easily and reliably. When the dough is ready it goes into the **intermediate proofer** for the necessary time. It is suitable for short proofs as well as for long, slow proofs of up to 72 hours. In its controlled



A fully functional bakery can be set up in less than

**30 SQUARE METERS**

The production capacity is up to

**400 kg**

of products per day

The initial investment is approximately

**70,000-120,000 €**

for appliances, training and commissioning

Profitability of approximately

**25-40%**

Revenues: roughly

**40,000 €**

per square meter per year



Esmach's R&D department has fine-tuned products to reflect the changes in daytime baking



## THE STRENGTHS OF ESMACHLAB

- Baking becomes a daytime occupation
- Esmach helps new talents to emerge and express their creativity
- Multi-sensorial experience for the customer
- EsmachLab changes the ratio of footprint: production and profitability
- Delivery of healthy and digestible pizzas and bread
- Makes quality products an everyday, accessible experience
- No waste products when the shop closes for the day

environment, the yeast will work its magic and each bread or pastry will rise perfectly as it develops its flavor. The baker is able to add gourmet ingredients at this stage: olives, tomatoes and roasted vegetables to name a few.

While it is obviously possible to shape by hand, a **specific moulder does the work for you**, quickly, professionally and with no flour in the environment, making the workplace safer and more pleasant.

Various forming dies allow the baker to express his creativity to the fullest and create many different shapes without stressing or degassing the dough. The shaped dough may be baked directly or stored in a chiller, ready to be baked off when needed.

There is a wide range of ovens: rotary, rack, deck ovens and modular ovens for all your baking needs. Pizza, pastry and bread will all be baked to perfection. Esmach's research and development department has perfected existing products to reflect the changes in this business model for daytime baking. Each of these appliances has been fine-tuned and are high-quality, sturdy, reliable, easy to maintain and energy efficient.

### Who is Esmach for?

The true test of a company is how it moves with the times, how it interprets, predicts and even shapes them. **By studying consumer trends**, EsmachLab is designed to enable small businesses and high-volume, fast turnover customers to produce quality pizza, focaccia and bread on demand throughout the day. On a practical level, this means that the appliances

required to bake the goods can be much smaller, saving costs on valuable retail space and increasing profitability per square metre. EsmachLab is accessible to professional and non-professional bakers. This means that other businesses, such as bistros, restaurants and small hotels can expand their business and offer freshly baked pizza and bread to their customers.

### Learn the art of baking at the Esmach Academy

In order to partner future clients and to encourage the culture of artisan pizza and bread-making, Esmach has opened its Academy in its brand new showroom in Vicenza, Italy. Everyone is welcome to learn the art of pizza and bread-making in their **four one-week courses**. They may be taken individually, and even after the first course, the participants will be able to make breads, pizza and pies on their own. Each level is designed to give the baker more autonomy and confidence in creating their own recipes as well as using the ones studied especially for this format by the research and development department.

"Esmach is a partner, not merely a supplier," says Delpozzo. "In understanding our clients and their needs and by researching consumer trends, we are able to look at the market from many different points of view and come up with innovative ideas and winning strategies for today's bakers."

[www.esmach.com](http://www.esmach.com)

Esmach appliances are high-quality, sturdy, reliable, easy to maintain and energy efficient



# Quality, innovation and durability

The new Titan-Maxcut™ and Arc Slicers™ from Edlund provide a cutting edge in food preparation, says Jane Salvia

At the forefront of kitchen equipment for 90 years, Edlund provides foodservice and food processing customers worldwide with quality solutions. *Foodservice Equipment & Supplies (FE&S)* magazine honoured Edlund scales with 'Best in Class' status 10 times against all competitors in North America. The majority of their extensive line of high-quality can-openers, scales, vegetable slicers and cutters, and knife sanitation products are still produced in the USA in Burlington, Vermont. "Our mission is to provide our customers with the highest American-made quality and the most innovative operator solutions, and we back our products with the industry's finest customer service," says Ryan Whitney, head of research and development at Edlund. "This distinguishes us in the market and helps us provide long-term value to foodservice operators. The core values of real product innovation, durability and high quality have been the foundation of our company and its products since 1925."

## Researching and developing new products

Since the acquisition of Edlund by Ali Group in October 2010, there has been a large investment in the research and development (R&D) process. Each new project starts with extensive market research. Edlund engineers meet and interview personnel from various foodservice operators, including chains, independent restaurateurs, caterers and non-commercial facilities to gain a detailed understanding of any operational needs that have not been met with the current products they are using. "We use this information to refine new product concepts and to identify the most important features and benefits. This collaboration continues throughout the development cycle, which culminates with in-field testing and evaluation of the products," continues Whitney. "We believe this process is one of the key reasons we have been so successful in developing many of our new product solutions."



ARC! Slicer is a revolution in manual vegetable preparation equipment



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



Helios UV Knife Sterilizer cabinet aids hygiene and food safety



## Helios™ UV Knife Sterilization Cabinet

Edlund has focused its recent R&D efforts to further identify key issues in all types of food service businesses throughout the world. "The Helios Knife Sterilization Cabinet is our response to an initial request from the Asian market for a product which would give the highest possible guarantee of hygiene and food safety," says Whitney. That success led to the production of the US version of the product that recently received the prestigious Kitchen Innovations Award at the National Restaurant Association Restaurant, Hotel-Motel Show® (NRA) in Chicago.

## ARC! Food Slicer and Titan-Maxcut

The ARC! Slicer is a revolution in manual vegetable preparation equipment. It is the first of its kind that will cut both hard and soft vegetables in the same machine. It features several unique patent-pending features that make it the safest and most efficient slicer on the market. The unique product hopper/pusher design ensures that the user never comes into contact with the blades when positioning a product for slicing. It also allows proper product orientation, which increases yields. The hopper then passes the product through the blade cartridge in a patent-pending 'arcing' motion which imitates the manual cutting motion of chefs. The ARC! and ARC! XL feature all stainless steel construction. They're dishwasher safe and can be disassembled in seconds for easy cleaning or to change thickness sizes. The new Titan-Maxcut is a complementary product to the ARC! Slicer. It is the industry's most efficient and versatile all-in-one dicer, wedger, corer and French fry cutter. The patent-pending snap fit design allows for rapid changeover between these cuts without the need for tools. Easily adaptable, as either a table or wall mount, it allows the operator maximum flexibility. All of Edlund's new product offerings are designed to help address the problems of rising labour and food costs and to ensure product consistency.



## 10 awards for 'Best in Class' from the leading industry publication Foodservice Equipment & Supplies (FE&S) magazine



The Edlund philosophy can be summed up with a quote by British entrepreneur, Sir Henry Royce: "Strive for perfection in everything you do. Take the best that exists and make it better. When it does not exist, design it."

[www.edlundco.com](http://www.edlundco.com)

# HELIOS UV KNIFE STERILIZER CABINET KSUV-18

- Can sterilize safely in as little as three minutes with 99% efficiency
- Stainless steel construction
- UV filtered plexiglass door with lockable handle
- Holds up to 12 knives plus steel
- Two larger slots for cleavers
- 115/230 volts
- Made in the USA

## ARC! SLICER

- Exclusive patent-pending design
- Stainless steel construction
- NSF certified
- Dishwasher safe
- Available in 5mm (3/16"), 6.5mm (1/4"), and 10mm (3/8") sizes
- Unique hopper/pusher keeps food in place and fingers away from the blades
- Ergonomic two-handed design for easier cutting
- Front-load design accepts 1/2 and full pans up to 6" high
- Made in the USA

## TITAN-MAXCUT

- Exclusive patent-pending design
- Dices, wedges, cores, cuts fries
- Even cuts sweet potato fries
- Extra blade cartridge storage compartment
- Stainless steel construction
- Quick disconnect unit mounts on wall bracket or table base
- Dishwasher safe
- Made in the USA

# Combined power

*The establishment of Ali Group North America's new Refrigeration Division showcases key brands Beverage-Air® and Victory Refrigeration®. Rob August, president, and Jennifer Ward, senior vice-president of sales and marketing, discuss the division's creation and purpose*

The Ali Group is renowned for many of its brands and products in the industry, but it is not widely acknowledged for consolidating resources among its 76 individual brands. Yet the recent establishment of a new Ali Group North America Refrigeration Division might suggest otherwise.

"The Ali Group are not known as consolidators," says Rob August, president of the new division.

"However, when we have an opportunity to utilize economies of scale by serving different markets from one facility, we certainly will do that." The shift will now see the production of two of Ali Group's most reputable and established cold-side brands, Beverage-Air and Victory Refrigeration, in one, multi-generational facility located in Brookville, Pennsylvania, USA.

Over the last six years, Ali Group has placed focus on investing in the Beverage-Air production facility, allowing for increased capacity, further growth and development of the company and its products. This is, says August, a strategic business reason that allows Ali Group "the assurance in the superior production of both Beverage-Air and Victory Refrigeration products to accommodate divergent markets." A particularly fitting move considering that this year sees both brands celebrate their 70th anniversary.

## Two distinctive brands

While Ali Group believe in positioning their clearly defined, distinct brands in each market, there are other companies within the Group that produce various products for different brands that focus on separate customer bases. August views this as an effective way of "promoting and combining manufacturing of the brands products, while keeping them separate and utilizing the expertise and proficiencies of one facility."

For Jennifer Ward, senior vice president of sales and marketing, both brands are significantly diverse enough to ensure that customers are able to understand and appreciate supplementary benefits. "We're going to have the ability to focus

Victory Refrigeration into the **institutional and specification market**, for example colleges, prisons and hospitals, while concentrating Beverage-Air's products on the general foodservice market, chains, national accounts and the scientific segment," says Ward. "Beverage-Air brings a full breadth of product offering for the everyday foodservice customer.

The brand has a specific focus on solutions-based applications directed towards national accounts with high usage and high ambient conditions, along with innovative and standard custom product offerings," she says.

Similarly, Victory Refrigeration has "exceptionally strong brand recognition" within the institutional market, says August. "It's our goal to further build the brand and offer other aspects that will afford continual growth and affirmation of Victory Refrigeration as the number one specification brand globally. Simultaneously, we'll continue to focus on building Beverage-Air as a global supplier to the national accounts and chains. This joint effort will afford dealers and distributors a full, broad line of products from both brands."

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

## R&D, production and a global presence

Great pride is taken in both Beverage-Air and Victory Refrigeration's high level of customer service, which will only be further enhanced by the creation of the Refrigeration Division. "Both brands will have resources committed to providing exceptional customer service, throughout and after receiving the sale and installation of the purchase,"



Rob August, president of Ali Group North America Refrigeration Division



Jennifer Ward, SVP of sales and marketing at Ali Group North America Refrigeration Division

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

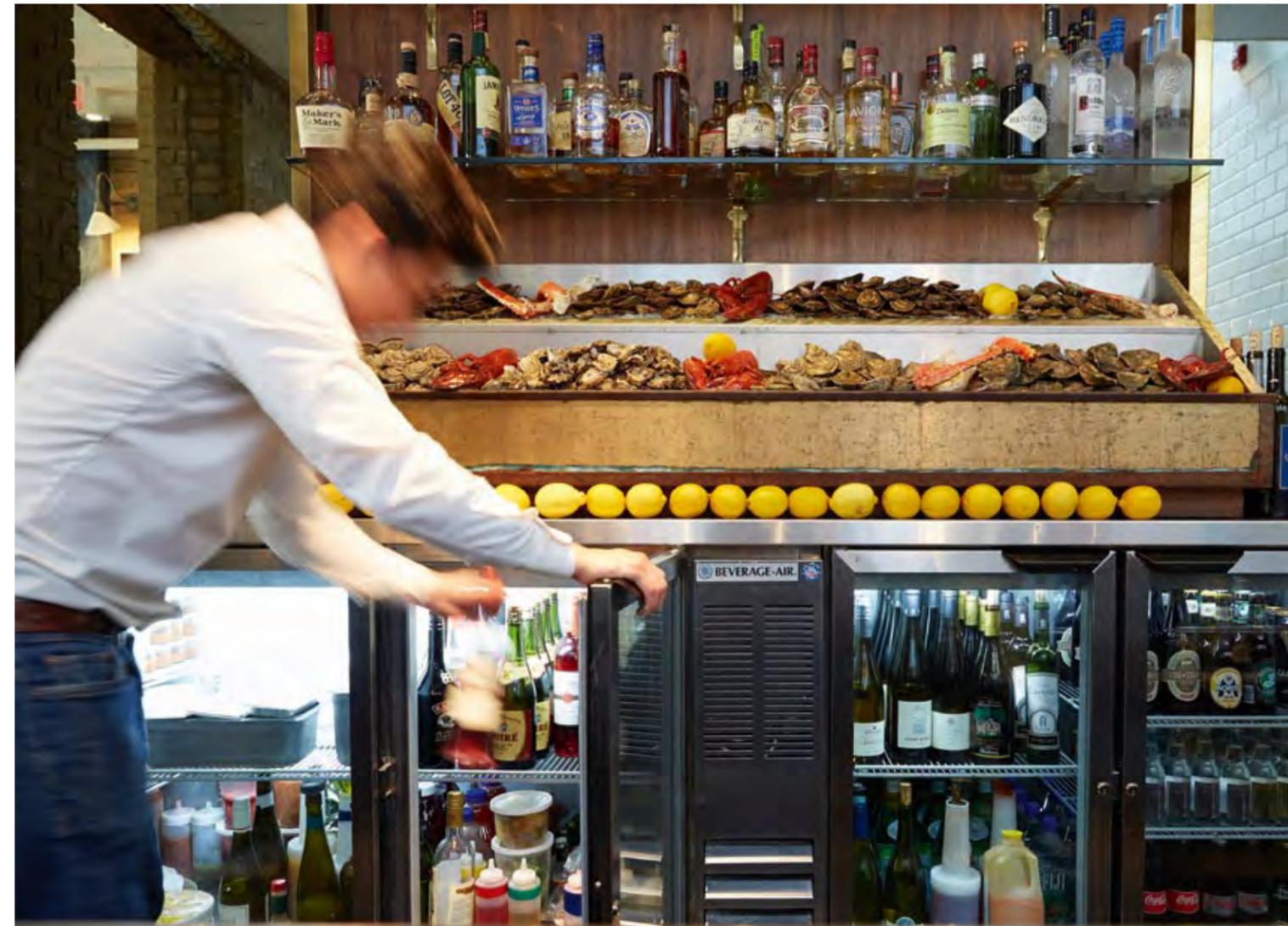
says August. "We always want every customer to have a 'wow experience' that exceeds their expectations – that's a key part of our differential." As well as continued **excellence in customer service**, the new Refrigeration Division facility is dedicated to continual progression of products.

**"For Beverage-Air and Victory, energy usage is always at the forefront of all our product design"**

Each brand in the facility will have **separate engineering resources**, dedicated to each brand and their projects. There will continue to be a separation of the product lines, but the combined facility ensures a reduction in the cost structure and overheads that occur in separate production facilities.

For both Beverage-Air and Victory Refrigeration, energy usage is at the forefront of all product design.

The goal is, says August, to **exceed all Department of Energy standards** and be the leader in energy savings. "This will affect not only both brands, but the customers as well, as the release of the new R290 propane refrigerant will satisfy customer desires for a cleaner and more efficient refrigerant," he says. All new products, as well as those currently produced, will be directed towards global distribution. As the new Refrigeration Division is committed to understanding and meeting international and regulatory codes, it is superbly equipped to meet all of the requirements encountered when crossing various country borders. Currently, Beverage-Air and its national chains are expanding into the international market with solutions, features and benefits, plus a world-class support system that will continue to provide the brand and its customers with a larger international presence. Victory Refrigeration currently has a number of US consultants designing institutional and hotel kitchens for the international market, to allow for product solutions, that meet the market codes of the Middle East and Asia.



Beverage-Air and Victory pride themselves on the strengths of their individual products and both have new offerings for their customer base that look set to take their respective markets by storm. Jennifer Ward and Rob August explain why they are excited about their launch.

**The Victory ULTRASPEC™ Vertical and Horizontal refrigerators and freezers**

“Our ULTRASPEC product category will be our hero product even more at the end of this year as we’re going to introduce our ULTRASPEC Secure Temp optional solution,” says Ward. “It is a solution-based application resolution for the institutional market that will increase labor savings, help customers manage food costs, prevent product loss and **give a greater return on investment.**”

The Secure Temp technology that will be integrated into the Victory ULTRASPEC product line is one component “that will allow us to maintain being the leaders in the spec market for the institutional segment,” says August. “It will give customers synergy through one solution that they can diversify and implement on several pieces in the kitchen.”

[www.victoryrefrigeration.com](http://www.victoryrefrigeration.com)

Later in 2014 Victory will introduce its ULTRASPEC Secure Temp optional solution



Victory’s ULTRASPEC Secure Temp optional solution is a solution-based application resolution for the institutional market



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

**Cool Schools**

WITH THE KITCHENS AT DUNDALK SOLLERS HIGH SCHOOL IN MARYLAND, US, PRODUCING APPROXIMATELY **2,600 MEALS DAILY**, STRONG AND DEPENDABLE TECHNICAL SUPPORT IS PARAMOUNT. Located in Dundalk Maryland, US, Dundalk Sollers High School is a 307,000 sq ft “state-of-the-art school building with a student population of approximately 1,400 students,” says John Salerno from the office of food & nutrition at Baltimore County Public Schools.

The foodservice kitchens at Dundalk Sollers High School provide approximately 1,000 meals per day to students and staff and also handle the production of meals for three additional elementary schools in the area. This additional meal production for the three satellite locations is approximately 1,600 meals per day.

Baltimore County Public Schools specify Victory Refrigeration whose holding equipment is also specified in almost all newly constructed and renovated kitchen projects within Baltimore County Public Schools. “There is also a strong presence of Victory products in the 173 existing school cafeterias and production facilities throughout Baltimore County Public Schools,” says Salerno. “With that many locations it is important that we have confidence in the **reliability** and **durability** of our refrigeration units to meet the needs of our large student population.”

“We are always looking for a company that provides technical support, not only at the time of purchase, but throughout the useful life of each piece of equipment. We find Victory to be a dependable partner in our overall equipment program. Victory specifies the correct units to meet the space requirements of each project. Upon completion of each project their representatives inspect and demonstrate each piece of equipment to staff to ensure proper use and maintenance,” says Salerno.

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



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



Versa-Cool is a mobile walk-in portable solution that provides temporary food and beverage cold storage



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

### Cold comfort for Toronto's The Chase Fish & Oyster

QUALITY REFRIGERATION IS A MUST IN ANY RESTAURANT, BUT FOR THE CHASE FISH & OYSTER RESTAURANT IN TORONTO, CANADA, IT'S ABSOLUTELY ESSENTIAL. MICHAEL JONES SPEAKS WITH CHEF DE CUISINE NIGEL FINLEY TO FIND OUT HOW THEY MANAGE THEIR REFRIGERATION NEEDS. Since opening its doors in August 2013, The Chase Fish & Oyster restaurant in Toronto, Canada, has won many plaudits for its pursuit of the finest quality seafood and a strong philosophy and focus on sustainability and seasonal ingredients. The restaurant's culinary culture is informed by the great eastern maritime regions of Canada and the US, plus additional influences from various coastal regions around the globe. Driven by commitment to creative presentation and thoughtful conception the innovative menu of hot and cold dishes at The Chase Fish & Oyster restaurant always highlights the natural tastes of seafood. Signature dishes include Albacore Tuna, Bay Platter Oyster Po'Boy Sliders and Pan Roasted Scallop. For chef de cuisine Nigel Finley, the key factors that make The Chase Fish & Oyster a special restaurant are attributable to operating company Chase Hospitality Group's extremely high levels of service

and quality. "Chase Hospitality Group provides genuine and inspiring dining experiences," he says. "We are constantly searching for the most premium and interesting products to offer evolving culinary experiences." The team at Chase Hospitality Group is, says Finley, made up of the city's leading and most dedicated foodservice professionals. "Chase Hospitality Group is committed to sustainability and preservation of the oceans. We are scrupulous in ensuring the quality and responsible harvesting methods of the fish and seafood products we use," he says. Unsurprisingly, fish and oyster restaurants are especially dependent on safe, reliable refrigeration, and The Chase Fish & Oyster has particularly exacting needs. "As a group of restaurants, we are receiving, processing and offering hundreds of pounds of fish and seafood every day," says Finley. "It is therefore crucial to have premium quality refrigeration to maintain the products we use at the highest standard." For Finley and his team "Prompt service and support" from their technical partner Beverage-Air is imperative when using large quantities of such a delicate product. "Beverage-Air understands our commitment to maintaining and exceeding the highest expectations for the products we serve and has been very reliable in supporting us with any needs we have," says Finley.



### The Beverage-Air Versa-Cool

"One of the strengths of Beverage-Air is we really focus on the market and what the market demands," says Ward. "We found that there was a gap in portable refrigeration food storage, and a high demand for it. Versa-Cool is a mobile walk-in portable solution that provides temporary food and beverage cold storage. It's a great solution for customers such as country clubs, beer distributors, fairs, festivals, caterers, service agents and hunters." The benefits to customers are clear, says Ward. "It plugs into a standard wall outlet and it sets up in less than ten minutes. We introduced the refrigerated version at The NRA Show 2014 and the reception was incredible. The Versa-Cool portable walk-in will be available for storage of refrigerated, frozen or heated products. It has multi-country design and utility patents pending." To Rob August, the Versa-Cool is "the most innovative piece of refrigeration to be introduced in two decades." The unit is portable, weighs less than 300 pounds, can fit in the back of a pickup truck and has 110 cubic feet of storage capacity. "The amount of storage you're getting in something that's this mobile, performs this well and you don't have to worry about having any type of special electrical - it's really unheard of in the industry."

[www.beverage-air.com](http://www.beverage-air.com)

# State-of-the-art cooking equipment



*The High Performance cooking range from Mareno is the ultimate kitchen partner, fit for the very latest food trends, says Donna Brown*

For over 50 years, Mareno has been synonymous with quality professional kitchens. It has now created a new line of equipment, High Performance, with specialized appliances that ensure high productivity. It will, says Mareno, change the way you cook. "The restaurant world is in constant evolution and there is an ever greater need for specialized equipment," says Fabrizio Rocco, managing director of Mareno.

**"The High Performance line is a concentration of technology that ensures high volumes and impeccable quality"**

"The High Performance line was designed to satisfy the needs of large-scale catering and modern commercial food services. It is a concentration of technology that ensures high volumes and impeccable quality." With HP cooking ranges you can cook, roast, fry or pressure cook, while saving time and space. Thanks to

even heat distribution, food doesn't stick and cooking results are uniform and consistent. Easy-to-use, these machines are suitable for even non-specialized personnel in businesses with high turnover. The HP cooking range is compact, robust and offers **high performance and speed** all in a small footprint. The range occupies up to 50% less space than traditional ranges. "This is especially significant data for quick service restaurants like delis, kebab, sandwich and hamburger shops. These businesses are more and more common and the trend is to rent small spaces because rent and running costs are high," adds Rocco.

### The star of the HP line

The HP line is composed of a series of machines that can be grouped by category:

#### Fry-top

Three independent cooking zones for electric or gas fry-tops to differentiate types of cooking and to take advantage of every square centimetre of surface and guarantee uniform results. The plate, robust and powerful, allows you to cook frozen products directly in a short space of time without losing water and humidity. There are two holes to drain fat into two three-liter drawers, so it is not necessary to clean the top between cooks.

Mareno's gas grill with cast-iron gas burners is robust, reliable and works 24 hours a day



The Mareno fry-top allows different types of cooking, always with uniform results

#### Grill

The gas grill allows for safe cooking without burning foodstuffs. The four cast-iron gas burners are robust and reliable and are designed to work 24 hours a day. The cook surface is divided into four areas to be able to manage and cook different foods at the same time.

#### Fryer

Powerful and boasting high performance, the fryer has an automatic filter system that guarantees superior cooking quality with greater duration of oil and lower costs. This system is incorporated into the fryer and has a pump that makes filling the pan easy and safe for the user.

#### Plancha

The powerful hob is divided into four separate 4kW cooking areas with surface temperature adjustments from 50° to 400°C. The various areas can be set to different temperatures and pans can be moved to achieve the best in cooking performance or foods may also be cooked directly on the cooking surface.

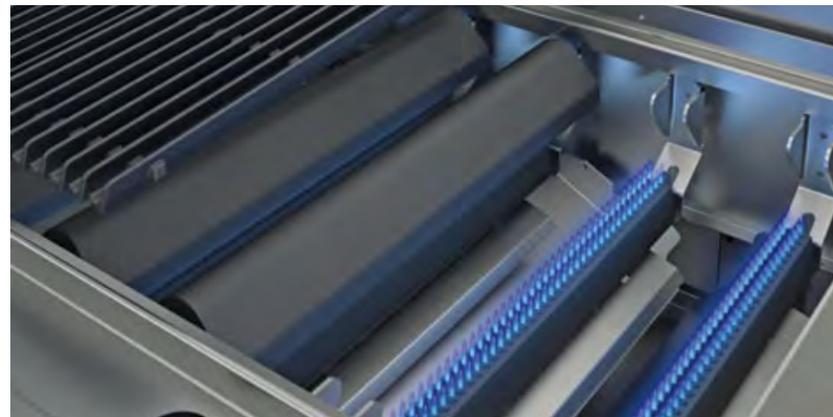
#### Salamander

Ideal for putting finishing touches to dishes, making gratins or reheating food. The touch panel is easy to use, shows the temperature and cooking mode and has a library to store preferred programs or cooking cycles.

#### Refrigerated bases, freezers and stands

These essential kitchen elements complete the HP line. The freezers and refrigerators are equipped with two easily accessible, removable drawers on telescopic guides. The refrigeration is ventilated with electronic temperature control, electric defrost in the freezer version and shut-down defrost in the refrigerated version. It also comes with an automatic defrosting water evaporation device.

- Powerful and versatile: high volume and menu variety
- Compact: occupies 50% less space/footprint reduced by 50%
- Independent cooking areas allow for different types of cooking
- Low energy consumption: night mode uses only 12kW
- The integrated probe measures the exact temperature at the heart of your dish
- Uniform cooking, impeccable results



# The smart oven for smart chefs



Easy operation, avant-garde technology and high performance all in one package? The Genius<sup>MT</sup> by Eloma has it all, says Jane Salvia



The Genius<sup>MT</sup> is a brand new interface philosophy: simple and intuitive to use

Technology is capable of making all of our daily tasks easier, and the world of ovens and baking is no exception. With a touch of your fingertip, together with world-renowned Eloma quality, the Genius<sup>MT</sup> provides perfect results for products, whether you are a chef or a baker.

The Genius<sup>MT</sup>, presented this year at Internorga, the NRA Show and at Seoul Food, has a **new MultiTouch technology** that has improved the handling of the machine dramatically," says Hilmar Rudloff, managing director of Eloma. "Our engineers and chefs were **inspired by the easy to use nature of smartphones**. We have developed not just a technology, but a brand new interface philosophy."

## Interface philosophy and MultiTouch technology

The machine has a memory of the last 20 cooking processes, programs or manual settings. "This patent-pending function makes it easy to access frequently or recently used programs," says Rudloff. "The Quick Set function means that you do not have to go through different layers to change the parameters of a program. The swipe function on the touch screen changes temperature and humidity with one touch of a finger. The user experience is similar to that of a smartphone: immediate and accessible."

The Genius<sup>MT</sup> is meant for restaurants, hotels, supermarkets, caterers and QSRs, and is the perfect solution for businesses that have personnel with varying degrees of expertise. With the new Multi Cooking function, different foods can be cooked simultaneously: one for each rack of the oven. The user simply selects one program and the Genius<sup>MT</sup> determines all accompanying programs automatically.

## THE GENIUS<sup>MT</sup>

- Durable high-resolution display with MultiTouch technology
- Climatic<sup>MT</sup>: a stroke of a finger sets temperature and humidity
- Last 20: remembers the last 20 cooking processes (programs or manual settings)
- Quick Set: a touch of your finger puts all settings exactly where you want them to be
- Multi Connect: manage your programs and HACCP data with USB or LAN
- Nine cooking methods, nine menu groups, low temperature and Delta T cooking
- Fresh steam: perfectly saturated steam quality, reduced cooking times, heat recovery system means energy and water savings
- Quick Mode allows standard handling by means of predetermined operating sequences
- Multi Cooking: multiple selection for parallel operation, before or during the cooking process. Trays programmed individually. Visual and acoustic alerts
- Patented Autoclean<sup>®</sup>: fully automatic cleaning system saves on power, detergents and water





“We have developed not just a technology, but a brand new interface philosophy”

Thanks to the Multi Cooking function, different foods can be cooked simultaneously

The Genius<sup>MT</sup> will tell you when the dishes are ready. The exclusive use of icons makes the Genius<sup>MT</sup> extremely accessible in work environments where personnel may speak several different languages. “We have also adapted the language and icons for bakers. When the oven is in bake mode, the parameters that are shown are those which a baker would normally use,” says Rudloff.

**Fresh steam and Multi Eco**

Reduced cooking times, minimal use of materials, energy and water consumption are combined with the very best food quality for both economical and ecological results. Fresh steam is generated by a **patented heat recovery system** and is injected directly into the dispersion tube. This saves energy and creates steam in seconds without pre-heating. The lack of a boiler also makes maintenance and hygiene even easier.

The Multi Eco system is a high-performance heat exchanger that can save up to 16% in energy and 42% of water by pre-heating the steaming water to 70°C using exhaust heat. At the moment, Eloma is the only manufacturer of combi steamers whose **multi-eco system has won the Dr Georg Triebe Innovation Prize** in both the technology and energy efficiency categories.



[www.eloma.com](http://www.eloma.com)

# Sparkling results from Wexiödisk

*It is ever important today to help end-users save resources and costs while maintaining, and indeed improving, standards of efficiency. The Wexiödisk Washing System offers all that, plus spotless hygiene, says Donna Brown*



Wexiödisk has built on over 40 years of commercial warewashing experience to create two super-efficient, high-quality, innovative products that together form a high-performance and environmentally-friendly washing system: the **WD-PRM 6/7** and **WD90 Duo**.

**WD-PRM 6/7 Pre-Rinse Machine**

This patented, revolutionary pre-rinse machine completely changes the dishwashing process. The **ergonomic, robust and user-friendly machine** is attached to a hood-type dishwasher. The waste water from the dishwasher that’s already hot and has chemicals in it and would normally go into the sewage, is used in the WD-PRM 6/7 to perform a high-powered quick rinse cycle that greatly reduces residue. This makes the dishwashing process more effective and cost efficient.

“Water is being recycled to the utmost so that **the running costs of the machine are almost nil**. This is

because we are using recycled water with chemicals that has already been heated. This is a **green process**, a **green system**, from start to finish,” says Fredric Moe, sales and marketing manager of Wexiödisk. The pre-rinse machine is more effective than rinsing done with a traditional hose by kitchen personnel because it is bi-directional.

“Water is being recycled to the utmost so that the running costs of the machine are almost nil”

The hose is usually sprayed on the dishes or pots from one direction only, leaving a considerable amount of waste. Not only that but the resultant spray and steam make the work environment more dangerous and less pleasant as well as using up to

## RESULTS TO BE PROUD OF

- Industry benchmark of 4-6 liters of water per cycle
- Nine programs with and without granules to handle from glassware to pots
- Heat Recovery System saves precious resources, reduces ambient steam and eliminates the need for expensive canopies
- Spin cycles after the wash and rinse cycles save water, time and electricity
- Ergonomic design and automatic opening makes work less labour intensive

Wexiödisk's Washing System saves many liters of water, energy, man hours and chemicals

seven liters of water per basket. The WD-PRM 6/7 does not need to use the hose.

"The WD-PRM 6/7 saves several man hours per day, so calculated per year over the lifetime of the machine, these savings can be significant," says Moe. Proving that this machine is a significant contribution to the foodservice sector, it was awarded with the **FCSI Sustainable Catering Equipment Award 2013**, a tribute to the hard work and dedication of the entire Wexiödisk team.

### WD90 Duo

The new hood Granule dishwashing machine has nine different programs and is able to wash normal china porcelain and to scrub the most stubborn pot, with incredible results. The WD90 Duo can also work as a backup or breakdown replacement for an existing machine.

The system is suitable for fairly large restaurants, caterers and production kitchens with GN 1/1 containers that would normally be hard to clean. The dirt is 'blasted' away quickly and efficiently



The WD90 DUO allows for a flexible flow of dishware in the kitchen



by the plastic granules, requiring less time, labor, water and detergent.

"The optional heat recovery system has three distinct advantages", says Moe. "It takes the steam produced at the end of the cycle back into the machine to heat water. The reduction of ambient steam also means there is less need for an expensive canopy and extra ventilation and the result is a **more comfortable working environment** for kitchen personnel."

Another unique feature of this machine are the spin cycles after the wash and rinse cycles. This means that the excess water, detergent and granules are spun away, leaving the dishes easier to rinse, using less water as well as shorter drying times.

This translates into considerable savings over the course of a year in terms of water, detergent and energy. The WD90 Duo uses a mere **four to six liters liters of water per cycle**, one of the best results in the market.

The ergonomics and user-friendly technology makes the WD90 Duo a welcome addition to any kitchen. The HACCP control is done through the Webtool 2.0 user interface that allows the customer to remote look into the machine, check its functionality and to pinpoint any parts that may need replacing, making service visits more efficient.

[www.wexiodisk.com](http://www.wexiodisk.com)

Awarded the

## FCSI SUSTAINABLE CATERING EQUIPMENT AWARD 2013

Compared to traditional pre-wash hand shower, the WD-PRM6 produces

## AMAZING RESULTS

Savings of up to

**200,000 LITERS**

of water per year

Up to **40% REDUCTION**

on cleaning chemicals per year

Up to **8,000 kW**

of electricity per year

Up to

**4,200 kg CO<sub>2</sub>**

per year

A decrease in labor hours of as much as

**25-30% PER YEAR**



# Moyer Diebel: simply engineered better



*The new 601HR model from Moyer Diebel stays under the counter, but on top of your dishwashing needs, says Jane Salvia*

Moyer Diebel Limited in Ontario, Canada, has been making quality glasswashers and dishwashers for more than 70 years. With a large market sector in Canada and a fast-growing one in the US, Moyer Diebel has made its reputation by producing easy-to-use, durable and efficient products that reflect market needs.

The versatile range of commercial dishwashing equipment includes undercounter, single-rack door, rack conveyor and upright conveyor/flight machines, as well as powered soak sinks and pot and pan washing systems. "Our quality craftsmanship shows in every product we make. Our solid reputation for manufacturing a robust and reliable product is second to none. This is our signature, our distinctive feature," says Scott Cherevaty, vice president of sales and marketing, Moyer Diebel Canada.

**The new 601HR undercounter**, high temperature dishwashing machine is no exception. Made for any foodservice application but popular with cafés, bars and wineries, it is designed to give the best results while saving money and resources. "We are pleased to add this innovative product to our line offering," says Cherevaty. "Moyer Diebel's new Heat Recovery and Dry-Assist technologies are a major advance in energy efficient and sustainable dishwashing for commercial kitchens. Operators are always looking for ways to reduce operating costs without sacrificing results or investing more capital and we have a solution for all needs."

The new Heat Recovery uses a single cold water feed only. Traditional products use hot water feeds, putting demands on the output of the water heating system used for other functions within the business. The energy from the heated water and chamber is extracted and used to heat incoming water. "The savings can be significant. Up to 42% of operating costs just by using this system," says Cherevaty.

The patent-pending Dry-Assist technology

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



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



draws cool, dry air up and through the rack of sanitized ware via a duct in the bottom of the chamber, removing moisture and speeding the drying and turnaround time for dishes. Dry-Assist is available with models 601HR, DH5000 Ventless Heat Recovery and DH5000 Direct Vent.

"Our service team is experienced, knowledgeable and at the top of their game. Our service manager has been here for over 36 years. The department combined has more than 100 years of knowledge and experience. Since joining the Ali Group in 1989, our volume has grown to more than 10 times. A sure sign that we are on the right track. We are a strong brand delivering quality products," adds Cherevaty.

[www.moyerdiebel.com](http://www.moyerdiebel.com)  
[www.championindustries.com/canada](http://www.championindustries.com/canada)

## 601HR HEAT RECOVERY

- Very versatile: suitable for plates, steam pans, glassware
- Cold water feed only
- Energy savings of up to 42%
- Dry-Assist technology improves drying of wares and reduces condensation
- Vari-cycle allows for an infinite number of wash time settings
- Insulated panels for quiet operation
- Soft start protects delicate wares from chipping and breaking
- ENERGY STAR® qualified
- Rinse sentry: ensures 82°C/180°F final rinse for sanitized wares
- Advanced service diagnostics for ease of service
- 1 HP corrosion resistant pump
- Approximately 270 glasses per hour

# The compact solution for your food waste



The Solus Eco from Rendisk combines a consideration for the environment with a smart way of saving clients' money. Donna Brown finds out more



The Solus Eco is equipped with a fully automatic cleaning cycle

The new Rendisk Solus Eco is an economical and socially responsible way of treating waste. Food is a valuable resource and it is becoming increasingly unacceptable to put food waste in landfills or via drainage systems as it is both environmentally and economically unjustifiable. As costs of waste removal continue to increase, Rendisk has put its efforts into finding a compact, effective system to treat waste that is also cost efficient for its customers.

“Companies are becoming more and more aware of the environmental and economical costs of food waste,” says Stef van Langen, general manager of Rendisk. “Earlier systems were more costly, very large and difficult to clean and operate. Solus Eco is not only affordable, but it is really easy to use, clean and maintain. Even though the product is relatively new on the market, it is really successful and has already been installed in businesses of various sizes and types throughout the world.”

The Solus Eco is a revolutionary, stand-alone waste treatment system. It is extremely compact and its 0.8m<sup>2</sup> footprint fits in any kitchen or garbage room. Biodegradable and compostable items are loaded



A 16 liter hopper can handle 450 kg capacity of food waste



The Solus Eco can provide an 80% volume reduction

Easily installed in every kitchen. Smallest footprint only 0.8m<sup>2</sup>



into the hopper, ground and dehydrated using a special centrifuge technique that reduces the volume by up to 80%. The dry pulp is then collected in a 30 liter bin for environmental disposal. The Solus Eco may be small but its output is extraordinary. It can handle up to 450 kg per hour and is able to keep up with the needs of large kitchens. A fully automatic cleaning cycle cleans the internal system with the simple push of a button. An easy to use spray pistol is attached to clean the outside of the unit. Respectful of water and energy resources, removal costs and environmental impact, Solus Eco by Rendisk can improve performance and profitability. “Rendisk believes that we all have to do our part to safeguard the environment. Solus Eco does just that, while making the work environment more pleasant and cost efficient,” says van Langen.

[www.rendisk.com](http://www.rendisk.com)

**References**

- UK: Reading Blue Coat School, Berkshire
- France: Lycée Bellevue, Le Mans
- Holland: De Beertjes, Rotterdam; Ikea, Delft
- Czech Republic: Globus Hypermarket, Prague
- Italy: Hospital Lucca, Tuscany

**450 kg**  
per hour of waste treated

**80%**  
volume reduction

The only system that can also  
**PROCESS BONES**  
Resultant waste is suitable for  
**COMPOST OR BIOFUEL**

**EASILY INSTALLED:**  
water, electrical connections and drain

**SMALL FOOTPRINT**  
making it easy to fit into any size kitchen: 1020 x 750 x 950 (h)

# A new twist on soft ice cream



*The new BIB and Icxpress by Ice Team 1927 is advanced technology, but it's also easy to use, says Federico Tassi*

The BIB series, bag-in-box soft ice cream and frozen yoghurt machines, **are the first products to bear the logo of Iceteam 1927**; the brand made of Cattabriga, Coldelite, Promag and Ott Freezer. The brand was created in 2010 to optimise product range and market presence. "The launch of BIB is both the result of the success of this choice, but also a promise for the future and enrichment for Ali Group," says Federico Tassi, sales director of Iceteam 1927. "The idea behind the design of the machine was to combine the high production capacity of the peristaltic pump from the North American tradition with the European precision in electronics and refrigeration," continues Tassi. "The result is a unique product with high output, easy to clean and low maintenance costs."



## A winning combination of North American and European know-how

The machine is suitable for any business that wants to produce either soft ice cream or frozen yoghurt. The BIB machines can take any type of mix, from very basic offerings to the most sophisticated Italian gelato recipe made with high-quality natural ingredients. The BIB machines use the bag-in-box supply system that is directly connected to the pump and guarantees maximum hygiene and easier maintenance. The peristaltic pump ensures high efficiency levels and there is no direct contact with the product; there is only one rubber hose that needs to be cleaned periodically. The pump itself has fewer parts than a traditional pump so it is faster, easier and less costly to maintain. The refrigerated cabinet has few parts and is easy to access. It is a real refrigerator and can be used to store liquid mix or ingredients day and night and the powerful compressor provides the necessary refrigeration for production and for the cabinet. The tanks are in sturdy stainless steel and are easy to remove and clean. The size of the tanks means that the operator can concentrate on serving

customers; there is an electronic signal when the liquid mix needs to be replaced as well as an automatic counter for portions served. The freezing/cooling cylinder electronically controls the consistence of the product and together with the peristaltic pump and 3x beater guarantee consistent volume, structure and production rate of frozen desserts.

Icxpress combines a soft serve machine, storage freezer and shop fitting in a single concept

**"The launch of BIB is both the result of the success of this choice, but also a promise for the future and enrichment for Ali Group"**

## Dialog system

The Dialog system is a state-of-the-art solution that provides real-time support, checks and changes the parameters of the machine and updates software automatically. "Being able to **monitor remotely the performance of a machine** means that a business with more than one machine or point of sales can evaluate production and general performance - key figures in creating a successful business," says Tassi. Maintenance issues are also frequently identified before a service visit, aiding in reduced visits, maintenance times and costs.

## Icxpress: bridging the gap between function and aesthetics

Icxpress is an evolution of the BIB concept. The same machine has been put into a counter that becomes an integral part of the furnishings of a store. "We have tried to eliminate the barrier which traditionally exists between food production, in this case gelato, and service," says Tassi. The technical features are the same as the BIB machines, with the added plus of also becoming a visual focal point of the business. "Although BIB is new on the market, we are having great success in our export business: Eastern Europe, Scandinavia, Great Britain, China and Australia," says Tassi.

[www.iceteam1927.com](http://www.iceteam1927.com)



The BIB 603 frozen dessert model from Iceteam is a cabinet based, floor standing unit



- The bag-in-box (BIB) system is hygienic and easy to use and avoids complicated cleaning of tanks and probes
- Highly efficient peristaltic pump does not come into contact with the liquid mix
- Dialog system controls production, parameters and trouble shooting remotely
- Refrigerated tanks for holding and storage
- Electronic control for mix levels with visual and acoustic low level alarm
- Ice cream cone counting system
- The BIB 603 with flavors and one twist, requires only 5kW for installation
- Production: the BIB 603 produces **over 60 kg of soft ice cream** or yoghurt per hour. Considering the 60-70% overrun, the machine is a real powerhouse
- Can be personalized to fit store logos and colours

# AROUND THE WORLD

The latest news from Ali Group worldwide



## MOFFAT E33 TURBOFAN IS PERFECT FIT FOR BACKYARD BISTRO

At Backyard Bistro in Raleigh, North Carolina, USA, chef Joe Lumbrazo has found a unique balance between delicious food, productivity, customer service and farm to table concept cooking using a Moffat E33 Turbofan Oven. Limited kitchen space created a problem for Backyard Bistro and the new compact sized convection Moffat E33 Turbofan Oven proved the perfect fit for chef Lumbrazo. "One thing I love about the Moffat is the consistent temperature. It's not too high and not too low. The top of the oven is the same temperature as the bottom of the oven, absolutely perfect," he says.

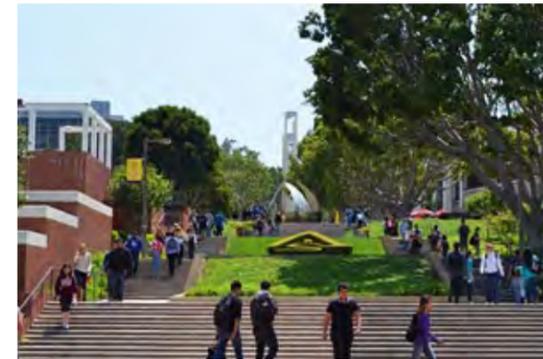
[www.moffatusa.com](http://www.moffatusa.com)



## ACP TEAMS UP WITH DM&A TO DELIVER FRESH, HEALTHY MEALS FOR PATIENTS

Since 2011 ACP has partnered with Don Miller & Associates (DM&A) to place the MenuMaster® Xpress™ MXP22 in healthcare foodservice facilities throughout North America. The high-speed combination oven allows operators to prepare fresh and healthy meals on demand, raising patient satisfaction to new levels. Delivering results in as little as two minutes, the MXP22 was chosen after vigorous testing against competitive models by DM&A, one of the largest, most experienced foodservice consultancies in the North American healthcare market.

[www.acpsolutions.com](http://www.acpsolutions.com)



## VICTORY REFRIGERATION SUPPORTS CSULB DINING RENOVATION

When California State University Long Beach (CSULB) embarked upon the redesign of its Parkside College Dining hall, Victory Refrigeration was the clear solution to transforming the facility into the state-of-the-art dining center they envisioned. Originally constructed in the 1960s, the newly designed open floor plan kitchen features self-contained and remote refrigeration from the Victory ULTRASPEC® Series. This project was successfully completed with the coordinated efforts of Webb Culinary Design, located in Tustin, California, and Victory Refrigeration.

[www.victoryrefrigeration.com](http://www.victoryrefrigeration.com)



## ICE-O-MATIC HELPS DISH NETWORK TECHNICIANS STAY COOL ON THE JOB

Dish Network in Englewood, Colorado, USA, has over 150 domestic Service Centers that employ up to 100 technicians that need readily available ice and water on their service trucks. Ice-O-Matic teamed up with Denver-based Cool Distribution, a key supplier of custom stainless fabrication storage systems, to create ice and water stations at all of Dish Network's Service Centers. A typical installation serves up to 40 technicians, with an ICE0500 ice machine and a 500 lb capacity self-dispensing bin.

[www.iceomatic.com](http://www.iceomatic.com)

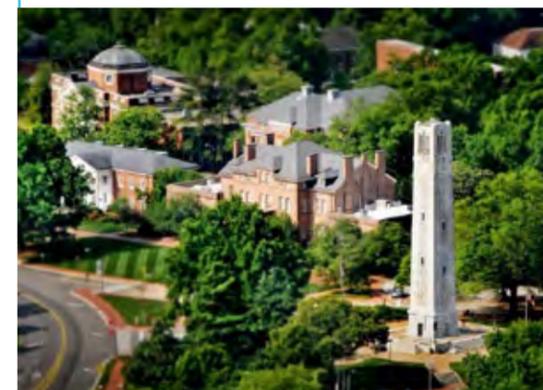


## CHAMPION AND BI-LINE EPITOMIZE NC STATE'S ENERGY AND DESIGN COMMITMENTS

With over 34,000 students and 8,000 staff, North Carolina State University in Raleigh, North Carolina, USA, is globally recognized for its leadership in science, technology and engineering. When it was time to renovate its aging dishroom, NC State made sure its new equipment matched that culture. Champion and Bi-Line were chosen because they were the only manufacturer capable of providing a full solution with room design and energy efficient technology to meet the busy university's needs. Champion has projected that a million gallons of water per year will be saved while increasing throughput capacity by 50%.

[www.championindustries.com](http://www.championindustries.com)

[www.bilineconveyors.com](http://www.bilineconveyors.com)



## CHAMPION BRINGS EFFICIENCY TO THE FAIRMONT ROYAL YORK HOTEL

Since 1929, the prestigious Fairmont Royal York Hotel in downtown Toronto, Canada, has offered guests luxury accommodation in the heart of the city. The hotel's culinary team caters to one of the largest banquet facilities in Canada and when it came time to replace the existing dishwashers, they purchased three new Champion flight machines to service the hotel's needs. The hotel wanted the latest flight machine technology. One of the key features was Champion's Heat Recovery System, as it traps rising waste heat, steam and radiant heat from the machine to increase incoming water temperature from 60°F to 110°F without the use of a water heater.

[www.championindustries.com/canada](http://www.championindustries.com/canada)



# AROUND THE WORLD

The latest news from Ali Group worldwide



## FALCON MAKES WAVES WITH MARINE EQUIPMENT

SeaWork International, the commercial and workboat exhibition held in Southampton, UK, between 10-12 June 2014, proved the ideal place for Falcon Foodservice to showcase their ever-expanding marine and offshore product portfolio. With over 70 products available in the Marine Price List, including the award-winning Dominator Plus Induction oven range, customers operating in the marine and offshore sector can depend on Falcon to provide them with the most appropriate galley catering equipment to suit individual requirements. Barry Hill, marketing manager said, "We work closely with a number of companies specializing in the sector to ensure our products can withstand the sometimes harsh treatment and conditions found aboard many marine locations."

[www.falconfoodservice.com](http://www.falconfoodservice.com)



## RANCILIO GROUP HELPS PERK UP HYATT REGENCY CHICAGO GUESTS

Busy American travelers love their lattes and cappuccinos. Rancilio Group North America has been helping Hyatt Regency Chicago to serve delicious coffee while also keeping the cost of equipment ownership to a minimum. The Egro ONE super automatic espresso machine delivers premium cappuccinos, lattes, espressos, mochas and more with the push of a single button. Staff training is minimal and several patented design features help these machines serve 500 or more drinks per day to hotel guests.

[www.ranciliogroup.com](http://www.ranciliogroup.com)



## BEVERAGE-AIR® HELPS AIR CANADA CENTRE MAKE UNIQUE AND MEMORABLE DINING EXPERIENCES

In May 2014 Beverage-Air had the opportunity to supply the Air Canada Centre in Toronto, Ontario, Canada, with a large array of products, including chef bases, back bar refrigerators, reach-in refrigerators and freezers, sandwich and salad prep tables, worktop refrigerators and freezers, and undercounter refrigerators. Considered to be a leader in the industry of stadium hospitality, the Air Canada Centre is one of North America's busiest venues and a winner of more than 30 industry awards. The home of the Toronto Maple Leafs Hockey Club and Toronto Raptors Basketball Club routinely serves over 20,000 fans at any given event, offering over 75 menu items from kitchens stocked with a wide breadth of culinary talent. This project was successfully completed with the coordinated efforts of Maple Leaf Sports & Entertainment Ltd. (MLSE), Hamilton Store Fixtures, Solutions Foodservice Group and Beverage-Air.

[www.beverage-air.com](http://www.beverage-air.com)

## MONO EQUIPMENT SUPPLIES PRESTIGIOUS SKIBO CASTLE

Situated in the Scottish highlands, Skibo Castle is a prestigious 5-star facility boasting a magnificent 21-bedroom hotel, 12 sumptuous lodges, the exclusive Carnegie private club, a luxurious spa and an 18-hole championship link golf course. When renovating its beautifully equipped kitchen, Skibo Castle selected Mono Equipment's highly acclaimed Harmony Modular Deck Oven to bake its exquisite range of artisan breads, viennoiserie and patisserie to perfection. Renowned for its reliability, consistency and mellow bake, the Harmony Modular Deck Oven is the preferred choice of many supermarket chains, independent artisan bakers and the very best 5-star restaurants and hotels.

[www.monoequip.com](http://www.monoequip.com)



## SCOTSMAN HELPS MAC'S CONVENIENCE STORES ENHANCE ITS BEVERAGE OFFERINGS

With a network of over 5,800 stores, Mac's Convenience Stores, a subsidiary of Alimentation Couche-Tard Inc, is the largest convenience store operator in Canada. Recently, Scotsman's Canadian distributor, Western Refrigeration, presented Mac's with a major enhancement in its beverage offering by providing a larger variety of beverage valves and both cube and nugget ice forms that brings demand and popular choice. Each Mac's location will receive two new beverage dispensers and two Scotsman ice makers based on the volume of the location. Over 50 of 300 Mac's locations in the western Canadian provinces have so far been retrofitted with a new rollout planned for installations at more than 520 additional Couche-Tard locations in the eastern provinces.

[www.scotsman-ice.com](http://www.scotsman-ice.com)

## EYE-CATCHING FINE WINE STORAGE FOR LONDON'S NEW BISTRO

The Sign of The Don, the City of London's popular new bistro, is justly proud of its award-winning wine list of more than 400 wines and champagnes. The bistro has discerning and knowledgeable customers, so good wine storage is critical. The Sign of The Don has installed five Williams Wine Towers front of house, each storing up to 150 bottles. "It's all about showing off the wine," says owner Robyn Wilson. "They are stylish, clean and elegant and doing a wonderful job."

[www.williams-refrigeration.co.uk](http://www.williams-refrigeration.co.uk)



**GODIVA**  
Chocolatier

## GODIVA PARTNERS WITH CARPIGIANI TO OFFER FINE BELGIAN CHOCOLATE IN A CONE

In 2013, Godiva, the world's premier maker of fine Belgian chocolate, rolled out a test program at select boutiques to offer soft serve made with real Godiva chocolate. Each participating boutique uses a Carpigiani 193 Countertop, Gravity Feed, Two Flavor with Twist, Soft Serve machine featuring Carpigiani's Heat Treatment option. Godiva rolled out its soft serve program nationally on June 9, 2014, and plans to continue to expand the offering throughout North America.

[www.carpigiani-usa.com](http://www.carpigiani-usa.com)

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