

# ALI WORLD

NORTH AMERICA

THE ALI GROUP MAGAZINE

ISSUE 5 | JANUARY 2017

## COASTAL ITALIAN BEAUTY MAKES WAVES IN MINNEAPOLIS

### UNIVERSITY HEALTH NETWORK - TORONTO

IMPROVING FOOD QUALITY AND  
CUSTOMER SATISFACTION

### SLS BRICKELL HOTEL & RESIDENCES

MAKING A SPLASH IN  
THE MIAMI CULINARY SCENE





On behalf of everyone at Ali Group, I'd like to welcome you to this issue of *Aliworld*, dedicated to the North America market.

This has been a challenging year for global food-service but I'm pleased to say that we have met those challenges and prospered by providing our customers with not only products but innovative and efficient solutions as well. In a year where growth in the food-service industry in North America could be termed moderate at best, throughout all the companies of

Ali Group North America we have kept our focus firmly on supplying our customers with products that save them time, labor and costs to help them achieve success in their field.

Several of these success stories are highlighted in this issue. You'll see some of the ways hospital systems provide food to their patients quicker and with less waste. We'll show you how a stadium in Mexico serves more than 50,000 hungry sports fans in a very short time frame. Plus you'll discover how all types of commercial restaurants, from a chic speakeasy nightclub to a down-home chicken fingers chain, are thriving by offering customers food and atmosphere that they just can't get anywhere else.

This issue of *Aliworld* also includes information on the latest trends in the industry to keep you on top of what you need to know throughout the coming year.

Our continuing growth throughout North America has brought about some exciting new changes, not the least of which is our new headquarters building in Vernon Hills, Ill. This building, which is shared with Scotsman



Ice Systems, houses our corporate offices as well as a complete test kitchen and full training facilities to help us serve our customers even better. As you'll see in this issue, we put our new headquarters to good use by bringing in 40 clients for Ali University, where we showed them the latest products and technologies from multiple Ali Group North America brands.

Another change that you'll be seeing soon on various branded materials from our companies around the globe is the tagline "The

Spirit of Excellence." It expresses our commitment to constant improvement. At Ali Group, excellence is a journey and we are passionate travelers.

Along those same lines, we have provided all of our companies worldwide with branding guidelines to ensure we're speaking with a consistent voice across all our brands.

As of September 1, 2016, I have assumed the position of Chief Executive Officer of the Ali Group. In this position, I will be working with all 77 of the Ali Group companies worldwide as well as continuing my role as Chief Executive Officer of Ali Group North America. I look forward to working with all of the Ali Group companies globally — and with my father, Luciano, who continues in his role as chairman — as we move forward.

In closing, I would like to congratulate my father on his receiving the Industry Icon award from *Foodservice Equipment & Supplies* magazine (see page 18). There was never a more richly deserved honor.

Enjoy *Aliworld*.

### **Filippo Berti**

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

# CONTENTS



48

## COVER STORY

- 4 COASTAL ITALIAN BEAUTY MAKES WAVES IN MINNEAPOLIS**  
At Monello, casual and flavorful Italian food is on the menu.

## TRENDS

- 10 CASUALLY SPEAKING**  
How fast-casual restaurants are shaking up the industry.
- 14 TOP TEN TRENDS**  
Consultants weigh in on the next foodservice trends.

## PEOPLE

- 18 LUCIANO BERTI RECEIVES INDUSTRY ICON AWARD**  
Our founder and chairman is honored by a top industry publication.
- 20 THE VIEW FROM LATIN AMERICA**  
José Nicho discusses this expanding market.

## SUCCESS STORIES

- 23 A TEAM EFFORT**  
How Froedtert Hospital works with Aladdin to provide room service delivery.
- 26 MENUMASTER MAKES THE CUT**  
In a trendy food hall, Pat LaFrieda produces delectable food in a small space.
- 30 DUCK DONUTS STICKS WITH WHAT WORKS**  
Duck Donuts has found the recipe for success when it comes to donuts.
- 33 CRAFT COCKTAILS AND CREATIVE CUISINE AT A TIJUANA SPEAKEASY**  
A restaurant and speakeasy are changing the culinary scene in Mexico.
- 36 ARBY'S HAS THE MEATS... AND THE GROWTH**  
Delicious new sandwiches are easily prepared with Beverage-Air equipment.

- 40 IMPROVING FOOD QUALITY AND CUSTOMER SATISFACTION**  
University Health Network – Toronto partners with Burlodge to produce patient meals.
- 44 A SUCCESSFUL COLLABORATION**  
Cirsea is producing artisan ice creams in Charleston, S.C.
- 48 CHAMPION HELPS GEORGIA STATE FEED ITS HUNGRY STUDENTS**  
A new dining hall overcomes back-of-the-house design challenges.
- 52 ICE-O-MATIC GETS AN “A” FROM CAPTAIN D’S**  
An up-and-coming seafood chain uses ice both in the front of the house and in the kitchen.
- 54 MEET MEXICO’S GAME-CHANGING NEW SOCCER STADIUM**  
In Monterrey, a stadium is serving thousands of hungry sports fans.

70



66



58

## 58 **BREAKFAST CONCEPT EVOLVES THROUGH CULINARY INNOVATION**

How Snooze an A.M. Eatery is making breakfasts brighter.

## 60 **ROASTING PLANT BLENDS COFFEE WITH TECHNOLOGY**

Automation and technology are helping to make this coffee chain a success.

## 64 **RAISING CANE'S RAISES THE BAR**

A perfect pair: tasty chicken fingers and drinks with Scotsman ice.

## 66 **MAKING A SPLASH IN THE MIAMI CULINARY WORLD**

Elegant dining at the SLS Brickell Hotel & Residences.

### INNOVATION

## 70 **A HOLE IN ONE**

Sugar Shack Donuts is making creative, patron-pleasing donuts.

## 73 **THE ULTIMATE IN CONVENIENCE**

Moyer Diebel's undercounter dish machine.

## 74 **EGRO BYO: THE FUTURE IN A CUP**

A game-changing machine for artisan coffee drinks.

## 76 **NEW CMA MACHINE HANDLES GROWLERS**

The perfect machine for the growing craft beer segment.

## 77 **PIZZA PREDICTIONS**

A top pizza consultant surveys the segment.

### EVENTS

## 78 **NEW ALI GROUP NA HEADQUARTERS HOSTS ALLI UNIVERSITY**

Consultants gather to learn the latest information and trends.

## 81 **ICE-O-MATIC HOSTS SUMMIT ON ENERGY REGULATION AND TRENDS**

Restaurant operators learn how to save energy.

## 82 **GELATO WORLD TOUR TAKES CHICAGO BY STORM**

The Windy City turns into Gelato City.

### ALI GROUP WORLDWIDE

## 86 **AROUND THE WORLD**

Worldwide news roundup

## 90 **OUR BRANDS**

Ali Group's sector expertise

## 92 **YOUR GLOBAL PARTNER**

Ali Group contact information across the globe

54





# COASTAL ITALIAN BEAUTY MAKES WAVES IN MINNEAPOLIS



Situated on the ground floor of the historic Ivy Hotel, Monello brings a warm and welcoming taste of coastal Italy to the heart of downtown Minneapolis. Owned by local multi-concept operator Jester Concepts, the restaurant's comfortably sophisticated ambience and modern approach to classic Italian cuisine make it a new standout on the city's burgeoning culinary scene.

Developed as part of a recent \$8 million renovation of the Ivy Hotel to better reflect luxury travelers' tastes — more contemporary colors, finishes and furnishings and a stronger focus on experience — Monello hits that mark for diners as the Ivy's signature restaurant. Replacing an existing concept at the property, which was outdated and underperforming, the space was reimagined to give Monello its own



entrance, enhanced visibility from the street and outdoor patio dining. Grays, light blues, creamy whites, natural wood and white marble create an airy, modern feel, while zinc-topped tables, custom floor tiles, brushed brass and old-world Italian touches add warmth and a rustic note.

It's a fitting and lovely stage on which to spotlight Monello's cuisine, which takes its inspiration from the Campagna region along the southwestern Italian coast. Mike DeCamp, a renowned local chef who for 10 years helmed the kitchen at one of the city's top fine-dining

restaurants, was recruited to run the kitchen.

For DeCamp, the opportunity to run his own kitchen and create something fresh, authentic and modern while honoring classic Italian ingredients and techniques was irresistible. Comfortably classified as relaxed fine dining, his menus straddle rustic simplicity and elegant presentation of fresh, authentic ingredients. "Our overarching focus is to offer a modern approach to classic Italian, specifically Italian cuisine from the Campagna coastal regions," DeCamp says. "As such, we're very heavily seafood and pasta focused. We have a section on the menu dedicated to *crudo*, which are composed, Italian-style raw fish dishes, and at any given time, we might have nine different filled and unfilled pasta dishes on the menu."

Monello's seasonally changing menu features *crudo* standouts such as Sea Urchin with Cucumber and Hazelnuts, Langoustine with Black Garlic and Chive, and Sea Bass with Caviar and Crème Fraîche. Recent pasta dishes include house-made specialties such as Capelletti with Morel Mushrooms, Smoked Mozzarella, Creamed Kale and Truffles; Spaghetti Nero alla Chitarra with Rock Shrimp, Garlic and Oregano in a lightly smoky tomato sauce; and Torchio with Braised Rabbit, Crème Fraîche and Artichokes.

## CHEF MIKE “YOUNG CHEF” DECAMP



Cooking in restaurants since the age of 17 — hence his nickname, Young Chef — Mike DeCamp worked his way up through some of the finest restaurants in the Twin Cities and Chicago, learning from the best in the business and honing his craft along the way. His first gig: the kitchen of D’Amico Cucina, a formal Italian restaurant that ruled the Twin Cities’ dining scene for more than two decades. Since then, DeCamp has become a beloved fixture on the cities’ culinary scene. During the last decade, he rose to national prominence running owner Tim McKee’s

renowned fine-dining destination, La Belle Vie (recently closed). It was there that Chef DeCamp was honored with a 2013 James Beard Award nomination for Best Chef-Midwest. Today, as founding executive chef at Monello, he’s making waves and turning heads again — this time with fresh, creative cuisine that’s all his own.

The dining room at Monello has a feeling of casual elegance.

A small Meat and Fish section of the menu offers entrée selections such as poached halibut, sautéed scallops and the Chef’s Selection 32-ounce Porterhouse steak for two, served with risotto and asparagus. Two six-course Chef’s Tasting Menus, one of which is pasta focused, round out the offerings and provide a diverse array of options and ways to enjoy DeCamp’s cuisine.

Describing his operation as “a busy little kitchen,” DeCamp notes that transitioning from an independent fine-dining restaurant to a hotel restaurant has been a learning experience. In addition to the 140-seat Monello, which serves breakfast, lunch and dinner daily, the kitchen serves Constantine, an 80-seat lower-level speakeasy-style cocktail bar also owned by Jester Concepts, as well as the hotel’s lobby bar, banquet functions and in-room dining. The kitchen also produces two meals a day for hotel staff members.

Getting it all done, particularly at the high level of quality promised by both Monello and the Ivy, requires efficient kitchen operations that are equipped to handle virtually any dining occasion. One of the most important tools DeCamp relies on in that regard is the Eloma Genius<sup>MT</sup> (MultiTouch) Combi-Steamer, which he purchased with the optional SmokeFit smoking accessory.

A long-time fan of combi ovens — he’d worked extensively with two other brands throughout his career — DeCamp opted for Eloma’s new Genius and SmokeFit combination during Monello’s kitchen renovation. “Right off the bat, the Eloma unit was really appealing, in part because of its size. It holds up to 10 full sheet

## MONELLO SNAPSHOT

OWNERS: **JESTER  
CONCEPTS,  
MINNEAPOLIS**

EXECUTIVE CHEF:  
**MIKE DECAMP**

LOCATION: **IVY  
HOTEL, MINNEAPOLIS**

OPENED: **JUNE 2015**

CONCEPT: **COASTAL  
ITALIAN**

NO. OF SEATS: **140**  
(DINING ROOM,  
BAR AND PATIO  
COMBINED)

SQUARE FOOTAGE:  
**5,000**

DAYPARTS:  
**BREAKFAST, LUNCH  
AND DINNER DAILY;  
WEEKEND BRUNCH**

AVERAGE DINNER  
CHECK: **\$60**

# SMOKING MADE EASY: INTRODUCING ELOMA SMOKEFIT

When Chef DeCamp went shopping for a combi oven, versatility, economical footprint and simplicity of operation led him to Eloma's new Genius. When he discovered the unit's SmokeFit accessory, a separate plug-in option that makes smoking inside the unit fast and easy, he knew it was the right choice.

Created to enhance flavor and enable chefs to easily expand and diversify their menus, SmokeFit is ideal for smoking meat, poultry and fish. But DeCamp goes well beyond those traditional applications.

For a recent featured pasta dish, Capelletti with Morel Mushrooms, Smoked Mozzarella, Creamed Kale and Truffles, he used the SmokeFit to impart a lightly smoky flavor to the flour used to make the fresh pasta.

For Spaghetti Nero alla Chitarra with Rock Shrimp, Garlic and Oregano, fresh tomatoes went into the smoker before being blended into the sauce.

"For the flour, we smoke very low and slow; we're not trying to cook it, just to lend a little smoky flavor," DeCamp says. "We then blend the smoked flour with regular flour to make the pasta. And for the spaghetti dish, getting a nice, light smoke on some of the tomatoes in the sauce really plays well off of the rock shrimp. It's an easy and effective way to add depth of flavor to a wide variety of dishes."

To use the SmokeFit, which is compatible with any combi steamer, DeCamp simply fills the stainless smoking unit with wood chips and places it into the combi unit. Gentle, evenly distributed smoke is produced in 15 to 20 minutes.



The Eloma Genius helps Monello make delicious dishes such as Capelletti with Morel Mushrooms.

pans without taking up a lot of space compared to other units with the same capacity," he says. "It does everything we need. We use it for pretty much everything, from large batches of rice for staff meals to proofing and baking bread. I can't think of much we don't use it for, and the SmokeFit accessory is terrific."

Beyond footprint and capacity, DeCamp adds that the Genius is easy to use, which is a critical benefit given the number of staff members that work with it on any given day. "It's not just me. Many, many people use the oven, so it has to be fairly simple. It's completely programmable, and the touch screen is very intuitive, like a smartphone screen," he says. "We have a program set for our bread, for instance, where we can just put the bread in, proof it and bake it, all with the touch of just one button. It completely removes the possibility of under-proofing or over-baking the bread. It's perfect every time."

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



A busy evening at Monello.



Right: Baking bread in the Eloma Genius.



# CASUALLY SPEAKING

**T**he media is quick to report the trials and tribulations of the restaurant industry. “Declining Sales and Menu Changes at QSRs,” reads one headline. “Traditional Chain Restaurants Are Closing Units,” reads another. But what they’re not as quick to report on is the bright spot in the industry: the fast-casual segment.

Fast casual is a segment that’s prepped for growth. According to research firm The NPD Group, fast-casual restaurants account for 7 percent of visits in the overall quick-service category. And while total foodservice traffic rose by just 1 percent in the year ending February 2016, visits to fast-casual restaurants were up by 6 percent.

The growth of the fast-casual segment is not just something that’s limited to the U.S.; it’s an international trend. For example, the U.S.-based Five Guys Burgers and Fries and the South Africa-based Nando’s both rank among the top five casual restaurants in Canada and the United Kingdom. The Panda Express Asian concept has spread from Pasadena, Calif., to more than 1,900 locations, including Dubai, Saudi Arabia and Korea.

## It’s an Age Thing...

Part of the reason for the success of fast-casual restaurants is the impact of the 18- to 34-year-old Millennial generation on overall food-service. “They are a gigantic demographic and are more casual than my generation,” says Consultant William Bender, FCSI. Population estimates released in 2016 by the U.S. Census Bureau back that up. Millennials now number 75.4 million, squeaking past the Baby Boomer generation with 74.9 million. Through immigration, Millennials are expected to peak in 2036 at 81.1 million.

The way this generation thinks about food — and foodservice — is what’s causing the seismic shift in the industry. Bender says, “They are changing the face of food-service, and traditional casual dining does not resonate with them anymore.” This generation goes out to eat more than the population as a whole does. According to Morgan Stanley research, 69 percent of Millennials surveyed say they ate at a fast-casual restaurant in the previous three months. (Their Gen X cohort isn’t far behind at 62 percent.) Compare that with 43 percent of Baby Boomers, and it’s

easy to see why this is such an important demographic for the fast-casual segment.

## ...And It’s a Tech Thing...

One of the key factors driving the popularity of fast-casual restaurants is the segment’s willingness to adopt technological innovation at a more rapid pace than some of their competitors. The appeal of this to younger diners is clear and undeniable. Panera Bread, for example, rolled out its mobile app in 2014. Customers can use their smartphone or tablet to find the nearest Panera restaurant, browse the menu, place their order (with any substitutions they want), pay for it and pick it up in a designated area of the store — all without any human interaction. What’s more, the app keeps track of orders (making repeat visits easy) and sends out loyalty freebie offers when certain purchase levels are reached. Comments or complaints can be sent to Panera directly through the app as well. It’s exactly the way Millennials want their food: delivered fast and through a high-tech platform that doesn’t interrupt their busy day.

Along those lines, the successful usage of social media has helped the

## TOP FIVE FAST-CASUAL RESTAURANTS BY SALES

### U.S.

1. Panera Bread/Saint Louis Bread Co.
2. Chipotle Mexican Grill
3. Panda Express
4. Jimmy John’s Gourmet Sandwiches
5. Zaxby’s

### Canada

1. Five Guys Burgers and Fries
2. Mucho Burrito
3. Nando’s
4. Extreme Pita
5. Sushi Stop

Source: Technomic

fast-casual segment stay in touch with big-spending younger consumers, providing them with instantaneous feedback. A prime example of this is Chipotle. The brand has always had a strong social media presence across many platforms, such as Twitter, Facebook, Instagram, YouTube, Pinterest and LinkedIn. When the company's E. coli crisis hit in late 2015, Chipotle was on social media within minutes and kept up a robust presence as events unfolded. The Unmetric blog reports that during the crisis, Chipotle's average reply time on Twitter was as little as nine minutes. While the crisis — and a subsequent norovirus outbreak at a Boston Chipotle unit — dealt a serious blow to Chipotle's stock prices, there can be no denying that a strong social media presence, aided by some free food giveaways, helped mitigate some of the chain's problems and provided a sense of transparency to its customers.

### ...And It's a Space Thing...

One more reason for the success of fast casuals is the effective use of small space, according to Bender. "As the price of real estate is escalating, operators are forced to take smaller buildings and be more efficient with design, decor and equipment," he says. "Fast-casual restaurants such as Firehouse Subs and Panera Bread are growing rapidly, partly because their smaller footprint allows them to operate more efficiently, both in terms of labor and cost standpoints." Equipment manufacturers have reacted

to this downsizing trend by producing a number of smaller-footprint machines, such as stackable combi ovens and powerful undercounter dish machines.

A few of the larger traditional sit-down casual restaurant chains have started testing smaller units, often with a limited menu. Red Robin Gourmet Burgers, for example, has tested some restaurants with a floor plan measuring about two-thirds the size of its traditional stores. On top of that, the chain opened 12 even smaller units called Red Robin Burger Works, which promised customers would get their "gourmet burgers and famous steak fries in your mouth in under five minutes." However, in late 2016, the chain closed all but three of the Burger Works units, rebranding them as Red Robin Express.

### ...But It's Really About the Food and Drink

While QSRs have profited over the years from having variations on one theme — burgers this way or that way — fast-casual restaurants have profited from finding a niche and "superserving" their customers. David Henkes, a Senior Principal at Technomic, points to the Rock & Brews chain as an example of how successful restaurants create an "air of uniqueness and differentiated experience [while] many major players are struggling to differentiate themselves." While not fast casual in the strictest sense of the term, Rock & Brews combines the fast-casual approach of using fresh, local ingredients with the style of a rockin' tavern. Founded by five rock insiders

## FASTEST-GROWING CHAINS

These chains had the highest increases in year-over-year sales from 2014 to 2015, according to Technomic's Top 500 Chain Restaurant Report:

**Mod (220%):** Artisan pizza made fast with an emphasis on low prices and social responsibility

**Blaze Pizza (205%):** You pick the crust, the sauce, the cheese and the toppings, and your pizza is "fast-fire'd" in minutes

**Burgerfi (69%):** "Natural and proud of it." Certified Angus burgers, Vienna beef hot dogs and craft beers are on the menu

**Pieology (67%):** Artisan-style pizza "with no limits." Like Blaze and Mod, the emphasis is on pizza made to order fast

**PDQ (61%):** "People dedicated to quality." Serving up chicken tenders and nuggets, salads and sandwiches



Fast-casual restaurants have profited from finding a niche and "superserving" their customers.

# ACP: HELPING CASUAL RESTAURANTS PRODUCE GREAT FOOD



To meet the growing popularity and ever-increasing number of casual restaurants, equipment manufacturers must keep pace with the latest trends in food and service in the segment. That's the opinion of Mary Potter, Senior Vice President of Sales and Marketing at ACP, Inc. "Speed of service and fresh food are of primary concern," she says. "In casual-dining outlets, high-speed combi ovens are an excellent choice as they cook food quickly and allow the restaurant to cook on demand and not hold food."

Advance preparation and quick rethermalization help casual restaurants deliver food that tastes fresh, Potter says, using the example of a restaurant prepping and bagging individual portions of mixed vegetables. When an order is received, the bag is removed from the cooler and put into the microwave. "In less than a minute, they have steamed vegetables to put on the plate," she says. "This helps control costs and waste."

Each restaurant has different needs when it comes to ovens, and ACP/MenuMaster ovens can be tailored to meet specific requirements. "For one client, we customized the control and set the cooking program for menu items before the machine was delivered, rather than the operator having to do it at the restaurant," Potter says.

For maximum flexibility and ease of operation, ACP/MenuMaster is developing new ovens that can be operated using Wi-Fi or USB flash drive for the casual-dining segment. Using Wi-Fi can help a chain ensure consistency across multiple units. "It ensures consistency and accuracy on a timely basis," Potter says. "And the USB flash drive can program one oven with cooking times, save it and then be used to program other ovens. This way, operators can ensure each oven is following the same cooking pattern."

(including KISS front men Gene Simmons and Paul Stanley), the chain offers a wide selection of local beers, emphasizing the craft beers of each restaurant's particular locale. Its menu is billed as a "nontraditional, creative spin on fresh, quality American comfort food." Rock memorabilia and decor fashioned from reclaimed materials add to the ambience. It obviously resonates with customers: Technomic calls Rock & Brews the fastest-growing casual-dining restaurant over the past three years with 63.4 percent average growth.

If the rock 'n' roll style of Rock & Brews seems to be at odds with the healthier, more natural way customers want to eat today, think again. Morgan Stanley found that when consumers were asked to list the top three most important factors when choosing a restaurant, "a good selection of healthy options" came in 10th on the list; "natural, organic or less processed food" was 13th. "Locally grown food" was even lower, ranking 17th. Henkes notes that the term "healthy" doesn't mean what it did 10 or even 5 years ago. "Low calorie, low fat and so on aren't nearly as important," he says. "Transparency has become the new expectation, and many consumers consider this transparency as 'better for me.'"

That concept of "clean" ingredients was a big factor in Chipotle's success and has now been co-opted by other fast-casual chains. For instance, the "food ethos" of Sweetgreen, the salad chain often referred to as "the new Chipotle," features terms such as "scratch cooking,"

**Transparency is important to today's diners not only in regard to what's in the food but also in how it's prepared.**

"transparency" and "local sourcing." Health is never mentioned, but the idea of it being "better for you" is implicit.

Transparency is important to today's diners not only in regard to what's in the food but also in how it's prepared. The open, front-of-the-house kitchen/prep line concept, where customers can see their food as it's being prepared, is a mainstay of many fast casuals, ranging from giants like Panda Express to smaller regional operations like the seven-unit, Chicago-based Hannah's Bretzel sandwich chain. That's a direct reversal of the traditional back-of-the-house style perfected at QSRs. And the ability to select ingredients for the ultimate in customization now stretches across the whole range of fast-casual operations, from the Mongolian barbecue-influenced preparation at Genghis Grill to the fast-bake pizza chains like Blaze Pizza and Mod.

So exactly what factors are of importance to consumers when dining out? "Great-tasting food," "good value for the money" and "high-quality food" secured the top three spots in the Morgan Stanley study. Those are classic customer needs, and in one way or another, they are exactly what the best fast-casual restaurants deliver.

Revival  
Food Hall in  
Chicago

# TOP 10 TRENDS

Aliworld caught up with three consultants who are always on top of today's top foodservice trends.

# 1 FOOD HALLS

Gone are the food courts of yesteryear. “Food halls are the new passion,” says Christine Guyott, Principal, Robert Rippe & Associates, Inc. “It’s not just about the food – the whole way they look and feel is very interior-design intensive and very visual with heavy merchandising.” Food halls in metropolitan markets have followed in the footsteps of early leaders like Eataly, bringing together multiple independent and fast-casual restaurant brands in one design-forward, open-air space with high-end coffee and cocktails and even retail setups. Even noncommercial segments like healthcare and universities are striving to switch to this style, Guyott says.

**Implication:** Aesthetically pleasing equipment for authentic food, like wood-burning ovens for Neapolitan pizza, and custom-designed pieces and finishes

# 2 LIVE-FIRE COOKING

“Solid-fuel” or “live-fire” cooking is exploding these days. From wood-fired grills to charcoal-based, Japanese-style robatas, “I haven’t seen a fine-dining restaurant open in New York in the past six months that doesn’t have one of these options for live-fire or live-coal cooking,” says Brendan Spiro, Founder, Quality Restaurant Corp. in Brooklyn. “Chefs are looking for the most authentic flavoring, which goes back to these very ancient styles of cooking.” Smoking continues to maintain its popularity as well and has moved beyond meat to include vegetables, fish, fruit, desserts and more as chefs look to deepen flavors.

**Implication:** Wood- and charcoal-fired equipment but also expanded hood and HVAC systems to safely manage the extra flames and smoke

# 3 FINE-DINING CHEFS OPENING FAST CASUALS

As profit margins tighten amid rising food and labor costs, fine-dining chefs have been forced to investigate alternative revenue streams like catering and fast-casual outlets. Rather than opening more fine-dining locations, independent restaurant operators are opening more casual restaurants with higher volume potential – with high-quality food and an edgier design and branding package, according to Spiro. “Even pastry chefs at high-end restaurants are opening more down-market stores, which are still way better than more commercially minded operations, so people will pay the money to go there,” he says. Led by Danny Meyer and his Shake Shack business, other examples include smaller chains such as Taco Bamba, an authentic and creative fast casual opened by Chef Victor Albusu; Beefsteak, the seasonal vegetable-focused fast casual opened by acclaimed Chef José Andrés; and Chef Spike Mendelsohn’s Good Stuff Eatery.

**Implication:** More fast-cooking equipment like flat-tops, dual-sided grills and other pieces that can also handle higher volumes; integrated ordering technology for better operational efficiencies



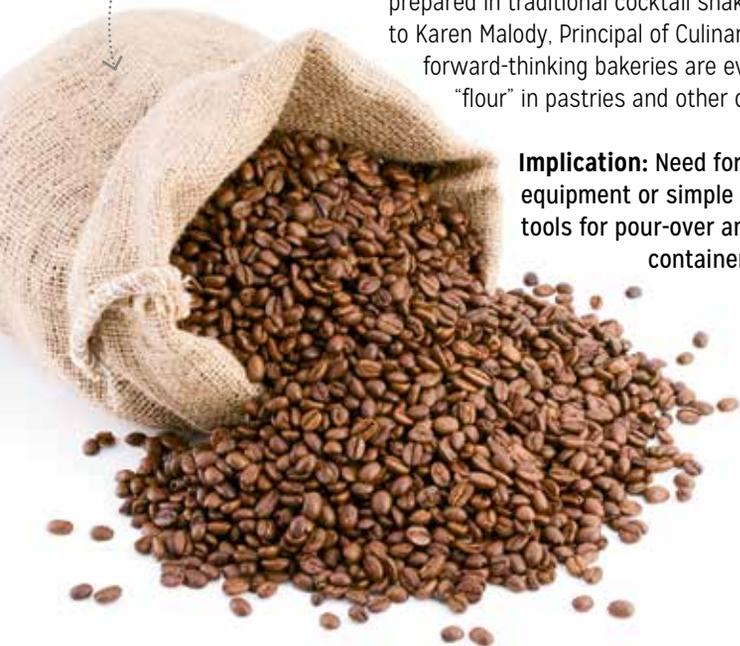
Taco Bamba  
Taqueria by Chef  
Victor Albusu



## 4 COFFEE CRAZE

With the Third Wave coffee movement in full force, we've seen a renaissance in the form of classic coffee shops, pour-overs, single-origin brews and, most recently, cold brew. Now, more shops and restaurants are experimenting with nitro coffee, which is chilled and frothed by nitrogen taps, as well as other coffee concoctions – sometimes spiked – that are prepared in traditional cocktail shakers, according to Karen Malody, Principal of Culinary Options. Some forward-thinking bakeries are even using coffee “flour” in pastries and other creations.

**Implication:** Need for better coffee equipment or simple equipment and tools for pour-over and cold-brew containers



## CATERING TO GEN Z

For years, it was all about the Millennial, but restaurants are starting to talk about the “Centennial,” or Generation Z. Defined as those born in the mid- to late '90s and later, this generation is comprised of true “digital natives,” meaning they don't know a world before the Internet. When it comes to food, Karen Malody of Culinary Options points out that it's a given that Centennials like ethnic food but they especially prefer region-specific dishes and cuisines. It's not just Italian food; it's Piedmontese. And instead of Mexican, it could be the cuisine of Oaxaca. Gen Zers don't say, “Let's go out for Asian” – they say “Let's go get ramen,” according to Malody. Beyond that, Gen Zers/Centennials are casual, both in their dress and dining preferences. They are the heaviest users of the new fast-casual chains, where both food and design are a huge focus, even if you order at a counter. They're also all about transparency – they want to know what's in their food and how it's made.

## 5 REDEFINING WASTE MANAGEMENT

Sustainability has been trending for several years, but zero-waste kitchens are not easily measured. From recycling to composting, waste management is evolving, and manufacturers, too, have made inroads in equipment development intended to cut down on the amount of waste going to landfills. Malody points out some bio-digesters now convert waste into usable energy, such as at the University of California, Davis. “There has been a new way of thinking about waste, where people are looking at it as a valuable commodity if it can be turned into something more useful,” she says. Guyott points out another digester grinds everything from food waste to paper and even metal to a much more pulverized form, leading to an 80 percent reduction in the volume of food waste. “This is huge if you're paying high tipping charges for trash hauling,” she says. When combined with a dehydrator, this system can reduce the volume even further and, if operated properly, can produce an end result suitable for composting.

**Implication:** As manufacturers continue to innovate in the waste management arena, operators will do their part by cutting down on pre-consumption waste through better-managed food production and reusing more scraps

## 6 SMALLER, SINGLE-SUBJECT CONCEPTS AND MENUS

The days of huge menus with something for everyone are over. “Part of the future of fast-casual, if not full-service, restaurants will be more limited or even single-item menus to control inventory and cut down on food and labor costs,” Malody says. Single-subject concepts and menus like fried chicken, South American arepas or tacos, and fresh vegetable and fruit smoothies also improve kitchen efficiencies. “There's more reliance on technology in the kitchen,” she adds.

**Implication:** Higher-tech, faster-cooking equipment like double-sided grills and even combi ovens that can do more with fewer staff and in less time

# 7 EVERYTHING IN BOWLS

What started with Chipotle's burrito bowls as the new salad alternative has expanded to rice-based Korean bibimbap loaded with vegetables, ramen or noodle-based bowls and, most recently, Hawaiian poke bowls layered with raw tuna or other fish, soy, ginger, scallions and the occasional crunch in the form of nuts and seeds. These bowls have a bit of a "health halo" in that they're often layered with fresh, colorful ingredients with plenty of textures, Malody says.

**Implication:** Accompanying this trend is the use of advanced material on the tabletop like unbreakable melamine and bowls made out of wood and bamboo



# 8 HOME MEAL KITS

Giving both traditional restaurant operators and supermarkets a run for their money as of late are home meal kits, typically in the form of fresh, seasonal ingredients and chef-driven menus delivered to consumer doorsteps in a weekly box. Companies like Blue Apron and Plated – many started by former restaurant chefs – often feature customizable meal plans, including vegetarian, vegan, low-carb and low-calorie. In New York, Spiro points to David Chang, who has done away with dine-in entirely and introduced a delivery-only restaurant. Younger consumers – typically working, single-household Millennials with limited kitchens, time and/or cooking space – have turned to these services to create fresh, home-cooked meals in lieu of higher-calorie dine-in dinners or takeout.

**Implication:** High-volume equipment like tilt skillets, steamers and more will be needed for these commissary-type operations where the meal kit ingredients are received, prepped and packaged



# 9 MEDITERRANEAN AND ISRAELI CUISINE

With the explosion of Yotam Ottolenghi's photo-heavy cookbook "Plenty," consumers have turned their attention to Israeli food and other plant-based Mediterranean and Middle Eastern cuisines like those from Turkey and even Pakistan, says Spiro. While the National Restaurant Association may have pointed to African food last year as an emerging cuisine in the U.S., this year it seems more chefs and food developers are experimenting with cuisine-specific Mediterranean dishes, putting spins on ancient Ottoman dishes or reinterpreting the flavors of Jerusalem, as is acclaimed Chef Alon Shaya, who opened his eponymous take on modern Israeli cuisine in New Orleans.

**Implication:** More wood-fired and coal-fired cooking as in traditional Israeli and Mediterranean style and enhanced prep space for more vegetable-forward cuisine

# 10 CLASSIC AND RUM COCKTAILS

Craft cocktails have been the rage for the past several years, but bartenders are turning back to the classics after several years dedicated to super-intricate mixology, according to both Malody and Spiro. Harkening back to American heritage drinking, bartenders are exploring old recipes that don't take as long to make but are just as well crafted. "Bartenders have pulled back some. They are a little fatigued and more reluctant to overload the back bar," says Spiro. "Instead, we're still seeing artisanal spirits but in the form of a more highly curated back bar and simplified drink program." Many of those classic cocktails contain rum, so it's no surprise that rum-based cocktails have picked up some steam – but without all the kitsch of Tiki-style drinks. Think a properly shaken – not frozen – daiquiri or periodista, a rum cocktail laced with apricot liqueur and lime juice.

**Implication:** Even more focus on the bar design in restaurants, integrating bars as an almost separate business-within-a-business institution, and a focus on vintage glassware that fits with certain types of drinks



# LUCIANO BERTI RECEIVES INDUSTRY ICON AWARD



A young Luciano Berti with one of his early Comenda dish machines



Luciano Berti with Maureen Slocum, CEO and Founder of Zoomba Group



Giancarla Berti, Luciano Berti and Filippo Berti with Jameel Burkett of Burkett Restaurant Equipment

**O**n May 21, 2016, Ali Group Founder and Chairman Luciano Berti received the inaugural Industry Icon award, given by *Foodservice Equipment & Supplies (FE&S)* magazine. He was surprised with the award at the magazine's annual Dealer of the Year and Industry Awards Gala, held on the Saturday of the National Restaurant Association Show in Chicago every year.

In presenting the award, Maureen Slocum, CEO of Zoomba Group and Publisher of *FE&S*, hailed Berti as “a man whose contribution to foodservice equipment on a global scale is absolutely deserving of special recognition.” In a short preamble, she recalled how Berti began his company with a small number of employees and grew it into the largest privately held equipment manufacturer in the world, employing more than 10,000 people in 29 countries.

“It's unusual for *FE&S* to honor foodservice equipment manufacturers, but we couldn't resist in this case,” said Slocum. “Luciano Berti is a true icon in this industry, and when we considered adding an Industry Icon award, we knew it had to go to someone who has worked hard for decades, has a smart and strategic approach to the foodservice business, and has a sterling professional reputation. I know we honored a man who has all three.”

In accepting this unexpected award, Berti explained how he has attended the NRA Show almost consecutively for 38 years and noted the many customers and business associates in attendance. “I should thank you all,” he said. He gave a brief history of the Ali Group, touching on some of the company's acquisitions and culminating in the naming of his son Filippo as Chief Executive Officer of the Ali Group. Berti summed up his career succinctly and in a heartfelt manner by saying, “It has been a great adventure.”

“A man whose contribution to foodservice equipment on a global scale is absolutely deserving of special recognition.”



# THE VIEW FROM LATIN AMERICA

**W**hen you think of countries with a vibrant culinary scene, a few immediately come to mind – the United States, Italy, France – but some of the most vibrant and exciting new dishes in the world are being created by restaurants and foodservice operations in the Latin American region. That’s the territory covered by José Nicho, Vice President of Sales for Latin America for Ali Group North America. With Mexico, Central America, South America and the Caribbean under his responsibility, he brings a unique perspective and career experience to the position.

Nicho has been in the foodservice equipment business for more than 25 years, on both sides of the manufacturer-representative equation. He started his career working in managerial positions at foodservice equipment companies. From 2004 to 2012, he owned a manufacturers’ representative company that handled foodservice and healthcare equipment in Latin America and the Caribbean.

After that, he joined Scotsman Industries, which included the Scotsman Ice System and Ice-O-Matic brands, as its Vice President for Latin America. Nicho then came to Ali Group North America in late 2014. That breadth of experience helps Nicho see the big picture when it comes to providing solutions for foodservice. “Many people made their career selling one category of product, whether it’s a refrigerator line, a fryer line or an ice machine line,” he says. “I was fortunate to be exposed to different categories. So when I walk into a hotel, restaurant or hospital, I’m not just thinking about one category. It’s about looking for opportunities in different types of applications.”

## Changes

Over the course of his quarter century in the industry, Nicho says he has seen what he calls a “transformation” in foodservice in Latin America. “Customers have become much more knowledgeable about technologies and trends,” he says, citing increased numbers of Latin American operators

**“Our job is to explain, through distributors, the quality of our products, whether it’s energy savings, sizes, footprints or after-sales support. That’s how you earn trust with your customers.”**

attending international trade shows such as the NAFEM Show, the National Restaurant Association Show and the HOST Exhibition in Milan.

Nicho points to the increase in usage of combi ovens as one example of this heightened interest in technology. In the past, operators in the Latin America region “wouldn’t buy combi ovens because they were too high-tech or because they were too concerned about the after-sale support,” he says. “That has changed.” As a result of this interest, manufacturers are becoming more aware of the specific requirements of individual markets, which may necessitate minor product design changes to accommodate. Part of Nicho’s mission is to work with Ali Group North America companies to ensure that the appropriate products are being manufactured for the Latin American region.

Trends that are hot in the U.S. or Europe, like sous vide cooking and mixology, are now migrating to Latin America faster than ever before. And new categories of equipment are making inroads into the region, with accelerated cooking, blast chilling and smaller-footprint refrigerators on the horizon. Driving this acceptance of new equipment, Nicho believes, is the influx of international brands into the area. “In the last 10 years, you see pretty much everything that’s in the U.S. in Latin America. You see Starbucks, McDonald’s, Marriott, Sodexo. They represent big influencers — if not decision makers — and that has helped Latin America and helped us.”

### Challenges

According to Nicho, there has sometimes been a tendency to treat the Latin American region as a monolith, partly due to the fact that a major portion of the area speaks one common language. But “every individual country, and

perhaps city, has its own identity,” he says. And with so many countries in the region, doing business can be a daunting proposition. “Every country has its own import duties and taxation laws that have a direct impact on the landed cost of our products. Every country requires an individual business plan, based on individual requirements and conditions, in order to maximize the local opportunities,” he says. Those local conditions can affect product pricing as well. “We cannot forget that any operator is definitely paying more than they would pay in the U.S. And, because of interest rates, the cost of money in some of these countries can be much higher than you would find in the U.S.”

While Nicho says that some of the economies in his region are growing at a very impressive pace, with increased investment in infrastructure and new construction, there are still some that are volatile and require a flexible approach to doing business.

Due to the lower cost of labor in the region, convincing operators to replace human workers with machines — such as dishwashers — is an ongoing issue. “In the past, operators would meet their washing needs with labor,” Nicho says. “But this is changing due to operators looking for efficiencies and due to local codes.”

Another challenge to doing business in the Latin American region is the fact that its countries are influenced by both the U.S. and Europe. “Some South American and Caribbean countries have a strong influence from European brands and practices,” Nicho notes, citing their usage of 230-volt/50 Hz equipment as an example of European influence. “Mexico and Central America, on the other hand, watch U.S. manufacturers much closer due to the benefits of trade agreements



and cost logistics, plus the multinational restaurant and hotel brands operating in their territories.”

### The Future

Despite the challenges inherent in working in so many countries, Nicho sees a bright future for both foodservice in general and the Ali Group in Latin America. “The fact that the Ali Group has an extensive portfolio in North America and Europe gives us a great opportunity,” he says. “No other corporation can offer such an extensive portfolio of product categories and recognized brands.”

Nicho emphasizes the strong ties the Ali Group has with distributors in the region. “Our job is to explain, through distributors, the quality of our products, whether it’s energy savings, sizes, footprints or after-sales support. That’s how you earn trust with your customers.

“Many of our divisions have developed an appetite to grow their business in this part of the world,” Nicho says. “For those divisions that already do business there, it is about staying focused. For the new ones, it is about understanding that developing the region is a process, but at the end it is a profitable one. I see a future with a lot of excitement.”

With some help from Aladdin, the team at **Froedtert Hospital** operates a highly successful room service program.

# A TEAM EFFORT

**T**he old line about the whole being greater than the sum of its parts may seem like a cliché, but it's certainly applicable to the foodservice operation at Froedtert Hospital in Milwaukee. A team effort, led by Karen Parker, Director of Food and Nutrition Services, provides an average of 1,100 to 1,200 top-quality meals delivered room service-style every day.

The 536-bed Froedtert Hospital started its room service program in 2008, when few other hospitals had taken the step. At that time, most hospitals were still using the traditional tray-line system with only a few selections. "You'd choose your meal," says Senior Manager of Food and Nutrition Services Bill Coleman, "and generally, you'd get the main entrée, starch, salad, soup, juice, milk, coffee and cream. You'd see a lot of waste." Just as importantly, patients were showing their displeasure with the old system through lower patient satisfaction scores. "They



wanted to order what they wanted, when they wanted it and in the amount they wanted.”

In the early days, the hospitals doing room service tended to be smaller facilities. “We’d often hear, ‘You’re too big. It won’t work,’” Coleman says. So the first step in his research was to visit other facilities doing room service, both in and out of the healthcare field. Besides visiting hospitals, Coleman and his team toured a local landmark. “We went to the Pfister Hotel in Milwaukee to see how they did room service,” he says. “They showed us their kitchen and their whole program just to [give us] some best practices as to what people were doing outside the healthcare area.”

Another reason for considering the move to room service was the inefficiency and waste inherent in the tray-line system. Coleman estimated that with the one-size-fits-all tray deliveries, nearly half of the food being served was thrown away. “When you look at your scores and see all this food waste coming down, then you have to think, there must be something else we can do to get them to eat more,” he says.

Establishing the room service system was the first part of the solution; the second part was finding the right team members to execute the program. Coleman admits it took a while to find the right type of people to staff the room service program. “It’s all about the customer service experience,” he says. “When I interview folks, I tell them, ‘We’re not just serving food. We’re serving the experience.’”

The upgrade in food quality and service since Froedtert switched to the room service delivery system has not gone unnoticed, either inside the hospital or outside. The amount of food waste at Froedtert has dropped dramatically: Coleman estimates his department now averages a consumption rate between 85 and 90 percent of the food that is ordered. As a side note, the local newspaper’s recipe request column has even received requests to reprint two of the hospital’s recipes: one for Mexican chicken soup and one for Froedtert Hospital Chili.

To help keep his food hot and delicious during the delivery process, Coleman turned to the Heat

on Demand Advantage® system from Aladdin Temp-Rite®. The Heat on Demand Advantage system has the longest holding time in the industry — a fact that’s important, given the size of the Froedtert campus. “We have a lot of distance to travel,” Coleman says. “Elevators are busy, so time and holding temperature are important to us. Ever since we’ve had the room service system, we’ve



The upgrade in food quality and service since Froedtert switched to the room service delivery system has not gone unnoticed.

had Aladdin. In my opinion, the Aladdin heat support system works very well for our needs.” And whenever he’s needed service, the Aladdin team has always been ready to respond. “If we have any concerns, they’re right there for us. I’m very pleased with the way Aladdin has taken care of us.”

The Froedtert kitchen also relies on other products from Ali Group companies, like Metro shelving and Victory refrigerators, to produce and store food efficiently.

“Froedtert is focused on providing a positive meal-time experience for each and every patient,” says Thana Moore, Territory Manager for Aladdin. “As their partner, Aladdin takes great pride in knowing that their patient satisfaction scores have risen with their recent upgrade to Heat On Demand Advantage. It has been both exciting and rewarding to see!”

A new building at Froedtert, the Center for Advanced Care, contains two patient floors,



which means additional business for Coleman and his department. While he says that kitchen expansions will soon be necessary, one thing won't change. "We will continue to do room service. I think it's working so well, there'd be no reason to change it," he explains. The key to the continued success, he says, is ensuring he has the team that can execute room service in an efficient, friendly manner. "It's not about me or what I envision or what I do," he says. "It's the entire team that makes this work."

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

Froedtert Hospital's room service system takes the orders while the kitchen efficiently produces personalized food selections. The Aladdin Heat on Demand Advantage system helps keep food hot and fresh-tasting.





**2 million**  
office workers  
within 8  
blocks of  
The Pennsy

# MENUMASTER MAKES THE CUT

One of the hottest trends in foodservice today is the food hall. The typical food hall offers a variety of dine-in and takeout experiences under one roof — perfect for today’s time-crunched consumer who demands more variety than ever before.

The Pennsy is an upscale food hall located in Penn Plaza in New York City. Each day, it attracts thousands of office workers from the surrounding area, as well as commuters traveling through nearby Penn Station. And with Madison Square Garden close by, it also brings in those who want to grab a bite before or after one of the many sporting events and concerts held at the Garden in the evening.

Often called America’s most celebrated butcher, Pat LaFrieda selected the Pennsy for his first brick-and-mortar location. While the LaFrieda family butcher shop in Brooklyn dates back to 1922, Pat LaFrieda held off diving into foodservice operations until opening his store at the Pennsy in January 2016. “We’re there for brand exposure — to give people access to our product — so the product has to be perfect,” says LaFrieda. “The last thing we want to do is tell [people] we’re a company that serves a mediocre product. We had to have the right people and right equipment to do that.”

The right equipment for LaFrieda is the Menumaster Commercial MXP22 High Speed Combination Oven. Kenny Cuomo, Chef at Pat LaFrieda, was at first hesitant about using a combi oven. “Being a classically trained chef and working in Europe and all over America on some of the most high-end ovens you can imagine, I never thought that I would be able to produce the food out of this little oven at such a high level,” he says. “In the beginning, I was a little skeptical, but as I got to know and

**1922**  
when the first  
Pat LaFrieda  
opened





*Pat LaFrieda's*  
SIGNATURE MEAT SANDWICHES  
*Hot Toasted*

THE ORIGINAL BLMZ SANDWICH  
STEAK SANDWICH  
HEAVY JOY DRESSING, SPICY SAUCE, PICKLED  
ON A CRUSTY FRENCH BUN \$14.95

FRESH ROAST BEEF \$12.95  
WITH SAUCE, PICKLED ONIONS, SPICY SAUCE,  
AND TOMATOES IN A CRUSTY BUN

HOUSE ROASTED TURKEY BREAST \$12.95  
HERBIC, GOAT CHEESE, AND GARLIC MAYO  
ON A CRUSTY BUN WITH BREAD

*Pat LaFrieda*  
MEAT ADVICES

\$15  
SHORT RIB PLATE  
SLOW ROASTED, MONTAGNO  
GREEN ROOT SLAW  
*Hot for the restaurant*

PORK RIBS \$4.95  
WITH SAUCE AND PICKLED ONIONS  
SERVED

ROASTED CHICKEN \$4.95  
AND CUCUMBER, LEMON

MAC & CHEESE \$5.50  
SHREDDED CHEDDAR, BUTTER, PARMESAN, TRUFFLE

*Pat LaFrieda's*  
SIGNATURE MEAT SANDWICHES  
*Hot Pressed*

GRAND PRIX METTAL SANDWICH \$14.00  
WITH SAUCE AND PICKLED ONIONS

COUNTRY HOG TROTTER \$12.00  
WITH TRUFFLE SAUCE, SPICY SAUCE, GARLIC,  
AND TOMATOES

ROASTED CHICKEN SANDWICH \$12.00  
WITH SAUCE, PICKLED ONIONS

ALL PRESSING SANDWICHES SERVED  
ON A CRUSTY BUN

For NYC-based butcher Pat LaFrieda, the product "has to be perfect."



**45**  
seconds  
to cook  
cauliflower

**360**  
different  
menu  
options

**15x**  
faster than a  
conventional  
oven

## MENUMASTER MXP: LOADED WITH UNIQUE FEATURES



- **It's ergonomic.** "Thanks to the oven's ergonomic door design, it's convenient and safe for the user to place food in and take food out of the MXP," says Mary Potter, Senior Vice President of Sales and Marketing at ACP, Inc. "You can also stack one oven on top of the other without a stacking kit, so you get the flexibility of two ovens in the footprint of one."
- **It's flexible.** The MXP22 allows kitchen staff to plan ahead for the best use of labor. "Not only does the MXP22 give operators the opportunity to cook fresh food on demand, it can also cater to an operator who may want to make sandwiches in the morning before store hours, refrigerate them and then put them in the oven and cook them as they're ordered," Potter says.
- **It's intelligent.** "The MXP accepts up to 360 different menu items, so when a restaurant adds menu items, they don't have to delete previous ones," Potter says. "This is particularly useful for restaurants that change their menus with the seasons or have limited-time offers." That programmability means consistently perfect food.



work with the MXP, it has been very impressive. It can do anything.”

LaFrieda himself was just as impressed. “When we went to test the machines, we brought about eight or nine pounds of beef with us and just kept putting it in and eating it,” he says. “It truly tastes like you’re eating steak off an open grill. I was shocked.”

The MXP combines forced convection, microwave and infrared radiant cooking and is used for a number of menu items at Pat LaFrieda, including a filet mignon sandwich and a grilled chicken breast sandwich. Cuomo likes the MXP for its cooking speed. “The MXP can cook a steak in a minute and 15 seconds, a perfect chicken cutlet in two minutes and vegetables like brussels sprouts and cauliflower in 45 seconds,” he says. “It kind of blows my mind.”

Equally important is the fact that the MXP cooks the meat to perfection without compromising its quality or drying it out. For a company that “steaks” its reputation on top-quality meat, that’s critical.

J.P. Pellicane, Corporate Chef at BSE Marketing, an ACP product distributor based in New York, says he’s impressed with the items that the LaFrieda team is producing at the Pennsy. “It’s a really great place to bring people. I’m only a small part of it, but I’m really proud of what these guys are doing.”

LaFrieda says that after seeing the quality of items produced by the Menumaster MXP22, one of the other outlets in the food hall, Cinnamon Snail, decided it was the right choice for them as well. “I saw the oven coming and asked, ‘Is that for us?’” LaFrieda says. “But no, they’d ordered it!”

The dependable performance of the Menumaster MXP22 has assured it a place in the Pat LaFrieda kitchen. “These ovens are the workhorse and the soul of the kitchen,” Cuomo says. “We’re using them to make fresh, beautiful cuisine that otherwise couldn’t be produced in this kind of environment.”

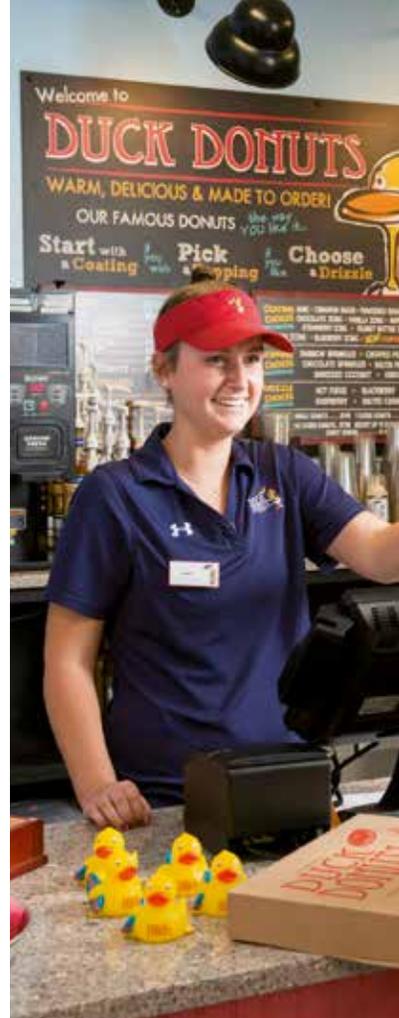
[www.acpsolutions.com](http://www.acpsolutions.com)





# DUCK DONUTS

## STICKS WITH WHAT WORKS





**W**hen Russ DiGilio owned and operated assisted living facilities in the late '90s, he had no inkling that only a few years later he would be establishing a successful donut franchise. “Back in 2005, my wife and I were vacationing in North Carolina with friends, reminiscing about the Jersey Shore boardwalks and fried donuts,” he says. “We realized there were no donut shops in the Outer Banks.”

Although his friends recognized that quitting their jobs to start a business wasn't an option, DiGilio decided to pursue his idea while still running his current business.

Settling on the name Duck Donuts, after securing the donut shop's first location in Duck, N.C., the next order of business was to find the right donut machine that fit his vision. It didn't take long to discover that the Mark V Donut Robot from Belshaw Adamatic Bakery Group would help fulfill his goals.

“The equipment was a key piece, and we chose Belshaw's Donut Robot because it was the best product out there,” says DiGilio. “We knew having this equipment would help get us to where we wanted to go.”

### A Perfect Fit

Belshaw's Mark V Donut Robot is a high-volume machine that has the capacity to produce 56 dozen cake donuts per hour.

The finished product is then transferred to the Roto-Cooler, a revolving white polyethylene tray that collects donuts dispensed from the fryer. This unit also functions as a display to merchandise product.

Duck Donuts also utilizes Belshaw's Star Plunger, which makes ring donuts with a star-shaped center hole.

DiGilio was introduced to the Donut Robot by Jack Lehan, owner of Lehan Distributors in Washington, D.C., when they met at an Ocean City, Md., trade show. After hearing about the concept, Lehan knew Belshaw's Donut Robot would be a perfect fit.

“Duck Donuts was only interested in making cake donuts, and that was a key factor, since Belshaw's Donut Robot is made for these types of products,” says Lehan. “Russ brought his own mix to try it out and was very pleased with the results.”

Lehan offered to travel to the Outer Banks shop and help train the new employees, which

he was able to do in only about two hours.

“This machine is very easy to use and train people on,” says Lehan. “In fact, ease of operation is one of its biggest benefits, and the Duck Donuts staff felt comfortable enough after one training to teach others to use the machine.”

Lehan also cites Belshaw's excellent customer service as a key benefit to purchasing the company's equipment.

“If Duck Donuts ever has a problem, Belshaw can almost always solve it over the phone,” says Lehan. “The one-year parts and labor warranty helped seal the deal.”

### Recipe for Success

Because DiGilio didn't have food experience, he recruited Robin Griffith, a seasoned employee from his assisted living management company who had spent three decades working with food to create the operations surrounding the proprietary cake donut recipe.

“Since we had already settled on the Belshaw Donut Robot, we started testing mixes for different batters, researching shortening and, through trial and error, found our recipe,” says DiGilio.

Duck Donuts makes its vanilla cake donuts to order, with customers choosing as many toppings as they want for one price. The chain recently added a drizzle to its icing and toppings options in strawberry, raspberry, fudge, marshmallow and salted caramel flavors. The menu also recently expanded with crushed Oreo® sandwich cookies and blueberry icing toppings.

“Our stores have seasonal and holiday donuts, like pumpkin icing drizzled with cinnamon sugar and vanilla for fall and s'mores donuts with chocolate, graham cracker and marshmallow drizzle for summer,” says DiGilio.

In addition to fun, bright colors decorating its interiors, Duck Donuts has its donut machine in full view of its customers. Unlike at other donut shops, where the production takes place behind closed doors, here kids can climb steps and watch through the glass as the Belshaw Donut Robot works its magic. It's a mesmerizing process watching the uncooked donuts drop into the shortening, brown and flip, then slide into the cooling tray before being topped with icing, various ingredients and drizzles.

“We don't hide a thing; it's a show and a great formula for a family-style environment,” says DiGilio.



Delicious Duck Donuts hot out of the Belshaw Donut Robot.



Duck Donuts makes donuts quickly with Belshaw equipment.

Below: (left to right): Allie Wagner, Franchise Operations; Justin DiGilio, Design & Construction; Betsy Hamm, Marketing; Matt Wagner, Business Development; Russ DiGilio, Founder/CEO; Marissa DiGilio, Training & Operations.



Donuts franchise opened in Williamsburg, Va. Another shortly followed in Richmond, Va.

“Although we started slow, we just signed our 121st contract and project opening 40 stores up and down the East Coast by the end of 2016,” says DiGilio. “This is all organic growth from people coming into our stores and having a positive experience.” Duck Donuts is now in, or will shortly be in, 13 states on the East Coast and in the South.

Despite its successes, the chain is constantly seeking ways to enhance its operations. In addition to donuts, the stores offer proprietary coffee from a Birmingham, Ala.-based roaster. Some stores also offer espresso, lattes and breakfast sandwiches. The menu will soon expand with donut sundaes that include ice cream and drizzle on top.

“Unlike other donut chains where products come in frozen and are warmed up before serving, we make everything from scratch daily, and everyone is committed to making the perfect donut every time for every customer,” says DiGilio. “With this type of operation, so many things can go wrong, but Belshaw’s Donut Robot is a reliable machine, we train our folks well and ensure that the brand honors our dedication to customers.”

Duck Donuts is planning on opening between 40 and 50 stores a year, creating between 25 and 40 jobs with every store opening. Much of this growth is attributed to Belshaw’s Donut Robot.

“The entire operation depends on the reliability of this equipment, because if it’s not working, we don’t have a business,” says DiGilio. “And there hasn’t been a day where our donut machines haven’t been operating since we started using the units more than 10 years ago. We brought this concept to market with the right equipment, and this business has taken off like a rocketship.”

[www.belshaw-adamatic.com](http://www.belshaw-adamatic.com)

### Getting Momentum Going

Still, as the area’s first donut shop, it was challenging getting the operation off the ground. In its first year, Duck Donuts’ two locations in Duck and Kitty Hawk, N.C., were struggling.

“No one knew who we were or what we were doing, yet we didn’t think the second year would be tough as well,” says DiGilio. “Thankfully, by the third year, our popularity grew, and by year four we had quite the following.”

Two more locations opened in the area and, during this time, DiGilio became inundated with requests from customers interested in becoming Duck Donuts franchisees.

At first, DiGilio disregarded the requests. He was still running his healthcare management business and not seeking to expand. Yet, after numerous summers of franchising requests, he finally started down the path in year five.

It took a year to set up and get in touch with all those who inquired over the years, but in 2013, the first Duck



The speakeasy-style Nortico bar.

## CRAFT COCKTAILS AND CREATIVE CUISINE AT A TIJUANA SPEAKEASY



Javier Esparza of Cocinas Institucionales, S.A. (left) and Chef Ruffo Ibarra of Oryx Capital/Nortico.

The term “speakeasy” conjures up images of gangsters and bootleg gin in 1920s Chicago, but a 21st-century speakeasy is lighting up the entertainment scene in Tijuana, Mexico, with some help from Beverage-Air, Champion and Amana/MenuMaster. Upscale food and drink is the hallmark of the 90-seat Oryx Capital restaurant in Tijuana, where Chef Ruffo Ibarra conjures up such

culinary delights as octopus torta, octopus marinated in dried chili oil with avocado cream, roasted corn and a chili aioli. His organic tomato ceviche combines five different types of tomatoes, mezcal, serrano chili, and a tomato water and citrus foam. Ibarra describes his cuisine as “Cali-Baja comfort food, driven by produce from local beaches, ranches and farms.”

But the thing that makes Oryx Capital truly unusual is found at the end of a dark hall near the back of the restaurant. There, behind a secret door, is Nortico — a modern take on the classic speakeasy. This hideaway seats just 34,

To keep their ingredients at perfect temperature, Nortico and Oryx Capital rely on products from Ali Group companies.

and reservations can only be made by text message — no calls accepted. Decorated with black-and-white photos of gangsters and bootleggers, this stylish and cozy bar specializes in craft cocktails. Nortico serves a mixture of cocktails from the past, like the Ramos gin fizz, and inspired new creations using artisanal ingredients and spirits. “I was inspired by the cocktail culture in many cities I visited in the U.S., like San Diego, Los Angeles, San Francisco and New York,” says Ibarra. “And since Tijuana owes most of its economic movement to Prohibition times, I thought it would make sense to do an homage to Prohibition times in Tijuana.”

To keep their ingredients at perfect temperature, Nortico and Oryx Capital rely on products from Ali Group companies. The Oryx Capital bar uses a Beverage-Air direct draw beer refrigerator to dispense perfectly chilled beer and back bar glass door refrigerators for convenient storage of chilled product. That’s especially useful for a restaurant that has as large of a beer and wine selection as Oryx Capital does. Also behind the bar is an efficient, versatile and quiet Champion undercounter dishwasher, which can clean lots of glasses on those hot Tijuana days when the bar is moving lots of beer and cocktails. The restaurant kitchen also has a Beverage-Air



Oryx Capital and Nortico use a variety of Beverage-Air products in the kitchen and the bar area.

refrigerated cook stand, a prep table and several reach-in refrigerators and freezers, as well as microwaves from Amana/MenuMaster.

With their compact footprints, undercounter and back bar refrigerators from Beverage-Air help maximize every inch of space behind the Nortico speakeasy. To keep everything clean, there's a Champion dish machine in the dish room as well.

Javier Esparza of Cocinas Institucionales, S.A. de C.V. in Tijuana was instrumental in placing the equipment at Oryx Capital and Nortico. Esparza called the Oryx project "a big challenge because there were old columns and we were very limited in space. But we relied on good equipment and all the variety of what Beverage-Air makes. It was a challenging project, but it turned out very nice."

Ibarra did his homework before deciding on the products from the Ali Group companies.



"In the process of deciding and approving this project," says Esparza, "the NAFEM Show 2015 was around the corner in Anaheim. Ruffo had done his homework and was bidding with other brands and suppliers. I had the chance to take him to every booth and talk to the teams at the show. He was convinced on the Ali Group brands. They were all wonderful, and he's very happy with the service."

Ibarra says. "I couldn't be happier with the selection Javier helped us make. The equipment works flawlessly."

Erica Motes, Vice President of Sales for Beverage-Air, echoes that the success of Oryx Capital is due to a team effort. "Chef Ruffo, Javier and I met at NRA in 2015 to ensure every detail from aesthetics to functionality was taken into account," she says. "It's very rewarding to work with a chef who has such a high level of engagement throughout the process. There is nothing better than witnessing a culinary vision come to fruition while using your company's equipment."

Oryx Capital and Nortico are on the forefront of the exciting culinary scene in Tijuana, which Esparza calls a "big moment" the city is experiencing. "Oryx Capital is one of those projects that really stepped it up," he says. "Chef Ruffo's commitment to quality is what's drawing more and more customers into the restaurant and bar. He's always serving the best, and the results are amazing."

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

**"I couldn't be happier with the selection. The equipment works flawlessly."**



A Champion dish machine makes quick work of dirty dishes.



# ARBY'S HAS THE MEATS... AND THE GROWTH



The new Inspire prototype at Arby's is designed to leave customers "refreshed and delighted." Beverage-Air's custom reach-in (left) features a glass door to display unsliced whole-muscle meats.

If you haven't encountered Arby's "We Have the Meats" marketing campaign, don't worry. Plenty of consumers certainly have.

The campaign features playful commercials that stress the quality of the whole-muscle meats served by Arby's. They showcase not just the chain's signature roast beef but also its Angus steak, corned beef, ham, pepper bacon, roasted turkey and smoked brisket. "These are the meats as meats are meant to be," proclaims one spot. "Proud, mighty and garnished with curly fries!"



Since its 2014 launch, the campaign has generated lots of social media buzz and earned praise from AdWeek, which dubbed Arby's "one of today's beefiest brands" — pun, no doubt, intended.

While "We Have the Meats" has earned Arby's plenty of attention and accolades, there's more to it than a great catchphrase. The campaign is actually the public face of a much bigger idea that's helping the business — and not just the brand — thrive.

The name for that idea: Fast Crafted, a market niche that offers the speed and convenience of quick-service restaurants with the quality of fast-casuals. "If you think about QSRs, they hold a lot of their products in warming bins. We hold ours in the cold wells that Beverage-Air makes for us, then heat our meats and build our sandwiches as the guests order them," says Jill Ashmore, Arby's Vice President of Operations Systems and Equipment. "You get the convenience of a QSR environment, where you get things made quickly. We just take a second longer to make a sandwich to order with the best meats we have."

Thanks to the Fast Crafted push, Arby's is now in a major growth phase. Its same-store sales growth has outperformed the overall QSR sector for the past 14 quarters. The company says it is now aggressively seeking new franchisees and sees a potential for 6,000 U.S. locations, a major leap from the 3,200 it currently has.

Backing up the Fast Crafted concept is the chain's Inspire prototype, which was also launched in 2014. The new design, says Ashmore, is designed to leave customers "refreshed and delighted." And as with any redesign, it has a significant kitchen component, including refrigeration units manufactured by Beverage-Air. In fact, Beverage-Air makes two custom units for Arby's that play key roles in both the "fast" and "crafted" aspects of Fast Crafted.

One of these custom units is a new upright reach-in unit for Arby's, which the chain christened the Freshness Cooler. This piece is used to hold meats as well as fresh produce, like lettuce and tomatoes. Placed behind the POS station, the cooler features a glass door that lets diners see the unsliced whole-muscle meats. "That really helps us get our Fast Crafted message to our guests. They can see that there are blocks of whole-muscle products. That's one way to communicate it, to put those visuals out there," Ashmore says.

Given this purpose, the custom work Beverage-Air did on the Freshness Cooler focused more on form than function, according to Arby's Director of Equipment and R&D Peter Cryan. "They were fantastic. In the beginning, we really weren't quite sure what we wanted to do. We had all kinds of different looks." These included different lighting options, casters versus legs and stainless versus wood grain-style panels.

After several revisions, Beverage-Air developed a solution that met Arby's goals for the unit.

Beverage-Air also developed another custom unit, the refrigerated make table with the cold

Arby's developed the Fast Crafted concept to promote their market niche: the speed of quick-service and the quality of fast casual. Beverage-Air's custom make table aids in that mission with wider prep surfaces, easier cleaning and quick disassembly.



wells mentioned by Ashmore. Arby's uses this unit to hold its meats (sliced in-house daily) as well as produce, cheeses and other sandwich toppings.

There are some basic requirements for any sandwich table at Arby's, says Cryan: It must stand up to the volume of a QSR-style kitchen and perform well in a very hot environment. "Our cold wells roll into our fabricated production counter. The ambient temperature in that area is probably 100 degrees. You need a good, reliable piece of equipment that can recover temperature quickly."

Also important to Cryan are the field-reversible doors, which come standard on Beverage-Air sandwich tables. It's not uncommon, he says, for an operator to order a unit with hinges on the wrong side. Being able to solve the problem with just a few tools rather than returning the unit is a major bonus.

On top of these standard features, Arby's and Beverage-Air developed custom make table features to meet the chain's operational requirements and goals. At Arby's request, Beverage-Air designed custom cutting boards that can be removed without any tools for easy cleaning. These boards are also wider than traditional cold well boards, letting team members easily assemble open face sandwiches. "We made it essentially much easier for the operators. Easier to clean, easier to use," Cryan says.

Beyond developing specific custom units, Beverage-Air has been more than willing to partner with Arby's on the chain's larger operational initiatives. For instance, Arby's has deployed a third-party operations monitoring system that covers everything from energy usage to safe food holding. While Beverage-Air has its own in-house monitoring system, it was quick to integrate its equipment with the system chosen by Arby's. Not every refrigeration vendor was, Cryan says. "I guess some people want to do things their way, and other people want to do things the customer's way," he says. "Hats off to Beverage-Air for working with us on this."

"Arby's brought us into their operation and helped us understand their needs from the inside out," says Erica Motes, Vice President of Sales for Beverage-Air. "We worked together to develop solutions and customize equipment to meet their brand objectives. The partnership that resulted is very satisfying."

## Q&A WITH JILL ASHMORE, VICE PRESIDENT OF OPERATIONS SYSTEMS AND EQUIPMENT, AND PETER CRYAN, DIRECTOR OF EQUIPMENT AND R&D

### How did Arby's partnership with Beverage-Air get started?

**PC:** We started having conversations with Beverage-Air in 2013. We had a relationship with another refrigeration company that was going well, but Beverage-Air showed a strong desire for a relationship, for doing testing with Arby's. So we did a little research with them, worked with them. Quite frankly, the great people at Beverage-Air sold us on a relationship first — opened the door for us to do some testing. We had some really good results and have been partners ever since.



### How important is post-sale service to your business?

**PC:** That's probably one of the most important pieces of the decision to approve a vendor. It's great when something that tested well comes in at a competitive price, but quite frankly, when you turn it over to the franchise system and the rest of the Arby's brand, and there are issues — there are going to be issues with any manufacturer from time to time — you want to know you've got a partner you can count on. You want a company that will service the franchisees as well as they service the R&D guy. Beverage-Air has been extremely supportive in that regard.



### Arby's has made some major changes to its brand and its operations in recent years. With all these changes, what do you look for in equipment manufacturers?

**JA:** Collaboration to us is critical. We're growing. We really want to grow fast and be nimble. We really do rely on our equipment suppliers to help collaborate with us to get great solutions, to think outside the box and to provide us with the ideas and solutions that we need to drive efficiencies in line with our corporate commitment to social responsibility.

### How have manufacturers like Beverage-Air helped you fulfill this social responsibility commitment?

**JA:** Arby's is very purposeful in its corporate social responsibility. Within that are our energy goals. Our Efficiency Matters program started in 2012, and we set a goal of 15 percent energy savings by 2015. We actually exceeded that. We achieved 15.3 percent savings overall. As we look at equipment, we look at how energy efficient those pieces are.

The willingness to work with Arby's — to truly put the operator's goals first — is essential to the chain when choosing its manufacturers. It's the difference between a transaction and a partnership, Cryan says. "You want somebody that you can pick up the telephone and easily reach. You want somebody that cares as much about your business as you care about your business. Beverage-Air showed us that from the very beginning."

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



# IMPROVING FOOD QUALITY AND CUSTOMER SATISFACTION at University Health Network - Toronto



University Health Network - Toronto (UHN) recently welcomed a much-needed upgrade to its food delivery system. The result is extremely positive, reports Susan Grove, RD, MBA, Senior Director of Nutrition and Business Operations, who has been in her current role since 2004 and at UHN for 33 years. The positive transformation has resulted in a higher level of food safety and operational efficiency. Patient and staff comments have been extremely positive noting the improvements in the appearance of the meal tray and temperature of the food. The sites involved in the recent transformation include Toronto General Hospital, Toronto Western Hospital, and Princess Margaret Cancer Centre. Two Toronto Rehabilitation Institute sites, University Center and Bickle Campus, implemented Burlodge's B-Pod tray system in 2011. The Princess Margaret Lodge for cancer patients converted to the system in 2013.

In 1994, UHN took measures to contain costs by moving away from a scratch food preparation system to a cold-plating system nicknamed a "kitchenless" system. "With this preparation style, patient trays were assembled with ready-to-serve frozen and fresh foods and placed in carts that were insulated but had no onboard refrigeration or temperature monitoring and transferred to nutrition centers on the [patient] floors," Grove says. At the centres, staff moved items that needed heating into a retherm oven and, once hot, placed them back onto the trays in the cart. Coffee and tea were made and put onto the trays at the last moment before service.

"The system was at the end of its useful life and there was concern about how much longer the system could perform adequately to ensure food safety," says David Teixeira, Principal, Kaizen Foodservice Planning & Design Inc. He and his firm's team helped plan and design the new food delivery system. "The situation created an opportunity for UHN to realign the decentralized retherm locations to provide better access and response to patient needs and maximize staffing efficiencies," he says.

In July 2016, UHN adopted the Burlodge B-Pod tray delivery and rethermalization system at the last three of its seven sites. "We adopted this system because a consultant's operational review indicated that a food cart delivery model was still the most cost effective for our operation as compared to the more expensive spoken menu and room service systems," Grove says.

“Cost-effectiveness is a big driver for us and we continually strive to achieve a cost-leadership position.”

Another driver was bringing consistency across the UHN network. “When we merged with the Toronto Rehabilitation Institute in 2011, a year later, those facilities went with the Burlodge system, so we were on two different systems,” Grove says. “Burlodge is a convection system, and our old system was conduction. It was very difficult to purchase products that worked for both. We wanted the same cart system across [UHN] that would facilitate more flexibility and higher quality with regard to the menu.”

### The Tray Assembly and Delivery Process

At Toronto General Hospital, site of the main/central kitchen, patients receive a meal preference sheet from Nutrition Services upon admission to determine their food and beverage likes and dislikes. Staff input preferences into the computer’s food and nutrition services software. The software system creates a personalized meal ticket for each meal for each patient, which is used to assemble the patient meal in the central kitchen. The same menu preference process is in place at Toronto Western Hospital and Toronto Rehab Bickle Centre and University Center. In contrast, many patients at Princess Margaret Cancer Centre make selections from a printed menu each day. At Princess Margaret Lodge, all clients are outpatients and select between two main menu choices.

In Toronto General’s kitchen, staff members on the tray assembly line receive the computer-generated meal tickets and begin tray assembly one meal ahead of delivery because meals are not only served on-site to Toronto General patients but are also sent to the other sites. For example, at 7 a.m., staff produce lunch trays for that day; just after lunch, they assemble dinner trays; and after dinner, they assemble breakfast trays for the following day.

Staff assemble trays by placing cold foods that will remain cold on one side of the tray, while cold foods that will be heated before service to patients are placed on the other side. Trays are sent down a conveyor belt to the end of the tray assembly line, where a staff member checks for fulfillment accuracy and loads the trays into a Burlodge insulated tray carrier called a Pod that can hold up to 20 trays.

Staff transport the Pod full of trays to a nutrition center at Toronto General and into refrigerated trucks that will transport Pods to the other two hospital sites. Once the Pod has reached the nutrition center, it nests underneath a retherm station called a Base Station, which will keep everything cold until the hot food is heated up on the trays.

“The advantages of the B-Pod’s integrated technology gives Susan and her managers throughout UHN advantages like never before,” says Thomas Holzschuher, Vice President, Customer Solutions for Burlodge. Built-in HACCP monitoring ensures food quality and safety, while networking through a LAN or Wi-Fi connection means operators can interact with their fleet of equipment in real time using a centralized PC at each site. On the B-Pod Base Station, the LCD Control Centre gives staff fingertip functionality with three-cycle touch pads, a countdown timer with temperatures, an audible alarm and an automatic cycle timer for seasonal changes.

“The cart’s HACCP monitoring system enables food temperature probing to ensure the correct internal food temperatures prior to service.” Grove



The Burlodge B-Pod tray delivery system in action at University Health Network – Toronto.

## FACTS ABOUT UNIVERSITY HEALTH NETWORK - TORONTO

**Website:** [www.uhn.ca](http://www.uhn.ca)

**Base Stations:** Toronto General, 38; Toronto Western, 22; Princess Margaret Cancer Centre, 12

**Pods (transport carts):** 234 to allow delivery for all three meals at three sites

**UHN - Toronto Total Beds:** 1,400

**Site Beds:** Toronto General, 448; Toronto Western, 298; Princess Margaret Cancer Centre, 129; Toronto Rehab, University Centre, 161; Lyndhurst, 60; Bickle Centre, 208; Princess Margaret Lodge, 104

**Total Meals, All Sites Per Day:** 3,675

**Meals per Meal Daypart:** Toronto General, 440; Toronto Western, 275; Princess Margaret Cancer Centre, 135; University Centre, 154; Lyndhurst, 45; Bickle Centre, 126; Princess Margaret Lodge, 50

**Total Staffing:** 150 FTEs



says. “We can also monitor carts from each site’s central computer, so we can always be aware of the air temperature of the Pod’s internal cavity.”

The B-Pod’s unique manipulation-free nesting system allows the Pod to reside within the Base Station to effectively create a one-piece system. This approach eliminates the need for opening and closing of doors, as well as docking and inserting removable racks. With Base Stations mounted to the floor and the ability to fit the Base Stations back-to-back, the B-Pod promotes a more efficient use of space for easier workflow.

Once nested and in accordance with the preprogrammed timing, the Base Station will begin heating one side of the tray while the other side remains chilled. When ready, an audible alarm indicates the Pod can be de-nested, and trays can then be presented to patients.

Staff members pick up trays, place them back in the delivery carts and return them to the kitchen, where they are washed and sanitized for the next cycle of service. Soiled trays from the two other sites (Toronto Western and Princess Margaret Cancer Center) are brought back to Toronto General for cleaning and sanitizing.

### Finding Space for the Carts and the Remote Cooling System

“Because there are plans for future bed growth at some sites, we needed more carts than previously, so we had to find space for and construct new nutrition centers at all three hospital sites,” Grove says. “In addition, we needed space to install Burlodge’s remote cooling system, which is hooked up to a large compressor at each site, to save energy costs.”

In order for the new tray delivery system project to be successful, the nutrition services staff had to embrace the new work spaces. “The staff had been using retherm equipment without onboard refrigeration for over 15 years, so we were concerned that introducing new equipment with onboard compressors on each Base Station would raise concern with staff due to the sounds of compressors running,” Teixeira says. “We were also aware that the concentration of numerous retherm stations with self-contained refrigeration systems could result in the need for an upgrade to the air makeup system within the space. So we worked with refrigeration solution experts and Burlodge to design a sophisticated remote refrigeration rack system to reduce heat and noise.”

Thomas Holzschuher was the project manager at Burlodge responsible for the UHN project. “The use of remote compressors established UHN as a pioneer in Canada. We had installed remote refrigeration systems in the USA before and some water-cooled systems in Canada, but a remote refrigeration system was a new concept for Canadian healthcare foodservice,” he says.

Grove is extremely pleased with the results of the new food delivery system. She knows the system provides for safer food because food stays at proper temperatures throughout the process. “We were waiting for change for a few years,” she says. “We’re very happy with how this system is working for us now. We have one consistent system that is cost-effective and facilitates achieving a cost leadership position, ensures food is prepared safely, and provides us with flexibility throughout our network.

“You can always count on Burlodge to approach every project with great enthusiasm and a determination to succeed,” says Burlodge President Paul Gauntley. “We look at our work with UHN as a fruitful relationship that will only grow stronger in years to come. Together, we work.”

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

# A SUCCESSFUL COLLABORATION



When Kelly Chu first created **Cirse** ice cream at her Charleston, S.C., restaurant Red Orchids back in 2008, she had no inkling it would evolve into one of the fastest-growing companies in the Southeast.



The name carries a double meaning. In the South, a “cirsea” is often regarded as a treat that one person gives to another. To Chu, the name represents one of her bedrock philosophies: circling the sea to bring together unique concepts from around the world. Cirsea is now a premium small-batch ice cream brand that is produced without any artificial coloring, artificial flavoring or preservatives.

“It is a borderline gelato, with an overrun percentage of about 45 percent,” says Chu. “This makes it thicker and richer than typical ice cream.”

The line’s flavor portfolio is unique and represents some of the finest ingredients produced both locally and around the world. “I can usually visualize the flavor combinations in my head, and I know what I am looking for before I make it,” she says. There are a total of 13 varieties of Cirsea ice cream, including Black Sesame, Bourbon Caramel, Lavender, Strawberry Goat Cheese and Green Tea.

When it was offered only at Chu’s restaurant, Cirsea ice cream became so popular, customers began asking for a packaged version to take home. And it was soon apparent that, based on increasing demand, the restaurant’s ice cream production capabilities were sorely lacking. “Cirsea was in such high demand, I couldn’t keep up,” says Chu. She found a 2,800-square-foot factory space to

ramp up production but needed to find equipment that could produce 10 gallons of ice cream in 10 minutes.

While attending Pennsylvania State University’s Ice Cream Short Course program, Chu met John McCabe, Eastern Regional Area Manager at Carpigiani North America, a Winston-Salem, N.C.-based equipment manufacturer. “I met Kelly at Penn State, and we proposed some equipment for her commissary. I invited Kelly and her team to Winston-Salem to experiment with our batch freezers and other machines for the day,” says McCabe.

Chu did her research on the quality of ice cream Carpigiani machines could produce, and then got in touch with McCabe to find out more. “We went to Carpigiani’s showroom, where John held a demo and did a tasting for me, which was helpful,” says Chu. “We decided to go with the equipment due to the quality and texture it produces, which was just what we were looking for.”

Chu chose Carpigiani’s LB 1002G RTX batch freezer, its largest. The unit incorporates the latest in state-of-the-art batch freezer technology, offering a greater range of batch sizes with precision control of product quality. It produces consistent results for a wide range of frozen product. The unit’s patented Hard-O-Dynamic



Kelly Chu



The hardworking Carpigiani batch freezer at Cirsea.

system produces a consistent finished product, regardless of the batch size, while offering greater stability and storage.

Cirsea is also utilizing Carpigiani's Pastomaster PK-60 RTX Hot Treatment Mixer. This new-generation unit provides a high level of quality and flexibility. It processes virtually any kind of mix utilizing a refrigerated extraction spigot for maximum hygiene and an exchange pump for low homogenization. This model features 16 exclusive programs, making it ideal for Cirsea's gourmet flavors. It is capable of mixing up to 60 liters or 16 gallons of mix per cycle.

Cirsea's installation didn't go as smoothly as hoped due to limitations with the facility's utility output. Chu didn't realize that her facility had only single-phase electrical capabilities, and she had chosen three-phase machines.

"John and Carpigiani were very accommodating and helped me make adjustments to replace units and make sure the others would work," says Chu. "They went above and beyond getting us up to speed, and the issue didn't impact my output at all."

Chu was especially impressed with how easy the units are to clean as both can be easily disassembled and pulled apart for sanitizing. She also appreciates the simple operation, which requires just a push of a button. "The Carpigiani machines were just what we were looking for — equipment that provides higher quality, denser results with a lower overrun," says Chu. "Other



equipment we looked at had higher overruns and put more air in the product, so the texture wasn't what we were looking for."

The conversion was such a success that last January, Chu was able to start selling Cirsea ice cream to other restaurants as well as to coffee shops and specialty stores. Chu worked with Charleston's Holy City Brewing to come up with an ice cream flavor featuring the brewery's Pluff Mud Porter. "It has been very well received by the locals, and they carry many Cirsea ice creams in their brewery now," she says.

The Restoration Hotel, a luxury boutique hotel in Charleston, is also selling Cirsea ice cream. During a visit to the hotel's Watch restaurant, "I absolutely loved the vibe of the restaurant and the creativity of the menu," says Chu. "I immediately scheduled a tasting with Chef Chad Anderson and Food and Beverage Director Rob DeLeo." Chu is now discussing developing an exclusive flavor for the hotel. And an even wider audience will get to taste Cirsea ice cream as it will soon be available in local supermarkets.

Chu's own culinary empire has expanded as well as she and her husband opened a second restaurant, the Aya Cookhouse, in Mount Pleasant, S.C., in 2014. "We wanted to bring traditional Asian dishes and add our interpretations to them," she said. "We have had a lot of fun experimenting with classic dishes, and they have been very popular."

Even though Cirsea ice cream is currently

**"We decided to go with the equipment due to the quality and texture it produces, which was just what we were looking for."**

only available in the Charleston area, "We are working hard for future expansion," Chu says. "We are considering adding two more machines since production has picked up substantially." She adds, "We saw Carpigiani's FantaStick novelty machines at a Chicago gelato competition and may incorporate those to expand our lines with popsicles or coated ice cream on a stick due to the success we've had with our current units."

Carpigiani's FantaStick machine is an easy way to make gelato or sorbet pops. After the gelato mix is prepared in the MasterStick soft-serve freezer, pop molds are filled in an ergonomic, vertical position. In about 30 minutes of blast freezing in the FantaStick blast freezer set the bars, which can then be coated with chocolate or other flavored coatings and rolled in toppings.

"Kelly and her team, including Production Manager Matt Cook and her husband Tony, have been great to work with because they have a real desire to make high-quality frozen desserts featuring outstanding flavors," says McCabe. "I am proud to work with a group that is enthusiastic and has an excellent reputation in the Charleston market."

In terms of advice for others looking for batch freezers and mix treatment machines, Chu says it's important to facilitate a test run with the product before making a purchase. "Every machine is different in terms of the way it runs, and the cylinder speed impacts the final product," says Chu. "By conducting a test run, the operator can ensure what the end result will be."



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

Two of Chu's restaurants: Aya Cookhouse (left) and Red Orchid (center). Charleston's Restoration Hotel (right) also serves Cirsea ice cream.

# Champion Helps Georgia State Feed Its Hungry Students

For many campus foodservice operations, it can be a major problem to update antiquated dining halls that have been in existence for years and years. But that's not the case with Georgia State University in Atlanta. In fact, Georgia State actually opened its first dining hall in 2009. Director of PantherDining Lenore Musick explains why. "Georgia State had been a nighttime commuter school, and the powers that be decided they were going to increase our on-campus housing," she says. "With that, we needed to have dining halls."

Georgia State's new showcase foodservice operation, Piedmont Central Dining Hall, is located on the ground floor of a 12-story combination student residence and dining hall in downtown Atlanta. The facility caters to the sophisticated tastes of today's college students, with such features as an in-house smoker and a stone hearth pizza oven. Students with allergies or special dietary needs can visit the Wellness Station to have meals tailored especially to them, while those who want a "taste of home" can order comfort food such as meatloaf and mashed potatoes at the Almost Home station. The facility uses storefront windows with natural light to





## PIEDMONT CENTRAL DINING HALL AT A GLANCE

**OPENED:** AUGUST 2016

**HOURS:** CONTINUOUS FROM 7:00 A.M.  
MONDAY TO 9:00 P.M. FRIDAY;  
11:00 A.M. TO 9:00 P.M. SATURDAY AND SUNDAY

**SIZE:** 15,415 SQUARE FEET

**SEATS:** 450-PLUS

**DAILY TRAFFIC:** APPROX. 4,000-5,000

**STAFF:** 9 MANAGEMENT, 53 FULL-TIME  
EMPLOYEES AND 100 PART-TIME/  
STUDENT EMPLOYEES

Right: The open receiving window in the dining area makes it easy for dish room staff to collect used dishes.

Below: The TRISYS by Champion Food Waste Handling System helps Georgia State reduce its amount of waste.



illuminate the hall, and 24-foot vaulted ceilings lend a feeling of openness to the dining area.

Even though Piedmont Central is in a new building, it was not without design challenges, particularly when it came to the dish room. “Being in downtown Atlanta, real estate’s at a premium,” Musick says. “We needed a carousel that was compact and didn’t take up a whole lot of room. At the same time, an 11-story building was being built above us, so we had a bunch of support columns to deal with.”

Brandon Drake, Project Manager of consulting and design firm Camacho Associates, explains that “the columns posed a problem for us because we had one at the end of the dishwasher and one right in the middle of the accumulator. Champion and Bi-Line were able to help us overcome that.”

Musick wanted the dish machine placed in the center of the dish room for ease of maintenance and to facilitate more people working in the room at the same time. She says it was “an interesting challenge to find something that would fit within that footprint, with those columns.”

Working with Champion and Bi-Line, minor modifications were made to fit into the tight space. The length of the dishwasher was shortened slightly, and the accumulator was configured so that it wrapped around a column without affecting its performance. “We’ve got the wash and rinse room that we need,” says Drake, “but also, whoever’s working the discharge end can still operate efficiently.”

The Champion equipment is helping Georgia State reduce its waste output and save money as well, says James Camacho, president of Camacho Associates. “By grinding everything up and reducing the volume, they’re reducing the amount that has to go into the dumpster which means the amount that is sent off for composting can be reduced. Instead of having four pickups a week, they can do three.”



**“The grinder is so quiet, you don’t even know it’s operating.”**

The Champion system easily handled the massive crowds the Piedmont Central Dining Hall experienced during its grand opening weekend in August 2016. “We actually did twice the number that we forecasted for the weekend,” Musick says. “We were figuring 5,000 meals on Saturday and Sunday, and we did closer to 8,000 meals.”

Musick says she is surprised and pleased with how quiet the machine is. “The grinder is so quiet, you don’t even know it’s operating. Even the dish machine is extremely quiet. It’s probably quieter in our dish room than in our kitchen.”

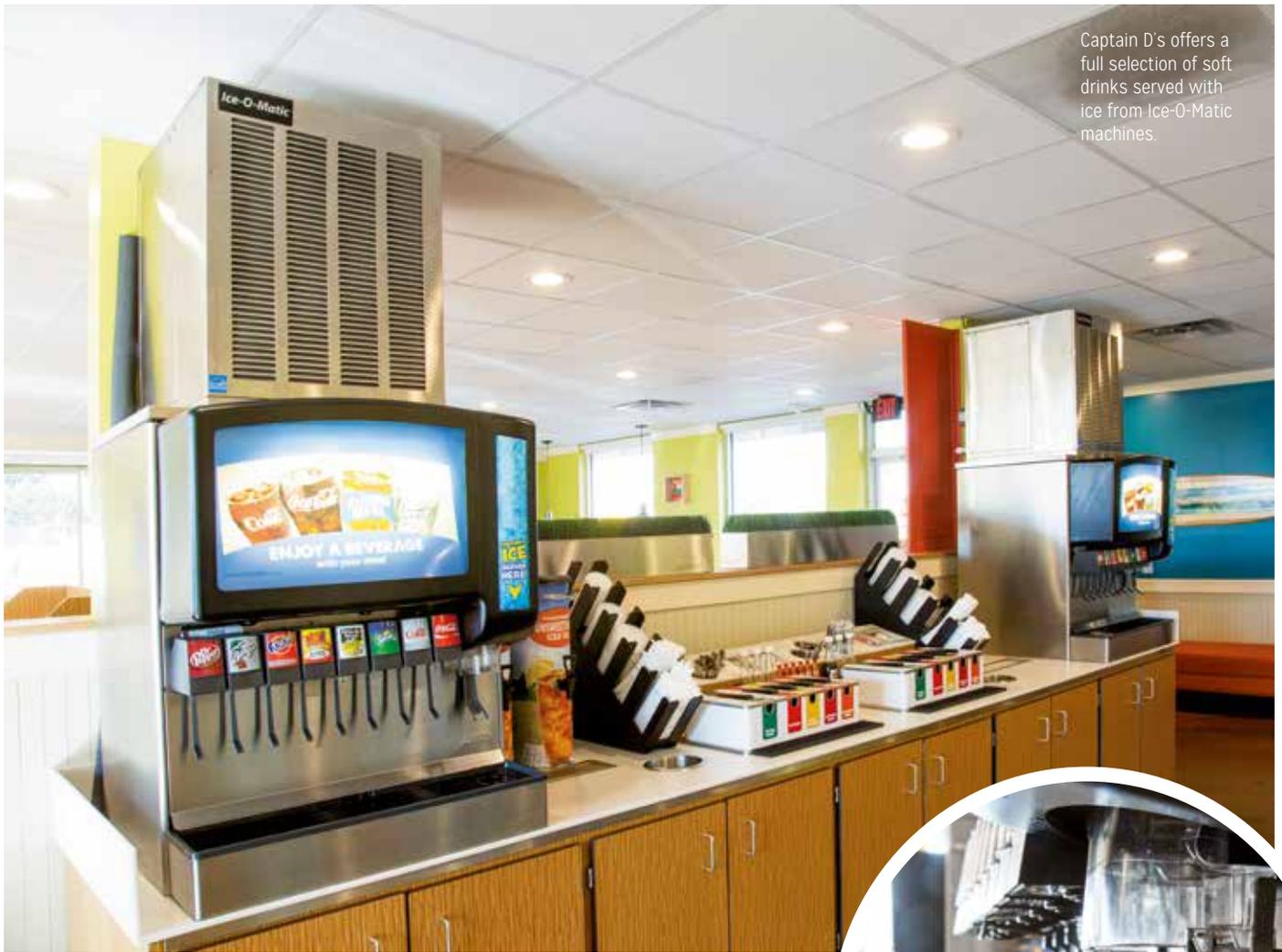
Equally impressive is the quality of service Champion has provided to the Georgia State foodservice operation. “It’s important for people to know that Champion really did work with us on our special modifications. They didn’t have to do that,” says Musick. “It’s been the customer care that really stands out to me.”

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



Pillars in the dish room at Georgia State provided some equipment challenges. The solution was to shorten the length of the Champion dish machine, which allowed easy access to the machine without sacrificing performance.





Captain D's offers a full selection of soft drinks served with ice from Ice-O-Matic machines.



Ice-O-Matic also helps Captain D's prepare its fish batter.





**W**hen is an icemaker more than just an icemaker? At Captain D's Seafood Kitchen, the Ice-O-Matic icemaker also works in the back of the house to help the chain make some of its trademark fish dishes.

Established in 1969 in Donelson, Tenn., Captain D's is one of the nation's leading fast-casual seafood restaurants, with 513 locations across 21 states and in military bases overseas. The chain features a number of classic seafood dishes, such as surf and turf and blackened tilapia, but "battered, fried fish has been our core product since our inception in 1969," says Larry Jones, Vice President, Operations Integration for Captain D's, LLC. "We've broadened that platform over the years to include fire-grilled menu items as well as a variety of other offerings."

With its roots in the Southeast, naturally that means sweet tea is on the menu, and nothing goes better with sweet tea than chewable ice. "Certainly within the Southeast, chewable ice is preferable to cubed ice," says Jones. To produce the best chewable ice, Captain D's selected the Ice-O-Matic GEM0650 nugget ice machine and B100 storage bin.

In addition to the back-of-the-house unit for drive-thru and carryout service, there is another Ice-O-Matic machine at the front of the house at the beverage service station. But the back-of-house machine serves a second purpose. "We use it to chill water for our fish batter," Jones says. "It's akin to a tempura-style batter, so we have to start with a very cold batter. You have to start with the coldest possible batter in order to slow down the leavening action in the starches while you're frying it. That leads to a thin, crispy coating. If the water is too warm, it'll begin leavening the starches, and the fish will be puffy and doughy with a crust on it."

The fact that the Ice-O-Matic system works in both in the front and the back of house means fewer machines for Captain D's to spec. "Previously, we had two different machines," Jones says. "We had put a bigger one in the kitchen than [the one] we put in the dining room. With Ice-O-Matic, we were able to get a one-machine solution."

Captain D's selected Ice-O-Matic after "testing it and putting it up against a number of competitive machines," says Scott Meyer, National Accounts Manager for Ice-O-Matic.

## Ice-O-Matic Gets an "A" from Captain D's

"And they chose ours." Part of that decision, he says, was based on the "value that nugget ice brings to operators, both from a customer standpoint and from the energy and water savings. That was appealing to Captain D's."

Jones noted that the Ice-O-Matic team has been very helpful in finding the right ice bin to store the chewable ice as well. "Chewable ice requires a different ice bin for a beverage dispenser. Ice-O-Matic has been very helpful in finding that and helping us figure out the right size kitchen storage bin for our needs." He notes that the Ice-O-Matic machines have been "very reliable and very dependable," calling the GEM0650 "a very straightforward, high-quality machine that elegantly solves the challenges of making ice economically."

Another Ali Group company, Metro, provides shelving that Captain D's uses in the back of the house and in its walk-in coolers.

Captain D's has been on a growth streak, with 13 new stores completed in 2016 and more scheduled for 2017, driven by a new design theme featuring "very clean, crisp, bright tropical colors," Jones says. "It's a very sophisticated take on an upscale contemporary beach house."

As the chain expands, Ice-O-Matic will be there, providing ice in both the front and back of house. "We're really thrilled to be a small part of their growth story," says Meyer.

Metro shelving keeps things organized in Captain D's coolers.



# Meet Mexico's Game-Changing New Soccer Stadium

**Estadio BBVA Bancomer** in Monterrey, Mexico, is revolutionary for its stunning architecture and design. The gleaming, asymmetrical facility sweeps lower to the south, framing views of the Cerro de la Silla Mountain, and its striking aluminum facade honors Monterrey's legacy as a city of steel manufacturing and brewing.

**LOCATION:**  
MONTERREY,  
MEXICO

**OPENED:**  
AUGUST 2,  
2015

**PROJECT  
COST:**  
\$200 MILLION



**W**ith its opening in August 2015, the 51,000-seat stadium instantly took its place as one of the most notable soccer stadiums in the world.

Home to Club de Fútbol Monterrey, BBVA Bancomer Stadium has also revolutionized how soccer fans in Latin America experience the game. Built with the goal of providing exceptional comfort and hospitality as a backdrop to the action on the field, the \$200 million project scores on both counts. It boasts 324 luxury suites — more than any other soccer stadium in the world, according to Populous, the Kansas City-based architectural firm that designed it — and 4,500 club seats, distributed in two central club lounges. Outdoor terraces and sliding glass walls provide indoor/outdoor comfort to club-seat holders, the West Club includes a kids' zone and balcony overlooking the players' tunnel, and every seat in the stands is spacious and has great views of the field.

State-of-the-art technological amenities further enhance the fan experience and set new standards for features in Mexican stadiums. They include two high-definition video screens, ribbon boards, 900 television monitors, a premium sound system and Wi-Fi.

At BBVA Bancomer, foodservice was carefully planned to offer a variety of styles and types of concessions, from upscale to casual quick-serve. Managed by Eurest Services, the program

**The biggest challenge for the foodservice team is to serve each of those hungry fans within a two- or two-and-a-half-hour time period.**

includes 25 venues throughout the main level, 15 on the upper level and 4 “pantries” located in the suites area of the stadium. Menus at these venues include a variety of sports-fan favorites from burgers, pizza and hot dogs to fajitas, ribs, wings, chimichangas and sides of rice, beans, fresh vegetables and/or soup. In addition, two full-service restaurants, Capitanes and AZUL Restaurant & Bar, offer upscale dining options with bird's-eye views of the field.

As extensive as the foodservice offerings are within the stadium, their operation is uniquely challenging. With the exception of AZUL, most are at full throttle only on game days — every other Saturday, when the home team is in town. What's more, given the nature of soccer matches, speed is essential: Games consist of two 45-minute halves with a 15-minute break in between. On big match days, the number of people served in the stadium can reach 54,000.

Ignacio Leon, Executive Sub-Chef for Eurest, says the biggest challenge for the foodservice team is to serve each of those hungry fans within a two- or two-and-a-half-hour time period and to ensure that all menu options are high quality. The solution: C5 3 Series Heated Holding Cabinets with Insulation Armour™ by Metro®. “They help us transport the food from the main kitchen to each of the 44 selling points in the stadium while keeping the food at the right temperatures while it is in transit and staged at the selling points,” Leon



# GAME-DAY MVP: METRO C5 3 SERIES HEATED CABINETS

Serving up to 54,000 hungry fans in just over two hours from 44 separate selling points stocked by a single main kitchen takes great teamwork and outstanding, consistently reliable equipment. Metro C5 3 Series heated cabinets made the BBVA Bancomer Stadium equipment roster for standard features and benefits that include:

- **Insulation Armour.** Patented insulation technology retains heat, saves energy and provides a cool-to-the-touch exterior. Durable polymer construction is dent-, impact- and stain-resistant, and molded-in handholds create vertical handles for mobile applications.
- **Removable Control Module.** Entire module is removable without tools for easy cleaning and servicing. By stocking a spare module, service downtime is virtually eliminated in the event that service is required at critical moments. The module can be changed out within minutes, allowing the cabinet to be used and electronics to be serviced at a more convenient time.
- **Fast heat-up.** All modules provide fast heat-up and recovery through a thermostatically controlled, forced convection system.
- **Reliability.** Every C5 unit is designed and built with high-quality components to provide reliability, durability and a long life of worry-free use.
- **Multiple sizes.** The cabinets are available in three sizes: full height (71"/1,803 mm),  $\frac{3}{4}$  height (59"/1,499 mm) and  $\frac{1}{2}$  height (44"/1,118 mm).
- **Door choice.** C5 cabinets come with either solid, insulated aluminum or clear, polycarbonate doors that give visibility to the contents inside. Full-height cabinets can be configured with full-length or Dutch-style doors.
- **Color choice.** Insulation Armour is available in red, blue or gray, as well as other colors on a promotional or custom basis.

says. "With the Metro C5, we're able to serve each plate at the same temperature and quality, no matter if it's the first or the last plate of the night."

Located on the first level, close to the north-west corner of the stadium, the main kitchen measures just over 10,700 square feet. With the exception of the full-service restaurants, each of which has its own separate kitchen, it's here where all of the food that will be served during a typical game day gets cooked, plated or packaged, and staged for transport out to the stadium's foodservice venues.

In total, the stadium has 62 full-height C5 heated cabinets that make the goal of serving fresh, hot, high-quality foods in the super-high-volume setting achievable.

## The Game-Day Game Plan

During a typical game week, the kitchen staff works from Wednesday through Friday, doing all of the prep required to get the food ready for the flurry of cooking that kicks off at 7 a.m. on Saturday game days. For the food to match the level of hospitality that the state-of-the-art facility promises, quality and temperature maintenance are critical. "We make sure that the food comes out from the cooking stations at a temperature of between 80 degrees C and 85 degrees C (176 degrees F to 185 degrees F). That enables us to plate or package it and get it quickly into the Metro C5 cabinets, where it is held at a consistent 65 degrees C (149 degrees F)," Leon says.

That consistency, Leon emphasizes, is critical. "There are a lot of great features, but for us, the biggest is the fact that we can rely on the equipment to maintain the temperature we need for as long as we need it," he says. "I've worked with other holding cabinets that don't maintain constant temperatures or that will do so for a few months and then start malfunctioning. When that happens, we have to manually check the temperature every five minutes. When you're getting ready to serve more than 50,000 people over a very short time window, you can't have that uncertainty."

Of the stadium's battalion of 62 Metro C5 cabinets, 36 are permanently stationed in the various venues throughout the facility, where they serve as holding units for service. Eighteen of the cabinets are used throughout the day to transport hot foods from the kitchen to the stationary cabinets at the individual venues. Four units are loaded and delivered to pantry





## FAST FACTS: ESTADIO BBVA BANCOMER

**CAPACITY:** 54,000

**PREMIUM SEATING:** 324 SUITES,  
4,500 CLUB SEATS

**FOODSERVICE OUTLETS:** 44  
STADIUM WIDE, INCLUDING 2  
FULL-SERVICE RESTAURANTS

**CONCESSIONAIRE:**  
EUREST SERVICES, A DIVISION OF  
COMPASS GROUP

**KITCHEN:** 10,700-SQUARE-FOOT  
CENTRAL KITCHEN ON THE MAIN  
LEVEL

**METRO C5 3 SERIES CABINETS:**  
62 IN USE STADIUM WIDE

areas that service the stadium's VIP sections, while another four service smaller venues that don't have their own stationary cabinets. By the time the stadium opens its gates to the public, all selling points and pantries are fully stocked with hot, delicious foods.

The foodservice team's strategy then shifts to carefully choreographed replenishment. "As soon as the fans start entering the stadium, we are in constant communication with the main kitchen to report on the food levels in every selling point," says David Galicia, Vending and Concessions Manager at Eurest. "The biggest demand is the hour before the kickoff and in the 15-minute break at halftime. Using the Metro C5 cabinets, we make sure that all of the selling points are 100 percent stocked before for each peak period."

As soon as the Eurest team looked at the specification sheet for the C5 cabinet, they knew it was the right decision," according to Julio Gonzalez Bulnes, Commercial Manager of MASS S.A. de C.V., Metro's Latin American distributor. "They had already been using the Metro cabinets successfully in stadiums in Guadalajara and Torreón for several years. And they loved the fact that we could order them with Insulation Armour in blue. That's the home team's color, so the cabinets look great as they're being wheeled around and used within the stadium."

After the game, the C5 heated cabinets are cleaned and readied for the next match. Says Sub-Chef Leon, "One of the main reasons I like the C5 cabinets is that we can easily remove the heat module and take them out to an open-air area for fumigation. It also allows us to focus on cleaning the cabinets properly from top to bottom without having to worry about water or cleaning products penetrating the electric components in the module, which could cause malfunctions."

For a state-of-the-art stadium like BBVA Bancomer, whose mission is to set a new, much higher standard for hospitality and the fan experience in Latin America, such details matter. It starts with a facility that was designed and built to offer beauty, comfort and intimacy between the fans and the field. It extends to being fully prepared, game in and game out, to offer delicious foods that are fresh, hot, clean and safe — and that are served that way from the time the gates open until the last of the 50,000-plus fans heads for home, just a couple of hours later.

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

**W**hen Snooze an A.M. Eatery's first location opened 10 years ago in Denver's Ballpark neighborhood, it was brothers Jon and Adam Schlegel's dream not only to create a memorable breakfast experience but also to use pancakes as a vehicle to become involved in the community.

Exponential growth of the operation ensued, proving that a seasonal menu with classic dishes marked by creative twists is a recipe for success. Snooze now has 17 locations in Colorado, California, Arizona and Texas, with more on the way.

"We are connected by a common desire to be a part of something bigger than ourselves and strive to be a part of the communities where we live," says Rebecca Fairchild, who handles Snooze's marketing. "During our site openings, we regularly partner with community organizations like the Denver Rescue Mission, as well as Urban Peak and Brent's Place in Denver. We also partner with Urban Roots, the Health Care Alliance for Austin Musicians, the Cystic Fibrosis Foundation and the Sustainable Food Foundation in Austin."

During soft-opening events, members, volunteers, guests and families from these organizations receive a free breakfast, which is a good opportunity for a new Snooze staff to ensure the operation is running seamlessly before opening to the public.

Although open daily for breakfast and lunch from 6:30 a.m. to 2:30 p.m., these high-volume restaurants typically bring in 1,200 guests per shift on an average weekend day. "For this reason, Snooze's foodservice equipment is tested on a regular basis, especially our ovens, which are on an hour prior to opening for baking and roasting, then running continuously throughout the day," says Farrokh Larijani, Culinary Director and head of Heart of House (kitchen training) Operations. "And two to three times a week, we roast meat overnight, so during these periods, the oven will be operating for 48 hours straight."

### Capacity and Consistency

As Snooze's business began to grow and evolve, so did its back-of-house requirements.

About three years ago, the operation was in the market for a space-saving, more efficient oven that could handle its high-capacity bacon and puff pastry production needs.

Snooze reached out to Ali Group company Moffat Inc., which dispatched its Executive Chef



## BREAKFAST CONCEPT EVOLVES THROUGH CULINARY INNOVATION





to test its half-size Turbofan convection oven at one of Snooze's Austin restaurants. This unit was geared for the menu's diverse needs, as it can be used for proofing, baking, roasting and holding.

"The Snooze staff was really impressed when comparing this unit to their existing oven," says Danielle Brach, Moffat's Regional Sales Manager. "We instantly knew it was an ideal fit for the operation."

After testing the oven for a month, Snooze began purchasing Moffat's full-size Turbofan E32D5 digital electric and G32D5 digital gas convection ovens for its locations. At 29 inches wide, the units are compact for small spaces yet still accommodate five full-size sheet pans with 3 1/3-inch tray spacing. They offer manual or program modes, a thermostatic range of between 150 and 500 degrees F, and a timer range from 180 minutes in countdown mode.

Single bidirectional fan systems promote greater air efficiency, while an auto-off oven light feature offers energy savings — important components for Snooze, which has incorporated a number of sustainable initiatives into its operation. "This model also provides multistage cooking capabilities with up to 20 programs, so it's a very versatile oven," says Brach.



The versatile Moffat Turbofan oven helps Snooze produce everything from puff pastry to chilaquiles.

### Expanding Uses

This versatility allowed Snooze to expand the use of its Moffat ovens from cooking its puff pastry and its signature bacon, which takes 40 minutes and is prepared every hour, to also preparing seasonal items like beets and other

root vegetables, which require roasting and moist heat cooking. "And the oven is a key tool for producing two of our seven signature eggs Benedict dishes," says Larijani.

The Turbofan slow roasts the barbacoa overnight for Snooze's Chilaquiles Benedict, which tops ranchero-sauced tortillas with the beef, melted cheese, cage-free poached eggs, roasted poblano hollandaise, pico de gallo and cotija cheese. The oven is also used to prepare the slow-roasted pulled pork in its Chile Verde Benny, which combines a stack of green chili-sauced tortillas, melted cheese, cage-free poached eggs, green chili hollandaise, pico de gallo and cotija cheese. "To finish off these top sellers, we layer sheet pans with corn tortillas and put the sauce on top, layer the cheese and toppings, then place it in the Turbofan oven to bake for 15 to 20 minutes," says Larijani.

Another signature item the Turbofan oven is instrumental in creating is Snooze's Breakfast Pot Pie. This consists of homemade rosemary sausage gravy smothering a flaky puff pastry, topped with an egg. "It's our spin on biscuits and gravy, with puff pastry dough molded into bowls and baked in the Moffat oven," says Larijani. "Our standard cooking temperature is 375 degrees for the pastries, bacon and bulk sausage and 275 degrees for overnight roasting."

Larijani notes that along with ease of use and dependability, the Turbofan oven recovery times are fast, which is important when keeping up with the restaurants' high-volume production. "What is really beneficial is that we can see the oven's 3/4-inch LED digital display from across the kitchen, and it is easy to read," says Larijani. "The touch-pad operation also is simple for cooks to use — and foolproof." He adds that the Turbofan's cleaning and maintenance needs also are minimal, which is a big plus. He performs a deep cleaning once a week and light cleaning every day with a quick wipe down.

Moffat's Turbofan ovens have played an instrumental role in growing this innovative operation and will continue to do so moving forward. "We have plans for 2017 to enter a few new markets, like San Antonio and Westminster, Colo., as well as adding more sites in Houston, San Diego and Arizona," says Fairchild. "We are growing with care to ensure that the culture and quality of our brand remain as the best breakfast experience around."

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

The concept uses an automated system and an Egro machine to roast and brew truly great coffee.

# Roasting Plant Blends Coffee with Technology

**T**wenty years ago, drinks like lattes and cappuccinos were still rare treats — nearly delicacies — for most Americans. Now they’re part of the daily routine of millions.

Clearly, America’s taste in coffee has changed, and not just a little. But what if this coffee revolution isn’t finished? What if it’s actually just beginning?

That idea drives Roasting Plant®. With stores in New York, Detroit and now Minneapolis, this vertically integrated coffee company is out to remake what Americans consider a good cup of coffee by using expertise combined with high technology, including an Egro brand coffee machine from Ali Group company Rancilio.

“It’s a little like in the U.S. when people started drinking wine more in the ’60s and ’70s,” says Thomas Hartocollis, Roasting Plant’s Chief Sales and Marketing Officer. “People were happy with red or white. It took a while for people to understand that different regions produce different flavors. They began to have preferences and experiment with different varieties. Coffee is going through that same transformation now.”

Indeed, Roasting Plant takes its beans as seriously as any winery does its grapes, with expertise and passion driving every decision. This starts at coffee farms around the world. According to Hartocollis, the company has close





The Javabot/Egro system can produce an almost limitless number of drinks.



Roasting Plant takes its beans as seriously as any winery does its grapes, with expertise and passion driving every decision.

relationships with growers in multiple countries, allowing Roasting Plant to get its pick of different lots of beans.

From there, the company's roast master takes the helm. Based on factors like Terroir, bean size, density, and moisture content, the roast master specifies the exact roast profile for each lot of beans, as well as the detailed instructions (such as grind size and tamp pressure) for making coffee drinks with those beans, from espressos to cappuccinos to brewed to iced.

While other coffee roasters and coffee shops may show a similar level of passion, Roasting Plant distinguishes itself by addressing what it sees as a major flaw in the coffee supply chain.

The company, says Hartocollis, is committed to serving coffee beans at their peak, which is between two and seven days after roasting. The company's solution, then, is to turn each of its locations into a mini roasting plant/coffee shop combo, with an Egro machine serving as the final piece of an extremely high-tech system.

Controlling what happens in each Roasting Plant location is the company's proprietary Javabot™ system, which team members use to manage bean roasting and drink orders through the POS machine.

Each location, Hartocollis says, has 12 different types of beans, all held in pneumatic tubes that run along the walls and ceiling of the dining area, making for a dramatic scene. Javabot allows team members to start the roasting process

by pushing a few simple buttons on Roasting Plant's proprietary POS system. Pressurized air then sends the selected weight of beans (usually between one and five pounds) through the tubes to the roaster.

After roasting, beans are sent back into the tubes, where they emit gasses (called degassing) for a short period (usually one to two days). This allows the beans to reach peak flavor. "It's a great experience, watching the process," says Hartocollis. "It really helps people understand in depth about coffee and the possibilities of coffee."

Once beans degas, they can be automatically bagged for sale or used to make coffee drinks by the cup.

It's when customers order a coffee drink that the Egro unit comes into play.

Egro has worked with Roasting Plant to develop a now-standard machine mode and a special memory chip. With close collaboration, this system allows the unit to receive and fulfill completely customized orders directly from the Javabot POS.

The number of different drinks this allows Roasting Plant to produce is startling. Not only is Javabot programmed with every drink style on the menu — brewed, espresso, latte, etc. — it can also handle customer requests for blends of up to four different beans, with the precise amounts of each bean being sent from the pneumatic tubes

straight into the Egro machine. With 12 different beans, along with multiple drink styles and sizes, the Javabot/Egro combination is capable of producing literally hundreds of thousands of different coffee drinks through a simple POS interface.

"The advantage of the Javabot/Egro system is that it allows for personalization with speed and consistency," says Hartocollis. "The amount of expertise required to produce these beverages would be at the top of the pyramid in terms of capabilities. It would be the elite baristas, and doing it quickly would be almost impossible."

What's more, the speed and the consistency this system lets Roasting Plant

produce even the most complex orders, matching customer requests and the roast master's specification at a very competitive price point.

produce even the most complex orders, matching customer requests and the roast master's specification at a very competitive price point. "The amount of expertise required to produce these beverages would be at the top of the pyramid in terms of capabilities. It would be the elite baristas, and doing it quickly would be almost impossible."

Cooperation defines not just the initial sale but also the ongoing partnership between the two companies. As Rancilio has introduced new capabilities into the Egro product line, it has provided the Roasting Plant R&D team with these new



Pneumatic tubes move the coffee from storage to the roaster at Roasting Plant.



produce even the most complex orders, matching customer requests and the roast master's specification at a very competitive price point.

The Egro R&D team worked closely with the Roasting Plant team to develop this tight POS/machine interface. That level of service and commitment is especially

systems. This ensures that Javabot and Egro machines will remain fully compatible and that the Roasting Plant can use every new bell and whistle Egro offers.

Of course, it wouldn't matter how high-tech the Egro machine is or how good Egro is as a company if it didn't produce a great



Egro machines interface with Roasting Plant's POS system to produce consistently delicious coffee drinks.



cup of coffee. On that front, Egro is also the winner, Hartocollis says. Even by the standards of the self-described “coffee obsessed,” Egro machines produce top-notch coffee, he says. “We analyze a lot of machines. Even lately, we looked at a competitive product, and we felt [Egro] was still the right choice for us and is the best machine to produce the best-quality drink.”

Indeed, Egro units are wonders — not just as pieces of technology but as pure coffee machines. According to Rancilio Product Specialist Shelley Viola, Egro machine highlights include slicing burrs, which provide excellent particle distribution of coffee grounds. The company also uses a patented stainless steel brew group, including both bottom and top tampers, which creates a perfectly even bed of grounds for water to go through.

What’s more, the brand has one of the lowest total costs of ownership in its class. While most major coffee machine manufacturers require their units be serviced every 25,000 drinks, Egro can go 50,000 drinks between service calls, Viola says, making it a great fit for high-volume operations like Roasting Plant.

That sort of reliability is especially important for Roasting Plant, given its goals for expansion. The company opened its fourth store, this one located in Minneapolis-St. Paul International Airport, just a few weeks ago and expects to grow rapidly over the next two years, says Hartocollis.

With a compelling concept, a customer base primed to go to the next level in coffee appreciation, and a true equipment and technology partner in Egro, the Roasting Plant could soon be serving truly great coffee across the country.

The ever-growing Raising Cane's chain now has more than 280 locations worldwide.



While there may be lots of restaurant chains that serve chicken, no restaurant company has staked its reputation on chicken fingers the way Raising Cane's Chicken Fingers has. Since its first restaurant opened in Baton Rouge, La., in 1996, Raising Cane's has grown to more than 280 locations in 21 U.S. states, Kuwait and Bahrain.

Raising Cane's prides itself on serving "always fresh, never frozen" chicken fingers made from premium chicken tenderloins, accompanied by their tangy proprietary Cane's Sauce. In keeping with the company's Southern roots, the menu features traditional sides such as coleslaw and Texas toast.

Beverages are an important factor in the popularity of the Raising Cane's restaurants. Besides the usual array of soft drinks, the chain is known for its freshly squeezed lemonade and freshly brewed tea. The lemonade is made daily from real lemons that are hand cut and squeezed in house. Pure cane sugar and filtered water complete the simple delicious recipe. The tea, available in sweet or unsweetened varieties, is made fresh several times a day from filtered water. "Cane's originated in Baton Rouge, where iced tea is a staple," Sean Bishop, Vice President of Facility Management for Raising Cane's. "Cane's Founder Todd Graves loves fresh-brewed iced tea and lemonade, so naturally, he put them both on the menu," says Bishop. "They've been top sellers ever since."

Raising Cane's serves these perfectly simple drinks with perfect Scotsman ice, which has become a factor in driving business. "It's all about the nugget," says Bishop. "It makes our drinks

# Raising Cane's Raises the Bar



Scotsman ice helps drive soft drink purchases at Raising Cane's.



taste great.” In fact, people expect to have Scotsman ice when they visit Raising Cane’s, he says. “In cases where we’ve had to supplement [with] outside ice or complete an event without it, it’s often asked about. ‘Oh, you don’t have your normal ice? Darn!’” Part of the patrons’ devotion to Scotsman ice comes from the fact that, since its inception, Raising Cane’s has only used Scotsman nugget ice — never cubes.

In each of its restaurants, Raising Cane’s uses two 900-pound Scotsman ice machines in the back of the house to service drive-thru customers. Those machines are supplemented by a third employed at a self-service beverage bar at the front of the house. Bishop says that the machines are quiet and come with a good warranty. The Scotsman team, he says, “has been great. [Scotsman Vice President of Global Accounts] Jim Courtright provides all the information we need. They’ve really partnered with us to ensure that installation goes well and that there’s backup service. They’re able to provide literature and support for our franchised restaurants as well.”

A tour of the Scotsman factory convinced Bishop that the machines were the right choice for Raising Cane’s. “I was very impressed with

**“They’ve really partnered with us to ensure that installation goes well and that there’s backup service.”**

the factory. We got to talk with many of the people on the production lines, and they were fabulous,” he says. “They really took pride in what they did, and it shows in the machines they deliver.”

Bishop says that expansion is on the horizon for Raising Cane’s. “We’ll continue to expand into more states,” he says. More international restaurants will be coming as well. “We’ll continue to use the Scotsman line,” he says. “In fact, we also purchased Victory refrigerators, and we use the Beverage-Air line as well.”

Raising Cane’s success comes as no surprise to Courtright. “Raising Cane’s has become a winner by producing a product — its signature chicken fingers — that’s fresh and flavorful. It’s a distinctive product that customers just can’t get anywhere else. Their quality really stands out,” he says.

The relationship between Raising Cane’s and Scotsman has been mutually beneficial, and Scotsman is ready to support Raising Cane in their global expansion, says Courtright. “Raising Cane’s customers look forward to the Original Chewable Ice from Scotsman, so wherever they go, we’ll go,” says Courtright. “Any way we can help them, we will.”



Would Bishop recommend Scotsman ice machines to another operator? Well, yes and no. “While I would in one sense be happy to recommend to anyone that Scotsman is a good machine, on the other hand, I don’t want anybody to have my nuggets,” he says. “It’s a differentiation between brands. And cubed ice is just not as yummy as this ice.”

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

Raising Cane’s uses Scotsman ice machines both in front of the house and back of the house.



Michael Schwartz's Filia serves classic, artisanal Italian foods.



# MAKING A SPLASH IN THE **MIAMI** CULINARY WORLD

**M**iami has an almost endless number of dining and entertainment venues to experience, but the **SLS Hotel & Residences Brickell** is one of the newest and most exciting venues to hit the town in years. With a focus on art and fine dining, this hotel-condominium building is lighting up the Miami culinary scene with its chef-focused restaurants.



Far left: Chef Michael Schwartz (third from left) meets with his team.

Left: Beef carpaccio.



Above and right: Victory products in the Fi'lia kitchen.



“The SLS brand is fun, whimsical, luxurious and service oriented,” says Tom Mauri, Owner’s Agent for SLS Hotels. “We feel that this property differentiates itself with the heavy F&B and night-life components that [we] bring to the property.”

Mauri calls the property “a fully integrated, heavily F&B-based property.” There are two restaurants on the ground floor of the building, with 124 hotel rooms and 453 luxury condo units on the floors above. The Garden Club on the ninth floor features a wraparound terrace with a pool bar, and the Sky Roof on the 52nd floor has an outdoor dining area.

Art is an important part of the SLS Hotel & Residences Brickell experience. World-famous designer Philippe Starck is “the cornerstone of the design portion of our brand,” Mauri says, adding that the hotel is “a very art-centric property.” The breathtaking multicolored murals on the outside of the building are matched by the art inside, which includes a dramatic video installation and artwork from the collection of developer Jorge Pérez.

But it’s the two ground-floor restaurants that are really grabbing attention. Internationally renowned chef and James Beard Award winner José Andrés is the mastermind behind Bazaar Mar, which serves a sumptuous selection of seafood with a seasonal emphasis on local ingredients. Classics inspired by Andrés’ homeland, Spain, are also featured on the menu. Another Beard Award winner, Michael Schwartz, is at the helm of Fi’lia, which offers simple, artisanal Italian foods.

Top chefs require top equipment, and when it comes to choosing refrigeration equipment, they select Victory products. Luis Fernandez,

Vice President of LACE Foodservice, which supplied the Victory equipment for the project, called it “nothing typical as far as equipment is concerned.”

The Victory reputation for producing only the highest-quality equipment was a factor in the purchase. “The SLS facility is absolutely top-notch, and they were looking for the very best-performing refrigeration they could find,” says Alex Tappé, Vice President of Sales for Victory Refrigeration. “They looked at Victory as the Rolls-Royce of refrigeration. They’re really investing a lot of money in the food they’re keeping in those refrigerators, so they want to protect it as well as possible.”

The restaurant kitchens have a total of four UltraSpec refrigerators, five UltraSpec freezers and one refrigerator/freezer combination unit. There’s also a Victory refrigerator at the outside pool bar. “We’re extremely satisfied with the craftsmanship and quality of the Victory product,” says Mauri.

Fernandez agrees. “Victory has always been a very good brand, a very high-quality brand,” he says, noting that the performance and style of Victory products are constantly improving. “They work right out of the box, and there really haven’t been any real issues besides standard service calls.”

With a little help from Victory, the SLS Brickell is becoming one of the brightest stars in Miami. The Brickell area now “is a dynamic part of Miami,” says Tappé. “To be in on part of this development of this section of Miami is exciting.” Mauri sums up his feelings about the restaurants this way: “We think they’re going to do fantastic and expand the culinary world.”

Above right: Victory in the Poolside Pavilion.

Right: The Poolside Pavilion features a grove of fruit trees, from which guests’ drinks are made.

Below: Victory is also used in the kitchen at José Andrés’ Bazaar Mar.

“The SLS brand is fun, whimsical, luxurious and service oriented.”



# AHOLE IN ONE

**W**hen Sugar Shack Donuts opened its first store in downtown Richmond, Va., three years ago, it had to shut down within the first week. This was not due to a lack of business but because the owners underestimated the overwhelming reception the concept would receive.

“We didn’t realize we’d hit the subset of a market hungry for donuts, so right away, we knew it was necessary to revamp and add more staff to gear up and better accommodate the crowds,” says Dustin Smith, Co-Owner of Sugar Shack, which currently spans seven Virginia locations and two shops in Florida and has two more sites opening this winter in Virginia Beach and Washington, D.C. Sugar Shack also operates a food truck, which offers gluten-free vegan donuts and espresso. One of the secrets to its growth and success has been the use of equipment from Ali Group

company Belshaw Adamatic Bakery Group.

This successful partnership began with Sugar Shack’s first location. The concept was the creation of Founder and CEO Ian Kelley, a fine-dining chef who was looking for a change of pace. However, Sugar Shack is not your average donut shop. Every location is locally owned and independently operated. Shops also use local products and flavors as much as possible. The unique approach carries over to the company’s old-school production methods as well. Each raised donut is hand-rolled and hand-cut in batches of 25 throughout the day. There are no large, automated baking systems like in many of the major donut chains. This authentic, handcrafted process has been instrumental to Sugar Shack’s success.

“If someone walks in and we don’t have a flavor in the case, a staff member will walk into the kitchen and make a fresh donut in five minutes,”



The original Sugar Shack location.

says Smith. “In most shops, the kitchen isn’t open all day to do this or the shop is not staffed to handle special requests. Yes, it would be cheaper to make our donuts all at one time from a central



location and ship them to our stores, but that’s not us.” Belshaw’s equipment provides Sugar Shack Donuts with the ability to offer its customers the freshest raised donuts at any time of the day.



### Proprietary Product Needs

Sugar Shack's donut menu is based around classic favorites like chocolate iced, cinnamon sugar and glazed. But along with those are some more deliciously unconventional donuts, like Sea Salt Caramel; Bacon Maple, with real bacon atop a maple-glazed donut; and chocolate-and-coconut Girl Scout cookies.

Sugar Shack also offers specialty donuts with regional flavors. "In our Richmond location, we offer a Lee's Famous Recipe Chicken donut with hand-cut chunks of fried chicken from the popular fast-food chain on top," says Smith. "We do a similar version using Publix Super Markets' popular fried chicken at our Florida site."

"Just like a recording artist creating an album, we go to the lab and mess with every ingredient to create the best possible donut mix for our products," says Smith. "We want to ensure

our recipes are as good as they can possibly be." Sugar Shack utilizes local fresh fruits for its peach glaze along with milk and cream from a local creamery.

### The Perfect Package

It wasn't long after the first location opened that Sugar Shack's owners decided it was time to raise the bar with its production equipment.

"We knew that Belshaw's equipment sets the standard in donut production," says Smith. "Even though our operations aren't automated, since we cut everything by hand, we still needed top-of-the-line fryers, proofers and fillers to fulfill our goals." For producing yeast donuts, Sugar Shack stores use either two gas or two electric fryers, depending on their needs and the facility's utility capacity. The package also includes Q proofers as well as an auto filler, which efficiently fills yeast-raised donuts.

Sugar Shack uses either model 624 or 724 Belshaw Donut Fryers. Because the shops make larger donuts that are handcrafted, the open kettle does not restrict product size or have spacing limits.

"One of the things we always recommend is that operators get a filter with the fryer," says Irene Kimmerly, Vice President of Sales at Belshaw. "Because about 2 percent of the shortening is absorbed, more shortening needs to be added during the fry time to keep the necessary fill requirements."

The shops use Belshaw's EZ Melt, Fill and Filter foot pump, which performs four functions: melting, holding, supplying and filtering shortening. "When frying, shortening needs to be filtered every 8 to 10 hours, depending on volume," says Kimmerly. "If this is adhered to, operators will never need to change the fryer oil because it essentially is being swapped out as filtering is

The Sugar Shack crew and just a few of their delicious donut varieties.

taking place throughout the frying process."

Sugar Shack also utilizes Belshaw's Autofiller, which allows for a variety of different fillings with various consistencies to be injected into the donuts, including Bavarian cream, apple filling and chocolate hazelnut spread.

James Henderson, General Manager at the Lombardy Sugar Shack location near Richmond, says Belshaw's equipment is extremely user-friendly and produces a good-quality product while still retaining the homemade aspect of the donuts that the brand is known for. "Even though our operation looks big, at the end of the day, we're a small-batch bakery, and Belshaw does a great job in helping us accomplish that," he says.

Compared with the old fryers Sugar Shack first employed, Belshaw's line retains



Sugar Shack relies on dependable Belshaw equipment.



consistent temperatures, which is key to creating a quality product. “The fryers we initially used needed constant calibration since the temperature of the shortening impacts everything,” says Henderson. “If the oil is too hot, the donuts will burn, and if it’s not hot enough, the donuts will absorb too much oil, affecting the quality.”

“Belshaw’s proofer does a great job in distributing the humidity within the cavity,” says Henderson. “In some of the old proofers, the quality of the top two racks of donuts wouldn’t be as good as the ones below. These proofers provide consistency.” The proofer doors also can be easily removed to facilitate better cleaning of the unit’s interior, as can the unit’s coils. In addition, the water reservoir is more accessible for cleaning.

Sugar Shack also utilizes Belshaw’s Autofiller, a jelly/crème injector for donuts and pastries. “The Belshaw Autofiller also is the best unit we’ve ever used as we’ve had consistency problems in the past with other units due to our homemade fillings,” says Henderson. “We appreciate how the company continues to reinvent itself and work on ways to make its equipment even better with the newest technology.”

### A History of Success

Belshaw has been making donut equipment for almost a century, and along with the latest technology, what helps set the company apart is its customer service and technical support. “We pride ourselves on our very quick response time, and

Belshaw’s in-house technical service department is always available,” says Kimmerly.

Sugar Shack has benefited from the continuous upgrades and technological advancements of Belshaw’s donut equipment. “The company really puts forth a great deal of time and effort into upgrading their products, not just reengineering,” says Smith. “We consistently receive new parts — not because something wasn’t working but to make it operate even better than before. We don’t see that with a lot of manufacturers.”

Belshaw regularly updates equipment based on customer feedback. Sugar Shack has served as a tester for new Belshaw equipment, including an upgraded proofer and the Autofiller, to help ensure improvements are working as planned.

Quality is a hallmark of both Belshaw and Sugar Shack. “Much of the reason we’ve chosen to work with Belshaw is because the company has been a pillar in the donut game for so long,” says Smith. “If a company hasn’t chosen Belshaw, they obviously haven’t done their homework. This company puts in the necessary time and effort into its equipment.”

Sugar Shack anticipates opening its 12th location by the end of this year and predicts further expansion in 2017. Belshaw equipment will continue to play a big part in this growing business’ success in the years ahead. “We don’t want to grow up being this big donut shop but would rather be community focused and geared toward individual needs where we open a store,” says Smith.

**T**he new 383HT Undercounter High Temperature Dishwashing Machine is packed with features that make operation easier than ever.

The new Fill Sentry device on the 383HT has a sensor that alerts the operator when water pressure is too high or low, helping to ensure that the machine is functioning properly. Another new feature, Auto Clean, washes the chamber at shutdown to keep the unit clean. And the new Smart Display technology shows digital temperature readouts and cycle progress indicators. The Drain Sentry feature, also new on the 383HT, monitors and ensures proper machine draining. This automatic pumped drain requires no standpipe and removes the need for manual drain operation. This eliminates the risk of improper machine draining, which means there's no chance for water overflowing onto the floor at the start of the next cycle.

A proper rinse temperature of 180 degrees F is ensured by the machine's Rinse Sentry technology. And like the other Moyer Diebel undercounter machines, the 383HT has a counterbalanced, double-skin door, along with standard peristaltic liquid detergent and rinse-aid pumps, a 2 kW tank heater, and flexible fill and drain lines. That assures years of dependable operation and clean dishes.

"Our 383HT pulls from years of production experience to develop the best undercounter on the market," says Anthony Patella, National Director of Sales for Moyer Diebel. "We listened closely to our customers' needs and designed a better product to meet those needs. As a result, I have no doubt that the Moyer Diebel 383HT is the best undercounter on the market."



# The Ultimate in Convenience

## Moyer Diebel's New Undercounter Model



# EGRO BYO: THE FUTURE IN A CUP



Egro BYO customers can select their personal user interface.



Few products can be called game changing, but the newest coffee machine from Egro is. Introduced at the Host exposition in Milan, Italy, in 2015, the Egro BYO (Bring Your Own) technology allows an operator to communicate with the coffee machine via Bluetooth or to use an Android tablet as a fixed display. That's something that no other coffee machine currently does.

Our intention was to be two steps ahead of the competition in terms of technology," says Roman Probst, Commercial Director of Egro Americas and APMEA. "That's why we decided not to go with a device that merely offered a larger touch screen. We figured it made more sense to implement what the customer is already familiar with, and is able to use intuitively, into a professional, fully automatic machine."

With HD resolution and ease of handling, tablets offer

significant advantages over the traditional touch screen. "Customers are able to select their personal user interface, which means they can customize screen size and settings according to their needs," says Probst.

Potential markets for the Egro BYO system go far beyond coffee cafés. There are many locations that could use these intelligent machines, including QSRs, convenience stores, cafeterias and self-service coffee bars. "We can cater to the needs of the market with the Egro BYO," says Probst. "The BYO was not developed with a particular customer in mind. Thanks to the BYO technology, we are even more flexible now, which means we can acquire new client segments."

## What Makes It Different

Egro BYO machines have a number of features that set them apart from other machines



The Ego BYO features HD resolution, intuitive handling and wireless connectivity.

currently available. The Top XP milk system can produce cold milk froth that is stable for more than 15 minutes after the drink is made. The machine's self-adjusting grinder has a special algorithm to calculate all the essential parameters for a steady extraction time and configures the grinding process accordingly. "This ensures high-quality coffee, whether the machine is in frequent or infrequent use or has just been switched on," Probst says. The BYO's drink spout will automatically adjust to the cup size and type of beverage selected. That makes for quick service and helps keep the area around the machine clean. Speaking of cleanliness, "our fully automated cleaning system is the fastest and easiest on the market," says Probst.

The BYO is also a smart choice for operators who are sensitive to environmental concerns. "Due to new cleaning media, like milk

system cleaning tablets, we can reduce the ecological footprint significantly," Probst says.

### Into the Future

The Ego BYO opens up exciting new possibilities for coffee service. "We have incorporated the app universe into a fully automated coffee machine," says Probst. The possibilities for future advancements are virtually limitless. "Just think of remote-controlled cash systems, cloud solutions and recipe databases," he adds.

The Ego team is always keeping an eye on the needs of the end user. "Our Ego LAB development team enables us to react quickly to changing market needs. Because our company features short decision paths and an eagerness for new ideas, we are flexible, can develop quick solutions and implement client feedback faster than our competition," he says.

**"We have incorporated the app universe into a fully automated coffee machine."**



# New CMA Machine Handles Growlers

If you think of a snarling dog when you hear the word growler, you're obviously not a beer connoisseur. At your local microbrewery, a growler is what you carry your beer home in: a 64-ounce bottle with a narrow neck and screw-on cap. Once it's empty, you bring it back to the microbrewery to have it refilled for your next round.

While the growler may be convenient for the beer drinker, it can pose a problem for the operator in terms of cleaning. Because of the height of the growler bottle, "you can't put it in a regular dish machine," says Chris Arnette, National Sales Director for CMA Dishmachines. "So what we've found is that microbreweries were either relying on the customer to clean the bottle, or they would rinse it out themselves." Neither is a particularly satisfactory solution in terms of either sanitation or preserving the beer's quality. "Microbreweries are very particular about their beer," says Arnette. "The bottle has to be clean."

A better solution to the growler problem is the CMA 180UC Bottle and Beer Growler

Washer. It's two machines in one — an under-counter dish and glass washer as well as a bottle washer. This high-temperature machine easily converts from dishwashing to bottle washing in just minutes with the use of a special rack. The lower wash and rinse arms are removed and replaced with the rack, which has nine compartments to hold bottles up to 6 inches in diameter and up to 11½ inches in height. The rack is fitted with a spray manifold system, which places a strategically positioned spray jet inside the neck of each bottle.

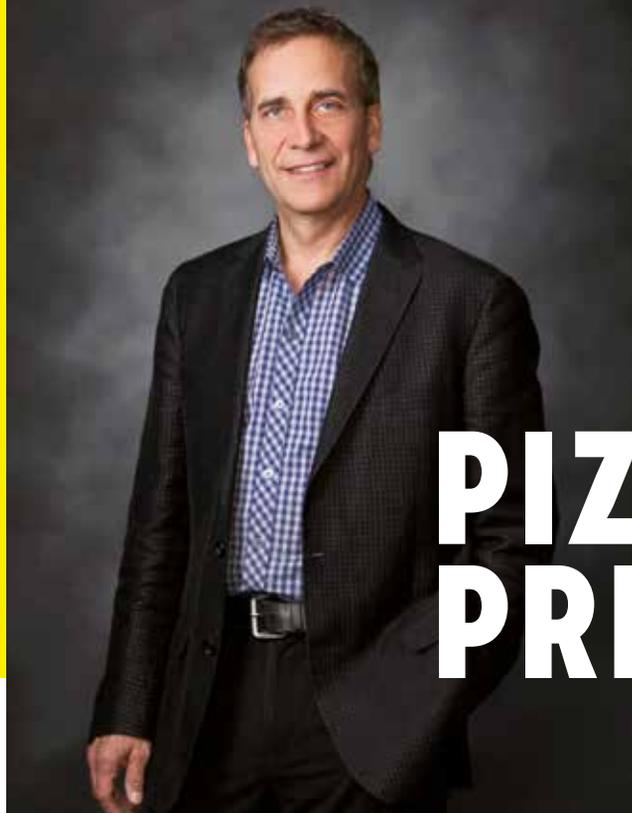
The versatility of the growler washer has found other back-of-house uses as well. Operators are using it to wash drinking water bottles and pitchers, and some Italian restaurants are finding it ideal to clean and sanitize tall olive oil bottles.

Arnette notes that the CMA system is "unique because it's like having two machines in one. There are tons of dish machines on the market but no dish machine that can convert into a bottle washer and back."

It's a fact that pizza is big business. But like all areas of the foodservice industry, it's undergoing some rapid changes. In nearly 35 years of working in the pizza business, Tim Pilzner has seen it all. Pilzner is President of P.A. Products, Inc., of Livonia, Mich., which manufactures prep items for pizza chains and distributes products from a number of major brands, including Edlund. He has a unique perspective on where the chain pizza segment is headed.



# PIZZA PREDICTIONS



but I don't see it lasting from the standpoint of growing a chain.

## Where do you see the pizza segment going in the next five years?

**TP:** The main trend I see is international growth. Growth in the U.S. has been kind of saturated. But the thing that [pizza chains] are doing in the States to bring on more sales is redoing storefronts and remarketing their names. They're trying to reinvent themselves because this industry has evolved – but pizza is still the staple of the storefront. They try to add salads and chicken wings and sandwiches and brownies, but in the end, it's still pizza and breadsticks.

## What's the reason behind the remodeling?

**TP:** Let's say you pass by the same pizza place every day. You become blind to it. They decide to revamp the storefront, change the lighting, change the signs. So when you drive by that store, you say, "Hey, there's a pizza place over here. I haven't tried it in a while. Let's go try it." That's what's happening here in the U.S. They're not building new stores; they're basically taking a store and figuring out what they have to do to entice more sales out of the store.

## What about the new "fast pizza chains"?

**TP:** If you go to Europe and ask for a pizza, it comes like a flatbread. They're copying that same concept – which isn't a bad concept – but I don't know how long that can last. Maybe they just haven't marketed it well yet,

## Do you see growth in the industry?

**TP:** If you go to pizza shows, the talk is about how major chains are absorbing the independent people. At one time, the percentage of independents was 60 percent of the market. Now it's down to 40 percent. If you look in terms of growth from pizza chains, [mergers and acquisitions is] probably where the growth is going to come from. There's going to be the big 10 [chains], and they're going to control the market and be situated where independents really can't compete, unless they have a specialty sit-down pizza [format]. But they're more expensive, and it's a different type of atmosphere.

## Talk about equipment for pizza chains.

**TP:** It's all about the efficiency of how fast the pizza is made and how accurate the ingredients are weighed to keep costs under control. From the dough to the sauce to the cheese and all the toppings in between, digital scales are the way of the future to give the operator the most accurate ingredients to control costs in their competitive environment.

## Speaking of equipment, you worked with Edlund on a scale for one of your chain clients.

**TP:** The chain was going through growing pains; their concept was taking off. The stores were doing a lot of

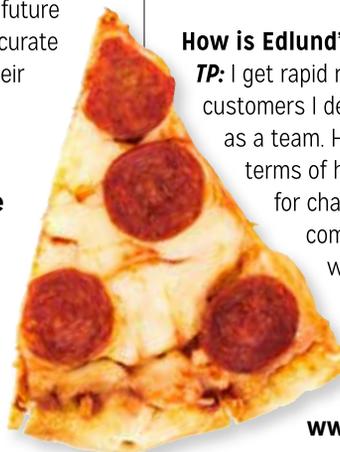
volume. The mediocre scale they had wasn't holding up. It was breaking down constantly. But they still wanted a mechanical scale, so we developed one with Edlund. We took one of Edlund's heavy-duty scales and added some features to it. We brought it to market for them, and they loved it, 100 percent. They made a complete changeover.

## You obviously have a good relationship with Edlund.

**TP:** We've been with Edlund over 30 years. We started with Edlund with their can openers; we still sell them. We do a lot of business with their scales now. In terms of flexibility and speed, I call B.C. Roberts [Edlund's Director of National Chain Accounts]. He can get with his R&D department, and we can develop a new concept for somebody who wants to reinvent the scale they have. Most other manufacturers – because they're importing – don't have that flexibility and can take up to a year to make a change on a scale. With Edlund, I can keep them attentive to new concepts and within 30 to 60 days have a prototype sent up to [the client].

## How is Edlund's service?

**TP:** I get rapid response, and so do the customers I deal with. B.C. and I work as a team. He has done a lot for me in terms of helping me develop things for chains that make them more comfortable. He's done very well by me and for the company itself. Kudos to Edlund. They have the right setup.



# New Ali Group North America Headquarters Hosts Ali University

The new Ali Group North America headquarters building in Vernon Hills, Ill., recently hosted four days of Ali University sessions. During specifically designed sessions for consultants and for dealer-designers, attendees learned about the latest products from Ali Group North America companies and were updated on trends in the foodservice market from industry experts.

Fourteen consultants attended the consultant session, which began with a state of the industry address from Robin Ashton, Publisher of *Foodservice Equipment Reports* magazine. Dawn Aubrey, Associate Director of Housing for Dining Services at the University of Illinois-Champaign, discussed foodservice in higher education. After a lunch break, Dave Reeves, Director of Hospitality Services at Elmhurst Memorial Healthcare in Illinois, updated the group on healthcare foodservice. Charlie Souhrada, Director of Member Services for the North American Association of Food Equipment Manufacturers (NAFEM), outlined the latest refrigeration guidelines. On the second day, the consultants heard from Andrew Shakman, Co-founder and CEO of LeanPath, a foodservice technology company.

The second session, which was attended by 24 dealer-designers, began with a keynote from Joe Carbonara, Editorial Director of *Foodservice Equipment & Supplies* magazine. In the afternoon, the attendees heard from Stratos Lambos of Xenia Hospitality on how he, as an operator, selects equipment. They also heard the refrigeration update from Charlie Souhrada.

In between the educational sessions, attendees saw the latest advances in equipment from many of the Ali Group North America companies. Both groups of attendees were treated to a delicious lunch, prepared on the first day by ACP and Eloma and on the second day by Eloma.







The new headquarters, located at 101 Corporate Woods Parkway, will be shared with Scotsman Ice Systems. “Our growth has been very exciting, and more space is critical to continue to support that growth,” said Filippo Berti, Chief Executive Officer of Ali Group. “Our new space reflects our goals of providing continuous innovation and extensive support for our clients. The new state-of-the-art facility features a test kitchen, multiple training rooms, a product display room, engineering test labs and even an Italian coffee and gelato bar.”

“Working with Filippo and the Ali Group team, we defined our priorities for our new offices,” said Kevin Clark, President of Scotsman Ice Systems. “Discussions were held with our various departments; we had a desire to create open workspaces — creative and collaborative space — for our design teams. We were able to design meeting/conference spaces and additional amenities that will not only benefit our employees but our customers as well. Our design parameters were successfully achieved, and we are excited about being in the new space.”



# Ice-O-Matic Hosts Summit on Energy Regulations and Trends



Saving energy is an important issue with every foodservice operator. For that reason, Ice-O-Matic hosted an Energy-Efficient Restaurant Seminar at the Pepsi Center in Denver. The summit gave operators an opportunity to learn about the latest regulatory and technology trends in energy-efficient equipment as well as an opportunity to speak with industry experts about current issues.

A number of leading restaurant equipment manufacturers were on hand to show their designs, including ACP/MenuMaster, Beverage-Air, Eloma and Metro. The Ali Group also

had a booth. Xcel Energy, one of the largest energy companies in North America, was in attendance as an expert on rebates.

Attendees heard a number of speakers, including Charlie Souhrada of NAFEM; Karim Amrane of the Air-Conditioning, Heating and Refrigeration Institute; and Brian Throll of Xcel Energy Commercial Refrigeration. George Parsons, Vice President of Engineering and Technology for Ice-O-Matic, discussed how changes in regulations affect global equipment manufacturers.

“This was a well-attended event, highly focused on upcoming federal energy regulations that will impact everyone in our industry for years to come,” said Scott DeShetler, Director of Marketing for Ice-O-Matic. “Operators, dealers and consultants were all appreciative of the content we provided and the opportunity to speak with both manufacturers and the local utility. It provided valuable information, ranging from the impact new regulations will have on their business to what kinds of solutions and rebates are available. All in all, it was a great forum, and we look forward to a second annual event next year.”

# GELATO WORLD TOUR TAKES CHICAGO BY STORM





Enthusiastic gelato fans await one of the weekend's educational sessions.



The Windy City became the Gelato City for three days last year as the Americas East stage of the Gelato World Tour came to Chicago. Tens of thousands of local residents and Chicago visitors stopped into the huge tent in downtown Millennium Park to savor the 16 signature flavors made by the finalists. In all, more than 9,000 pounds of gelato were served, which works out to more than 78,000 cups and mini-cones.

The artisans produced their gelato on-site in the Carpigiani Laboratory, the largest gelato lab ever created in North America, thanks to the support of Sigep-Rimini Fiera. The gelati were displayed in cabinets by IFI and produced using ingredients from PreGel, both of which were main partners in the Tour.



## AND THE WINNERS ARE...

The top winners of the Gelato World Tour – Americas East Stage in Chicago:



Above: Daniela Lince Ledesma receives her 1st Place award from (left to right): Achille Sassoli, Director, Market Development, Carpigiani Professional; John Babila, President, Carpigiani USA; judge Emily Elyn; and Alessandro Piccinini, International Marketing Manager, Rimini Fiera SpA.

- **1<sup>st</sup> Place:** Amor-Acuyá by Daniela Lince Ledesma, Dolce Gelato, Medellín, Colombia
- **2<sup>nd</sup> Place:** Chicago Pothole by Angelo Lollino and Ali Caine Hung, Vero Coffee & Gelato, Elmwood Park, Ill.
- **3<sup>rd</sup> Place:** Rich Chocolate, Koval Single-Barrel Organic Bourbon, Ganache Swirl & Maple-Candied Pecans by Tammy Giuliani, Stella Luna Gelato Café, Ottawa, Canada

### Other Winners

- **Winner, Technical Jury Award:** Saffron Pistachio with Candied Lemon Peel Gelato by Gianluigi Dellaccio, Dolci Gelati Café, Washington, D.C.
- **Special Mention - People's Choice:** Texas Pecan Pie by Matthew Lee, TÈO, Austin, Texas, and Passion Fruit Ricotta with Candied Walnuts by Natalie Yepes, Dolci Peccati Gelato, Miami
- **Special Mention - Journalist's Choice:** Windy City S'mores by Baron Gottsacker, Bent Spoon Gelato, Sheboygan, Wis.
- **Special Mention - Maestri Gelatieri:** Maple Gelato by Loris Carlo and Leonardo de Prato, Leonardo's Gelateria, Barre, Vt.

Pictured at left are the top three gelati in order of their award placement.

## A MESSAGE FROM ACHILLE SASSOLI

I remember the day, sitting in Carpigiani's headquarters in Bologna, when we dreamed up this competition that has become the Gelato World Tour. Our mission was to spread the culture, art, passion and business of gelato to every corner of the world. In May 2016, that mission was overwhelmingly accomplished in Chicago. We broke all records, including the record of selling every piece of Carpigiani equipment that we shipped over for the event. More than 500 million media impressions were made, thanks to all the Chicagoland press and several national media outlets, like the "Today Show" and *EnRoute*, Air Canada's magazine. Chicago was an incredible success by every measure.

—Achille Sassoli, Director, Market Development, Carpigiani Professional/  
Director, Gelato World Tour

The gelato artisans take a break in Chicago's Millennium Park.



The "My First Gelato Shop" session was designed for aspiring gelato professionals, both young and old.



Windy City S'mores (top);  
Texas Pecan Pie (center);  
Passion Fruit Ricotta with  
Candied Walnuts (bottom)

## THE JUDGES DECIDE



The Gelato World Tour stop in Chicago had an all-star Technical Jury tasting the delicious concoctions. Led by Retro Rad Chef and two-time "Cutthroat Kitchen" winner **Emily Ellyn**, the team of judges consisted of (left to right):

- **Victoria Jordan Rodriguez**, Director of Operations, James Beard House
- **Sam Toia**, President, Illinois Restaurant Association
- **Chef Thomas Vaccaro**, C.E.P.C., C.M.B., Dean of Baking and Pastry Arts, Culinary Institute of America, Hyde Park, New York
- **Emily Ellyn**
- **Tom O'Brien**, Contributing Editor, *Foodservice Equipment & Supplies* magazine
- **Chef Siddharth Mangalore**, C.E.P.C., Baking and Pastry Instructor, Kendall College, Chicago
- **Chef Mario Rizzotti**, "Iron Chef" Judge
- **Chef Ben Vaughn**, Author and TV Personality
- **Matteo Picariello**, Trade Commissioner, Italian Trade Agency

A panel of expert culinary judges evaluated each finalist's gelato, and their ratings were combined with votes from the public and the other gelato artisans to determine the final scores. The top four winners and special honors are listed on page 83..

There were also a number of other workshops and competitions over the course of the three-day event. An invitation-only event organized by Carpigiani for dealers, reps and key clients before the event provided an exciting sneak preview of what was to come over the weekend. Two competitions during the weekend were designed expressly for the gelato artisans. The Tonda Challenge, sponsored by IFI, tested their ability to prepare a perfect gelato cup of 100 grams (3.5 ounces). In the Stack it High Showdown, sponsored by PreGel, the artisans were challenged to stack as many scoops of gelato as they could in 20 seconds.



More than 9,000 pounds of gelato were served over three days.

# AROUND THE WORLD



## Juan Valdez and Rancilio: A Successful Partnership

People of a certain age may connect the name Juan Valdez with a series of television commercials in the '60s and '70s that promoted Colombian coffee. But for the younger generation, that name is more likely to be associated with a chain of 340 coffee cafés. While the majority of the Juan Valdez Café stores are in Colombia, the company has also expanded to Mexico, the United States, Spain, Malaysia, Kuwait and 10 other countries.

To produce their artisan coffee drinks, the Juan Valdez Café chain has partnered with the Rancilio Group since 2013. After the café put out bids to 12 espresso makers around the world, Rancilio was chosen because of its international presence, its commitment to quality and the durability of its Classe 7 and Classe 9 espresso machines.

The after-sales support Rancilio provides has been important to the Juan Valdez chain. "Rancilio Group supports us very well and does a great job of getting their local people to help us out," says Juan Valdez Café CEO Hernan Mendez.

Andrea Mascetti, Export Sales Director for the Rancilio Group, calls the collaboration with Juan Valdez "mutually beneficial. Juan Valdez is a prestigious and successful brand."

The Juan Valdez chain uses Rancilio's Classe 7 and Classe 9 espresso machines, which feature the revolutionary Xcelsius technology. The system brings out the individual characteristics of each Juan Valdez blend to ensure consistently perfect coffee, cup after cup. In addition, the machines allow the operator to switch on only the heads that are needed, which reduces energy costs.

Rancilio continues to win design and innovation awards, including the 2016 SMAU Padova award for its unique Rancilio Group CONNECT system, which allows remote monitoring and maintenance of coffee machines.

That focus on innovation, combined with the excellence of Rancilio's product line, bode well for the partnership with Juan Valdez Café as it expands its global presence. "Our ambition is to be the most recognized and admired Colombian brand in the world," says Mendez.

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



## Bongard Wins Big in Moldova

Bongard struck gold at the 2016 Moldexpo in Chişinău, Moldova, in May, winning eight trophies and four gold medals. At this international exhibition of food and ingredients, the new Bongard Paneotrad EVO won a gold medal in the Major Innovation for Bakery category, while the Orion took top honors in the oven category. A gold medal in the industrial equipment category was awarded to the Bongard SPI 250 mixer. Bongard itself took first prize for Most Innovative Company in Bakery and Pastry and also won a special jury prize for having the most attractive booth.

During the course of the five-day show, Bongard produced approximately 15,000 breads. The Paneotrad EVO was used for all the bread production.

[www.bongard.fr](http://www.bongard.fr)



Autogrill uses EsmachLab in its flagship store.



### The EsmachLab Takes to the Motorway

In a new collaboration between Esmach and Autogrill, the EsmachLab literally has taken to the road. In its first motorway bistro, called the Bistrot Fiorenzuola d'Arda, Autogrill has installed the EsmachLab, the revolutionary new system that frees bakers from overnight production schedules. The five machines in the EsmachLab take up less than 25 square meters (270 square feet) of space and make production possible throughout all dayparts.

The EsmachLab is just one more way that Esmach is helping Autogrill provide its customers with delicious, healthy food produced by traditional artisan methods while guaranteeing consistent quality and flavor.

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

### Upscale London Restaurant Chooses Ambach

One of London's most prestigious restaurants, the Michelin-starred Locanda Locatelli, has chosen Ambach equipment for its kitchen. Esteemed Italian Chef Giorgio Locatelli had previously installed Ambach equipment in his Locanda restaurant at The Palm Hotel Dubai. In his menu, Chef Locatelli emphasizes fresh produce, and to keep that fresh flavor, Ambach created a cooking suite with a number of special elements in a very small footprint. Because Ambach has had extensive experience in customizing products, the suite was delivered and installed within a month to minimize downtime at Locanda Locatelli. The Locatelli-Ambach collaboration is planned to continue as Chef Locatelli opens additional venues.

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



Giorgio Locatelli's menus focus on fresh produce.



### Metro Top-Track Helps Hospitals Work More Efficiently

The Metro Top-Track high-density storage system is helping two more European hospitals increase their effective storage space by as much as 50 percent. The Oulu University Hospital in Oulu, Finland, and the new Queen Elizabeth University Hospital in Glasgow, Scotland, have both installed the Top-Track system. When used with MetroMax polymer shelving, the system provides a better storage option for the hospitals' sterile-pack items. MetroMax also has \*Microban antimicrobial product protection built into the high-contact areas of the shelving systems – shelf mats, frames and posts – to inhibit the growth of bacteria, mold, mildew and fungus that cause odors and product degradation. Metro's market-leading storage systems provide easy access and maximize storage capacity, making them the most innovative and versatile shelving systems available today for both healthcare and foodservice applications.

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

\*MICROBAN® and the MICROBAN® symbol are registered trademarks of the Microban Products company, Huntersville, N.C.



## Swiss Restaurant Teams Up with Eloma

The new Migros restaurant in downtown Zurich, Switzerland, might be termed a mega-restaurant. Seating up to 850 customers, it's Switzerland's largest restaurant. To handle this volume of food production, Migros is working with Eloma. "We need to keep up with today's pace," says Rolf Lowiner, Head of Gastronomy at Migros. "But we won't compromise when it comes to quality and freshness."

To produce that top-quality, fresh food, Migros is using energy-efficient combi steamers from Eloma, customized to their individual needs. The Zurich restaurant has seven Eloma GENIUS<sup>MT</sup> units. "Eloma units allow us to combine combi steamers with bake-off ovens in a space-saving stacking kit," Lowiner says. "The compact Eloma JOKER<sup>MT</sup> is also a real alternative for small spaces."

The Migros parent company operates 66 self-service restaurants across Switzerland, and most of these units already use Eloma products. [www.eloma.com](http://www.eloma.com)



## Moffat Helps Australian Hospital with its Cook-Chill System



Setting up a high-volume production kitchen in a major metropolitan hospital is no small undertaking, but with help from Moffat, one Australian hospital has been able to successfully establish a thriving cook-chill system.

St. John of God Midland Public Hospital in Midland, Western Australia, is a 307-bed facility that has treated more than 40,000 patients since its wards opened in 2015. To deliver more than 1,000 patient meals daily, the hospital opted for a cook-chill system. By preparing the food, rapidly chilling it and storing it at a controlled temperature, the hospital can hold food for up to five days before service. Besides advance meal preparation, a cook-chill system allows St. John of God Midland to be more flexible in its meal service and better manage labor and production costs.

The hospital turned to Moffat for help. In collaboration with equipment supplier Arcus Australia, a variety of high-production, energy-efficient equipment was chosen from Ali



Group companies. Moffat Waldorf cooking suites were installed because "Waldorf cooking suites are the best on the market," says Phil Daly, Arcus' Sales and Marketing Manager. "Waldorf is the primary brand of Moffat's cooking equipment and has excellent service and support." Kitchen production is also supported by Turbofan convection ovens and Friginox blast chillers. Burlodge B-Pod systems are used to deliver patient meals.

Since keeping energy consumption and costs down was of major importance in the St. John of God Midland project, the dish room features energy-efficient equipment, including a 10-meter (32.8-foot) Wexiödisk flight washer with a Rendisk tray conveyor system and a Washtech pot washer to maximize its usage of water, chemicals and electricity. [www.moffat.com](http://www.moffat.com)

Champion helped  
Carroll University fulfill  
their green initiative.



**CARROLL**  
UNIVERSITY

## GOING GREEN AT CARROLL UNIVERSITY WITH CHAMPION

At Carroll University in Waukesha, Wis., all meals are prepared from fresh (never frozen) ingredients for its 1,800 students living on campus. To align with the university's "green efforts," Carroll has installed Champion Industries' TRISYS Food Waste Handling System.

"We wanted to make sure we were looking forward with a green initiative," says Matt Sirinek, Senior Director of Auxiliary Services at Carroll.

After searching for new dishroom systems for two years, the university installed Champion's EUCCW4-LE flight machine, Bi-Line Accumulator and TRISYS Slow Speed Grinder, Centrifuge and Phoenix Dehydrator in the dishroom of its Main Dining Room.

Carroll University expects to realize energy savings of \$10,000 annually with the new TRISYS by Champion system, as well as additional savings in waste removal expense. "We find great value in what Champion has discovered," says Sirinek. "We



take pride in our equipment and we're very pleased to have our eye on the future."

The TRISYS by Champion Food Waste Handling System

was one of the recipients of a Kitchen Innovations Award at the 2015 National Restaurant Association Show.

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

## STYLISH REFRIGERATION FOR A STYLISH VENUE



The spectacular Coogee Pavilion is a must-see attraction for visitors to Sydney, Australia. Housed in an elegant, dome-topped beachside building, which first opened in 1887 as an aquarium, the Pavilion is now a popular foodservice operation with a number of casual dining options. The ground floor is a family-oriented environment, while the rooftop features four indoor and outdoor bars with wraparound views of the shoreline.

The Coogee Pavilion menu features a wide variety of items. Casual fare, such as burgers and fish and chips, is served on the ground floor while the rooftop features "snacks and plates straight from the fire that have a Mediterranean twist," says Executive Chef Jordan Toft.



Merivale, the owners of the Coogee Pavilion, wanted the equipment at the Coogee Pavilion restaurants to be as stylish and eclectic as their menus. So they asked Williams Refrigeration Australia to match the look of the refrigeration units to the overall design concepts of the restaurants. "Merivale and their designers like eclectic designs," says Martin Healy, National Sales Manager for Williams. "There was a cocktail bar, a conservatory bar, a casual bar and so on; each one had a different look and theme. Our challenge was to make our refrigeration cabinets blend perfectly into these designs." That entailed supplying refrigeration units for two kitchens, one bar downstairs and four bars upstairs.

But the choice of Williams refrigeration units was equally important to Chef Toft, who says, "Refrigeration is the key to kitchen success. A chef's job is all in their preparation, and safe food handling is paramount."

Not only did the Williams team match the design concepts, they found ways to fit the refrigeration units into some tight spaces. "The creative designs brought some challenges with corner space and cupboard constraints," says Healy. "We designed a number of counter refrigerators so they could be positioned right next to cupboards. When you go to Coogee Pavilion, you'll open one door and it's a cupboard. Open the next one, and it's a fridge."

For Williams, the successful execution of the Coogee Pavilion project reinforced their ability to deliver customized, flexible refrigeration solutions no matter what the challenges. "Our culture, abilities and skills are proven in our ability to make a custom cabinet that no one else can," says Healy. "If you keep evolving and innovating, then there is always a market for you."

[www.williams-refrigeration.com.au](http://www.williams-refrigeration.com.au)

# OUR BRANDS



COOKING

ALPHATECH

**Amana**  
Commercial  
MENUMASTER

ambach

b baron  
ideas by jacobus

eloma



LAINOX  
DEVICE FOR COOKING

MARENO  
ENJOY YOUR KITCHEN

metas

MOFFAT

oem

OLIS

we innovate cooking

ROSINOX  
Grandes Cubinas

SILKO  
IDEAS. WELL DONE



BAKERY

Belshaw  
Adamatic

Bertrand  
puma

BONGARD

CFI

ESMACH

MONQ

Pavailer



MEAL DELIVERY,  
PREPARATION &  
STORAGE SOLUTIONS

Aladdin Temp-Rite

AUREA

burledge

Edlund

METRO

Stierlen

temp-rite



REFRIGERATION

BEVERAGE-AIR

FRIGOROX

friulinox

hiber

Polaris  
PROFESSIONAL REFRIGERATION

Tecnomac

VICTORY

williams



WASHING & WASTE MANAGEMENT



ICE CREAM & BEVERAGE DISPENSING



ICE MAKERS



COFFEE MACHINES



CONTRACT, DISTRIBUTION & SERVICE



# YOUR GLOBAL PARTNER

AFRICA | THE AMERICAS | ASIA | AUSTRALIA AND NEW ZEALAND | EUROPE

## Ali Group Global Headquarters

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

## Ali Group France

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

## Ali Group Russia

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

## Ali Group Africa & Middle East

Unit 603 & 604, Building 1  
Dubai Design District  
Dubai, UAE  
PO BOX 333215  
Phone +971 5062 10850  
middleeast@aligroup.com

## Ali Group Germany

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

## Ali Group Singapore

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

## Ali Group Australia

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

## Ali Group Hong Kong

Unit C, 12/F. | Roxy Industrial Centre  
58-66 Tai Lin Pai Road  
Kwai Chung, N.T. | Hong Kong  
Phone: +86 852 2407 5422  
hongkong@aligroup.com

## Ali Group South Africa

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

## Ali Group Brazil

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

## Ali Group Japan

Toei Mishuku Building  
5F 1-13-1 Mishuku | Setagaya-ku  
1540005 Tokyo, Japan  
Phone +81 3 5779 8850  
japan@aligroup.com

## Ali Group UK

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

## Ali Group Canada

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

## Ali Group Latin America

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

## Ali Group USA

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

## Ali Group China

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

## Ali Group New Zealand

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



This edition of *Aliworld Magazine* is produced with pride by Zoomba Group Custom Publishing Division (190 N. York Street, Elmhurst, IL 60126, USA) under the authority of Ali Group. Some of the content within this issue was reproduced with the permission of Ali Group from *Aliworld International Edition* October 2016 issue 5. Zoomba Group and Ali Group wish to express thanks to Progressive Content (71-73 Carter Lane, London EC4V 5EQ United Kingdom) for their contribution.

*For more information on this edition please contact:*

**Ryan Blackman**  
**Managing Editor**

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

**Pictures**

Ashley Davis Photography p58;  
Stephani Buchman p40-43; Dino Buffagni p82-85;  
Seth Chandler p44-47, 64-65, 70-72, 78-80;  
Melissa Hom p60-63;  
James John Jetel p78-80, BC;  
Jennifer Catherine Photography p14;  
James Kruger-Landmark Photo C, pg4-6  
Sasha Landskov IC, p6-9, IBC; Shabreon Starks p48-53;  
Marylinda Ramos p21, 66-69; Erich Schroeder p23-25,  
Shutterstock; Jorge Toaboda p54-57,  
Justin Wallace p58-59,  
Donovan Roberts Whitmer p30-32

**Printing**

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

**Editorial Office**

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

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

## **A GLOBAL LEADER**

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

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

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

