

ALI WORLD

THE ALI GROUP MAGAZINE

ISSUE 12 | OCTOBER 2024

INTERNATIONAL

ISLAND LIFE

Alicontract delivers a tailored solution for Waldorf Astoria Seychelles Platte Island

SUSTAINABILITY AT THE CORE

SILKO'S ESSENCE ENGAGES ALL THE SENSES AT HAMMETT'S MONASTIK

ACT OF DEVOTION

HOW RANCILIO SPECIALTY BECAME A TRUSTED PARTNER TO DEVOCIÓN

ali
GROUP



Working with Alicontract, Waldorf Astoria Seychelles Platte Island integrated a wide range of equipment from Ali Group brands throughout the luxury destination hotel



NAVIGATING THE NEW NORMAL: THE RESTAURANT INDUSTRY'S EVOLVING LANDSCAPE

As we step into 2025, the restaurant industry finds itself in familiar yet uncharted territory. The unprecedented challenges of recent years have given way to a new set of obstacles, reminiscent of pre-pandemic times but with fresh twists.

The good news is that restaurants are once again operating without restrictions, welcoming diners through their doors with open arms. The supply chain, once a source of unpredictability, has largely stabilized, allowing for smoother business operations. This return to normalcy, though, has brought with it a resurgence of age-old industry challenges, manifesting themselves in new ways.

At its core, the restaurant industry is about people serving people. It's no surprise, then, that some of the most pressing issues are people-centric. Finding and retaining staff remains a significant hurdle for many operators. Even when successful, the rising cost of labor puts pressure on already tight margins. Yet, a skilled and dedicated workforce is the lifeblood of any successful restaurant operation.

Covid-19 drastically altered consumer behavior, and restaurateurs now face the challenge of enticing patrons back to their establishments. This requires creativity, innovation, and a deep understanding of evolving customer preferences.

Environmental concerns have moved from the periphery to center stage. Governments worldwide are tightening regulations around carbon emissions and promoting circular economy principles.

For the restaurant industry, this means adapting

operations to meet these new standards while maintaining profitability.

While these challenges may seem daunting, they also present an opportunity to reshape the industry. At Ali Group, we believe that collaboration is the cornerstone of innovation. Since our acquisition of Welbilt in 2022, we have witnessed increased synergy among our brands, allowing us to offer more comprehensive solutions to our customers.

The 12th edition of *Aliworld* is a testament to this collaborative spirit. It features stories of our brands working hand-in-hand with operators across various sectors – from quick-service restaurants in Asia, to C-stores in Europe, and everything in between. These success stories demonstrate how, together, we can overcome challenges and drive the industry forward.

As we navigate this new landscape, industry events will play a crucial role in fostering connections and sharing innovations. We look forward to meeting many of you at upcoming shows, including FHA HoReCa in Singapore, GulfHost in Dubai, and the NAFEM Show in Atlanta.

The restaurant industry has always been resilient, adaptable, and innovative. As we face these new challenges, I'm confident that by working together, we can create a brighter, more sustainable future for foodservice.

Here's to a prosperous 2025 and beyond. Enjoy this edition of *Aliworld*!

Filippo Berti
Chairman and Chief Executive Officer, Ali Group

01

Growth

6 The solutions expert
Michele Romano, CFSP, business and brand development director EMEA and APAC at Ali Group, discusses his role, brand and market growth, and overcoming challenges



02

Trends

10 Feeling electric
Staffing, energy, and cost pressures continue to challenge operators. We explore the key trends and technologies driving business improvements



On the cover:
Alicontract's partnership
with Waldorf Astoria
Seychelles Platte Island

03

Success stories

- 14 Island life**
Alicontract's solutions for Waldorf Astoria Seychelles Platte Island
- 20 Community spirit**
How Metos equips Trondheim Kommune's essential kitchen facility
- 24 BFood's vision for Asia**
Charting Welbilt's long-standing relationship with Berjaya Food Berhad
- 28 Coffee served with devotion**
Devoción and Rancilio Specialty deliver convenience and quality
- 34 A soft spot for soft-serve**
Carpigiani serves up a solution for Portrait Milano's Cesare Murzilli

- 38 Bakery masters**
Leading service station chain JET gets automated with Eloma
- 42 Food for health**
How Burlodge helped Cleveland Clinic Abu Dhabi maintain standards
- 44 Essence of sustainability**
Customized solutions from Silko for Hammett's Monastik in Malta
- 48 Perfect vision for gelato**
BGI and Icemateam 1927 equip the world's smallest gelateria

- 50 Hardworking hygiene**
Wexiödisk helps Sweden's healthcare system
- 54 Empowering entrepreneurs**
Esmach's innovative AI technology at Le Polveri
- 56 The DREAM machine**
V AIR gives DieCast in Manchester, England, sweet dreams
- 58 Hot new cleaning solutions**
DIHR's Clean Spark technology assists the Italian Fire Brigade
- 60 Turkish delights**
Polaris' coordinated approach for Maxx Royal Bodrum, Turkey
- 64 How Rewe saved time**
ConvoSense transforms bakery operations for Rewe, a leading German supermarket chain
- 68 Old school, new design**
Ambach's glowing report from University College, Oxford



04

Innovation

- 74 Highly effective**
For Ospedale San Martino in Genoa, Italy, Comenda had the exact automated solution it needed
- 78 Going digital**
How Mareno is meeting the modern demands of its sales and tech teams and clients through digitalization
- 80 Into the multiverse**
Multiplex's Over Counter Electric (OCE) range of sustainable and reliable cooling solutions
- 82 Ice: flavor of the month**
Icematic's Flavour system opens up a whole new world of opportunities with its flavored ice cubes
- 84 The Smart choice**
How the award-winning design of Kromo's new QK Lux and Premium machines has reduced water waste
- 86 Artisanal intelligence**
Boasting a user-friendly interface, Bongard Connect's innovative new online platform is bringing real convenience to bakeries in France
- 88 Compact cooking center**
Small but perfectly formed, the new Baron Talent Plus Multifunction is just 40cm across but can cook food in seven different ways
- 89 Olis reimagines space-saving**
How Olis helps chefs and kitchen designers make the best use of limited space without compromising on quality or control
- 90 Going flat out**
Why Grandimpianti ILE's next-generation commercial ironing machines represent a huge step forward

05

Ali Group

- 92 Around the world**
Ali Group company news from around the world
- 96 Our brands**
Ali Group brands across the globe – and the sectors in which they operate
- 98 Contact us**
Addresses and contacts

01

Growth

THE SOLUTIONS EXPERT: BRIDGING GAPS AND EXPANDING OPPORTUNITIES

Michele Romano, CFSP, business and brand development director for EMEA and APAC at Ali Group, talks to Michael Jones about his role, growing brands and markets, and overcoming challenges. Good communication, he says, is the most powerful tool for achieving success



Michele Romano, CFSP, business and brand development director for EMEA and APAC at Ali Group, describes the primary function of his role as “communicating with the most important professional profiles of our industry.” In his expansive role, Romano frequently collaborates with foodservice consultants, executives from restaurant and hotel chains, and major foodservice equipment distributors across Europe, the Middle East, Africa and Asia Pacific regions.

For Romano, that also entails creating “cross connections” between the regions’ distribution networks and Ali Group’s individual brands, while also helping to promote brands, facilitating training for several product lines and fundamentally “listening to what support” the brands need, from Europe to the Middle East, Southeast Asia, and Australasia.

One key component of that is for Romano and his team to organize Ali Group and its brands’ participation in international trade shows and exhibitions, as well as exploring new business opportunities for brands, helping them to sharpen their export routes and bolster partnerships with dealers globally. “I’ve been with the group for almost 25 years, so I know a little bit about the export network in Europe and Asia. Even when I was the export sales director of Mareno, I was always promoting communication between single Ali Group companies,” he says. “Why? Because I strongly believe that communication is power. The more information you pass to your colleagues, the better they can do business.”

Ali Group’s acquisition of Welbilt, Inc. in 2022 significantly expanded and strengthened the Group’s global sales and export network. For Romano, that means clear and effective communication has never been more important. “I speak frequently, for example, with the Welbilt offices in Dubai, Spain, the UK and Singapore. So, there are a lot of connection points and a huge exchange of information. For instance, a branch manager for one of our companies asked for my support to help his team get in touch with an ice cream machine supplier. Ali Group has several of those, so we

“Diversity can be power because it gives us the possibility to grow. This is why we are so special”

Michele Romano, Ali Group

discussed those distribution options. I was able to connect the team to both Icemate 1927 and Carpigiani. In my position it is very important to interact as much as possible with the executives in the Group as well as with external people.”

The sales strategy of each Ali Group brand is run autonomously by the individual company, so Romano ensures that he never “interferes on behalf of a company,” or imposes his views. Instead, he simply connects teams and makes informed suggestions. “Any business decision is always up to the single brands,” he says.

Romano’s informed suggestions are backed by years of hard-earned experience. He began his career at Mareno in September 2000 as an export area manager and was promoted to export sales director after just one year. In 2022 he was asked to join Ali Group’s corporate head office in Milan as the business and brand development director for the EMEA and APAC regions, following the Group’s acquisition of Welbilt, Inc. “It was the proudest moment in my career,” he says.

Before this, he worked tirelessly to help Mareno expand its export business further into the Middle East markets. He also played a key role in transforming Mareno from a well-established brand in Italy and Western Europe into an active seller in China, as well as opening up the Australian market for the company.

“In the last 15-20 years Mareno has gained ▶

Left: Michele Romano has been with Ali Group for nearly 25 years. He joined Mareno in September 2000 as an export area manager

01 Growth



a much more intercontinental image than when I first joined it. Recently a competitor colleague told me, 'Every corner of the world I visit I find a dealer that works with the Ali Group.' I consider that a compliment, of course," he laughs.

Solutions, not products

In his previous role, Romano was determined to preserve the company's unique essence while adapting its offerings for different markets – a challenging feat to accomplish. "When your factory is based in Italy, you know your domestic market very well. But people overseas don't have that local knowledge of you. So, in the export business, I strongly believe that stability is a very important asset. It's important to offer a stable, consistent image in terms of the area managers who are visiting distributors and dealers," he says.

"Secondly, we are not selling products. We sell solutions. This is about systems – a complete kitchen – not just individual units. It's a different way to do business with our customers. I think those are the two basic principles that have helped me a lot during my time with the business."

For Romano, this involves analyzing each market's evolution and, crucially, listening closely to customers and understanding their needs. "You must be open-minded too," he adds.

Connecting the dots and finding synergies between the Ali Group brands that will ultimately help its customers is something Romano relishes. "Today, this very special Group has more than 110 brands. We have 74 manufacturing sites, which are located from the U.S. to New Zealand, and therefore it is a big melting pot under the same Group umbrella. But, diversity can be power because it gives us the possibility to grow. This is why we are so special."

Left: serving a massive variety of global clients, Michele Romano describes Ali Group as "a big melting pot under the same group umbrellas"

"We are not selling products. We sell solutions. This is about systems – a complete kitchen – not just individual units"

Michele Romano

Another aspect that makes the Group unique is its ability to diversify the product line output of its factories globally, meaning it can offer a complete product portfolio geographically. "No other foodservice group can offer the same variety of equipment geographically that our group can. I consider this a very important asset," he says.

For Romano, the "really big" defining factor of an Ali Group brand is the "entrepreneurial spirit" that is consistently present in every company within the Group and evident in how each brand is managed. "It is the highest level of independence affecting the activity of every company," he says.

New challenges require a fresh approach

Ensuring each brand within the Group taps into local expertise while confidently operating in international markets is imperative for Romano. "To do this well, again I feel good communication is the most important thing. For us to measure market capacity or look towards potential markets, we ensure we are always in touch with neighborhood, local experts and companies that understand those markets," he says.

"So, we must be very lean and agile and always open to market needs – that helps us to be more effective when it comes to getting distributed across the export markets."

There are, of course, a plethora of obstacles that brands are currently facing globally that could stifle growth. In a post-Covid era, many challenges exist, but they are entirely surmountable with the right approach, says Romano.

"The biggest challenge to this industry is concerning labor – the availability of people working in kitchens. That challenge is forcing manufacturers to produce machines

that are much easier to operate and much easier to clean."

Another significant challenge is to reduce the foodservice sector's impact on the planet. "This is most important," says Romano.

"The environment is changing, so we must produce appliances that are water- and energy-saving and more sustainable."

Producing machines that help customers to receive their food quicker and more efficiently is another ongoing challenge for the industry, which must also contend with how it approaches the advent of new distribution channels in an evolving world.

"The market is not what it used to be 20 years ago," says Romano. "But I like to face those challenges. Where there is a problem, there must also be a solution. And most of the time that solution will also help us to improve the way we manufacture," he adds.

"In trying to manufacture appliances that need less water and energy we have all seen how important induction has become, because it consumes far less energy than a traditional electric or gas hob. We also must consider that we need to manufacture products constructed with more recyclable raw materials and components."

Romano believes a major part of his role is to ensure that Ali Group and its brands can seamlessly adapt to these new challenges. The key to making that happen? Once again, effective communication.

"It's the most important thing we have," he says. "For our factories, or a capillary technical network, or our sales network all over the world, and our customers, we need to share information effectively."

Communication is power. When that's supported by innovative, powerful solutions, a well-connected team, and the ability to evolve with changing markets and seize growth opportunities, the customer always benefits. ■

02

Trends



Left, from top: consultants Eric Norman FCSI, Christine Guyott FCSI, and Ben Gregoire FCSI; Roberto Ragazzoni, Ali Group



Feeling electric



Trends



With staffing, energy, and cost pressures continuing to squeeze foodservice operators, improving product and process efficiency has become key to survival. Here, Elly Earls explores the key trends, operational changes, and technologies that are moving the needle for businesses

With staff shortages still a major concern, tightening energy efficiency regulations, and persistently high costs, foodservice operators in 2024 are focusing on maximizing efficiencies in every aspect of operations – from menu design to food preparation and, of course, the main service itself. On the cooking front, the biggest news is the accelerating shift from gas to electric-powered stoves. “We can’t say gas is being phased out yet, but we are seeing a notable drop in adoption amongst our customers,” says Roberto Ragazzoni, senior vice president EMEA & APAC at Ali Group. “All over the world, operators are focusing more on reducing their carbon footprints, which is leading to greater investment in more efficient

electrical appliances such as induction hobs.” Christine Guyott FCSI is executive principal at foodservice design and consulting firm Rippe Associates and chair of FCSI The Americas Division. She says that because induction options are currently more limited in the U.S., adoption is progressing more slowly there than in Europe. Eric Norman FCSI, the current president of FCSI Worldwide and principal and vice president of Clevenger Associates, which has offices across the U.S., sees different adoption rates and drivers in different areas of the U.S. For example, operators on the East and West coasts are requesting all-electric kitchens more frequently than their counterparts in the Midwest. Additionally, businesses in the Pacific Northwest are often motivated by sustainability mandates from local governments rather than just

internal ESG (environmental, social and governance) goals.

Even in Asia, the home of wok-fired cooking, an increasing number of restaurant operations are shifting to all-electric kitchens, including induction, according to Ben Gregoire FCSI, principal at Malaysia-based hospitality agency Levels Studio and chair of FCSI Asia Pacific Division. However, gas remains non-negotiable for some chefs specializing in Asian cuisine.

“Overall, induction is a greater capital investment up front, but if you look at the energy efficiency over the lifetime of the equipment, this brings significant savings to operators,” Ragazzoni says.

Since upgrading his entire kitchen operation to electric around six months ago, Dev Biswal, owner of the award-winning Indian restaurant The Cook’s Tale in Canterbury, UK, hasn’t looked back. The equipment is easier to clean, and his energy bills have notably decreased. “Before we made the upgrade, we were paying £8,000 per month. Last month it was down to £3,100, which we achieved through micro-



managing energy consumption on a daily basis and trying to negotiate with our supplier to give us better prices,” he says.

Although he anticipated some challenges in convincing his team to make the shift from gas to induction hobs, they quickly adapted to the new system. “Initially, there was a little bit of resistance to change, as there always is. Chefs like to cook with fire. But once they saw how much time the new system saved them, they forgot about gas.” In the months and years ahead, Biswal plans to continue to upgrade to more energy-efficient equipment across the board, including an induction fryer, which will only need to be turned on when it’s in use.



“Not a lot of chefs are trained on induction in their culinary training”

Christine Guyott FCSI

“Over time, LEED standards have become common practice”

Eric Norman FCSI



A NEW WAY OF WORKING

Training might not have been a significant issue for Biswal, but transitioning from gas to electric represents a completely new way of working for chefs. As a result, training is becoming a greater focus, not only for equipment providers but also for consultants too.

“It’s been a little challenging operationally, because not a lot of chefs are trained on induction in their culinary training,” says Guyott. “While, technically it is the responsibility of the equipment provider to train chefs on a piece of equipment, it’s a bit different when it’s a whole new cooking technology. We are trying to get our customers to test kitchens, to do a ‘try before you buy’ before investing in induction so they can kick the tires, per se, to make sure they understand what they’re getting well before the equipment is installed.”

There are also new logistical and technical considerations to consider when designing and setting up an all-electric kitchen, which means working more closely with all stakeholders upfront in the design process. “First of all, we need to make sure that we know what their goals are for sustainability, so we can talk about that, but at the beginning of every project. We also need to discuss gross electrical loads, so they understand what that means



when they’re sizing their systems. Engineers aren’t used to doing that for a whole kitchen – it’s very different to when it’s a combined natural gas and electrical fuel source,” she explains.

Norman says a holistic approach to kitchen design is becoming more commonplace. “When the LEED standard came out in the U.S. for green building practices, there was a groundswell where everybody started taking a hard look at sustainability in terms of the entire kitchen,” he recalls. “Over time, those LEED standards have become common practice so when we’re designing and working with a client on a kitchen design, we’re looking at everything in that kitchen in terms of sustainability, from ventilation to dishwashing to walk-in coolers, freezers and the entire cook line.”



BOOSTING PROCESS EFFICIENCY

From a labor perspective, operators continue to face challenges even four years after the pandemic began. In the U.S., for example, while the industry is projected to add 200,000 jobs by the end of 2024, 45% of operators will still require additional staff to meet customer demand, according to the National Restaurant Association. Similarly, in the UK, the hospitality sector remains significantly short-staffed, with 112,000 vacancies at the end of 2023. Although this is a decrease from the 147,000 vacancies the previous year, it remains considerably higher than the pre-pandemic level of 89,000.

Due to ongoing staffing challenges, consultants are concentrating on assisting operators in streamlining operations and processes to the greatest extent possible. “If you’re not designing a lean kitchen, where refrigeration and essential equipment are easily accessible to chefs, it will take them longer to prepare food and produce meals,” Guyott stresses. “Operators, especially in the healthcare world, are also looking at more intentional menu planning, which means



less items to prepare, less storage needed, and more efficient use of labor.”

Gregoire agrees. When he joins a project he meets with clients – many of whom have no prior experience in hospitality – on the first day to determine how to maximize labor efficiency. “Right from the planning stage, if you can save even one step in the process, that ends up being multiplied by

“Saving even one step in the process ends up being multiplied by thousands”

Ben Gregoire FCSI

thousands. It all comes down to dollars and cents. This is especially crucial in quick service restaurants (QSR), where profit margins are extremely thin, and efficiency really matters.”

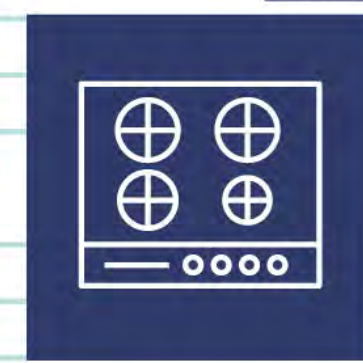


MULTI-FUNCTIONAL EQUIPMENT AND DESIGN

From an equipment perspective, product developers at companies within Ali Group and Welbilt, as well as across the industry, are primarily focusing on automation and user-friendliness. “Providers have added so many bells and whistles from a control standpoint so employees can touch a button to prepare their items, making up for the skilled labor that operators are struggling to find,” Guyott notes. That means touch screens, pre-set recipes and easy connectivity so programs can be uploaded instantly across a network.

“Compared to when I used to work in a kitchen 20 years ago, everything is so much more automated – from combi steamers to multi-tiered ovens where you can cook different products at different temperatures at the same time,” Gregoire says. “Often what I’m trying to tell my clients is that they need to invest in better-quality equipment because the return on investment may seem longer, but the amount you’ll save on labor will help your business, even if that’s just providing a happier, more efficient working environment for staff.”

And Norman is looking not just at multi-functional equipment with pre-programmed recipes, but also more flexible, modular designs across entire kitchens. “We’re thinking about how we can design a space that can improve or adapt over time so it’s not just static,” he says. “We’re implementing mobile equipment



and workspaces that can be reconfigured depending on the time or day or the process.”

As for robotics, the consensus is that, while the humanoid versions might often make the news headlines, they are still very

“Our priority is to reply to trends with technology that responds in the smart way”

Roberto Ragazzoni, Ali Group

much for show at trade shows and exhibitions. As Ragazzoni concludes, “Our industry is still at the early stages. Of course, we are looking very carefully at that evolution and doing trials and experiments. Our priority is to reply to habits and trends with technology that responds in the smart way – reducing carbon footprints and improving efficiency.” ■



03

Success stories

Success through collaboration

Delivering a tailored solution for the luxury Waldorf Astoria Seychelles Platte Island resort was a multi-layered challenge. However, through close collaboration and meticulous planning, Alicontract achieved a successful result. Tina Nielsen explores how they did it

On a private island in the Seychelles with stunning beaches and activities such as snorkeling and fly-fishing, guests enjoy a curated dining experience.

Waldorf Astoria Seychelles Platte Island, which opened in February 2024, offers a diverse dining program across six restaurants: Mediterranean brasserie La Perle; Lalin champagne bar; Maison des Epices featuring Creole-Latino fusion cuisine; the refined Moulin; the Parisian-inspired Peacock Terrace, open for lighter meals and snacks; and the relaxed Torti.

Delivering a bespoke solution to a luxury destination hotel with such a range of diverse dining offerings is a big job in itself. The logistical elements of organizing and implementing a project in the middle of the Indian Ocean adds a different layer of complexity. Happily, Alicontract was up to the challenge.

“The original brief was to deliver a turnkey solution with a focus on sustainability, wellbeing, and a high-end experience,” explains Alessandro Donegà, operations manager with Alicontract.

“We were able to integrate a wide range of Ali Group equipment across various areas, ensuring a cohesive and high-quality delivery that exceeded the resort’s expectations.”

Executive head chef Jane-Therese Mulry was in charge of creating the menus for the different concepts. “I was employed to be the pre-opening executive chef, which meant that I was handed the concepts for the restaurants, and I needed to create the menus and build a workflow based on them,” she says.

With a career spanning 38 years, Mulry put her experience of working in luxury dining to great use as she developed dishes and menus across the resort. She worked closely with the Alicontract project manager Aleh Salah Shakra, who was on site throughout the project, engaged in a large-scale communication exercise involving several teams. This included the commercial team, the technical department, purchasing, shipping, project management, and after-sales support, all of whom had to pull together to deliver against the brief and work around significant challenges.

“Logistical challenges arose due to the remote location of the resort, which is accessible only by private jet or barge, with limited availability and



“The original brief was to deliver a turnkey solution with a focus on sustainability, wellbeing, and a high-end experience”

**Alessandro Donegà,
Alicontract**



The exclusive dining facilities cater to every need of the resort's guests, from fine dining in the restaurant to more relaxed experiences in the garden

scheduling. This posed significant challenges in coordinating deliveries and installations," he says.

"The collaboration between Alicontract and the resort team focused on coordination and mutual support, which was essential for operating in the challenging environment of an island in the middle of the Indian Ocean."

Alongside Mulry and Shakra was the resorts chief engineer Jozua Bam who played a key role in the pre-opening phase of the luxury resort, ensuring a smooth and successful opening. "I spearheaded the pre-opening plan and coordination with the project team and the construction teams for all the engineering systems. With my engineering team we led a successful launch from the resort, considering elements such as the functionality and optimal efficiency of the systems, while of course ensuring that the luxury standard is maintained throughout the resort," he says.

A central part of Bam's job was to see that correct installation happened in the kitchen facilities, commissioning and signing off on equipment that met the requirement.

Catering to a resort with so many diverse dining concepts required a highly tailored approach and the on-site resort team, consultant Eduan Naude and designers helped the Alicontract team grasp the essence of the various dining venues. "We tailored equipment for the front kitchen of Moulin Restaurant, ensuring that functionality seamlessly blended with aesthetic appeal," he says. "Similarly, we curated elegant and sophisticated designs for fine dining areas, enhancing the overall dining experience," says Donegà.

Mulry explains the foodservice preparation set-up at Waldorf Astoria Seychelles Platte Island. "There is a central commissary kitchen where you also find the staff kitchen and the canteen; that back-of-house area also contains butchery and pastry, which produces all desserts and breads for the whole island," she says. "The butchery serves all the meat, whether that is for the canteen of La Perle or Maison des Epices; they do meat and seafood for all the concepts."

A project of this scale and detail calls for the engagement of all Alicontract departments, from the technical department meticulously crafting drawings to the purchasing department ensuring timely equipment procurement. "Immense pressure rested on the delivery department,



“ We believe in listening to all parties: understanding their daily challenges to come up with the best fit for their operational needs ”

**Alessandro Donegà,
Alicontract**





According to Jane-Therese Mulry, executive head chef, a significant reason behind the success of the project was due to the close communication and relationship building between the resort team and Alicontract



orchestrating the logistics from our warehouse to Platte Island,” says Shakra.

“This entailed navigating container size restrictions and overcoming various obstacles along the route. Lastly, our on-site team executed the plan seamlessly, overcoming hurdles to ensure project success within the project timeline.”

Stunning equipment

Having opened in February this year, the hotel is still in early phases, but Mulry is delighted. “The equipment is stunning,” she says.

Reflecting on the project Mulry highlights the close communication and relationship building between the resort team and Alicontract. “There were relationships built and we knew we needed those relationships in order for this to work due to the challenges that we were facing, specifically our location. From logistical challenges to power, every single person that’s been associated with the project at this hotel, no matter how little or big the contribution, everybody understands everybody else’s challenges.”

This agility and flexibility to react promptly to customer needs is part of Alicontract’s DNA. “We believe in listening to all parties involved: understanding and analyzing their daily challenges to come up with the best fit for their operational needs. Alicontract operates as a specialist, agile, and flexible. We stay very close to our customers, which enables us to be reactive, while benefiting from the power and leverage of the wider Ali Group behind us,” concludes Donegà.

“We are really proud to have had the opportunity to work on such a prestigious project. It has been a team effort, and every single member of the team was able to engage and add value. That’s the Alicontract way – no matter where in the world.” ■



Ali Group brands involved

- Comenda Warewashing equipment
- Metro® MetroMax® shelving
- Scotsman Ice machines
- Friulinox Refrigerated cabinets and tables
- Menumaster Commercial® Microwaves
- Rosinox Cooking blocks
- Metos
- BGI Ice cream machines
- V AIR Slush machines
- Eloma Backmaster baking oven
- Rancilio Coffee grinder
- Carpigiani Labo 14 20 batch freezer



BRAND WATCH

AliCONTRACT

110+

Alicontract works with all the Ali Group brands

30

Alicontract has 30 years of experience working on global turnkey projects

1

Alicontract ensures one single point of contact follows the project from start to finish

alicontract.com

03 Success stories

Trondheim Kommune plays a crucial role in providing food and ensuring the wellbeing of the elderly in one of Norway's largest and most historic cities. Jim Banks discovers why Metos is the preferred supplier for this essential kitchen facility

How Metos keeps Trondheim's public kitchen running

Back in 2002, the city of Trondheim in Norway took the bold decision to centralize the production kitchen for all of the municipality's food production. One large kitchen replaced the many co-located small kitchens in the city's nursing homes in a bid to increase efficiency. Now, this central kitchen facility supplies food to both municipal and private institutions, district cafés, vulnerable or disabled people living at home, schools, after-school care centers, and kindergartens. Operating 365 days a year, producing food from 7 a.m. to 8 p.m., Monday to Friday, then handling packaging and prep from 9 a.m. to 5 p.m. on weekends, Trondheim Kommune's kitchen distributes meals every day across the city. It is a lifeline for many of its citizens.

"We employ 47 people in the kitchen, working in shifts, including more than 30 chefs," says the kitchen's manager Tony Andersen (pictured right). "We are expanding, and Trondheim is growing as a city, so there will be more and more elderly people in the future. We are talking about one extra nursing home every two years, with 60 to 100 people in each."

With the demand on its services rising, the operation made the decision to update its equipment, which is heavily used for at least 10 hours every day.

"There is a lot of wear and tear, more than in a hotel or restaurant, so the equipment risked getting

worn out, and it was older tech, so we wanted more modern, more effective and more automatic systems," Andersen explains. "For example, we have pumps that pump food from big 400-liter kettles. They can suck soup, for example, into the pump and dispense into bags, label them, and suck out air to vacuum pack it."

"Most of the food is handmade, so we boil the stock for sauces. We process meat with herbs to make our own meatballs and lasagna and so on, so there is a lot of work for chefs to do in-house," he adds. "We updated the dispensing, storage and food management equipment, as well as installing an automatic frying table that dispenses meat, cooks it on both sides and then moves it along to package it."

The kitchen can make up to 16,000 meat patties each day, prepped by hand but cooked automatically. That is just one part of its operation, however, which has many other automated processes, and a heavy demand for warewashing. For such intensive processes, the kitchen turned to its long-term equipment provider – Metos. ▶



“ We are expanding, and Trondheim is growing as a city, so there will be more and more elderly people in the future ”

**Tony Andersen,
Trondheim Kommune**



Perfect partners

Metos has been the preferred partner since the kitchen was centralized in 2002, and it has supplied a vast array of equipment – kettles from its newest Proveno Combikettle range, bratt pans, Hot-fill DOS 2 and DOS 3 Food Pumps for the quick and precise dosing of liquid foods, and more.

“Every four years, we put the contract out to tender, but we have always chosen Metos because their equipment suits our needs,” says Andersen. “They know the kitchen, they know the people, and they know the challenges and opportunities.”

“We have been talking to each other about products and projects nearly every week since I inherited the contract 18 years ago,” says Espen Melheim, sales manager at Metos in Norway. “This is a large kitchen for us – 3,000 meals per day – and we have installed several kinds of equipment so they can cook both small and big batches.”

It is not only the versatility and reliability of the equipment that has made Metos the preferred choice of supplier. In Norway, sustainability is also very high on the agenda, especially in publicly owned facilities such as Trondheim Kommune.

“Price is important to clients, but around 30% of the equation is based on sustainability,” explains Liv Haugen, sales executive at Metos. “That is a real change. Our distribution channel is sustainable, including dishwashers that reduce water and chemical consumption. That is partly why Norway is a place of opportunity for us – sustainability aligns with our own standards.”

For Trondhiem Kommune, the MyKitchen program



run by Metos is another big plus. The service stores all the operation data on the hardware in the kitchen, so that it can be used to schedule servicing, monitor the status of individual pieces of equipment, and plan any downtime that might be required. Managing maintenance allows Andersen and his team to plan ahead, boosting production on other days so that the kitchen can close when necessary.

For more than 20 years, the partnership has run smoothly, and there is every reason to believe it will continue to flourish in the future. ■

“Our distribution channel is sustainable, including dishwashers that reduce water and chemical consumption”

Espen Melheim, Metos



A lifeline for many of its citizens, the Trondhiem Kommune kitchen produces 3,000 meals per day. To handle that capacity, Metos installed several kinds of equipment so the kitchen can cook both small and big batches



BRAND WATCH

metos

350

Metos, which celebrated its 100-year anniversary in 2022, employs more than 350 professionals in Finland alone

21,000+

Dedicated to delivering the best results and improving clients' workflow and profitability, Metos manufactures more than 21,000 products each year

9

A market leader in Scandinavia, the Baltic countries, and Benelux, Metos has a presence in nine European countries

metos.com

03 Success stories

Bringing to life BFood's vision for Asia

The long-standing relationship between Berjaya Food Berhad and commercial foodservice equipment specialist Welbilt has stood the test of time. Jim Banks asks what makes their partnership work and examines the opportunities that lie ahead

With its roots firmly planted in Malaysia, Berjaya Food Berhad – or BFood – is the owner of many famous brands that

have become, or will soon become, fixtures in the Asia foodservice market. BFood operates 405 Starbucks stores across Malaysia and Brunei. There are 70 Kenny Rogers Roasters outlets and five Paris Baguette stores bringing French/Korean flair to the ASEAN region.

Expansion into new brands and geographies is at the core of BFood's vision. To achieve that it focuses intensely on delivering high-quality food in the most efficient way possible. Hence its refurbishment of cooking lines in its Kenny Rogers Roasters outlets. "We utilize several key pieces of equipment from Welbilt in our outlets to ensure the highest standards of quality and efficiency," says Luis Daniel, SVP, Kenny Rogers Roasters International. "Two standout examples are the Convotherm maxx pro easyTouch 6.10 and the Fabristeel Marinator."

The Convotherm maxx pro is a versatile combi-

oven that supports a range of cooking methods, including baking, roasting, steaming, and grilling.

"Its versatility is crucial for the diverse menu we offer, and the easyTouch interface is particularly user-friendly, allowing us to store and easily recall pre-programmed recipes," he adds. "This feature ensures that our dishes are prepared consistently to our exact standards, regardless of the operator."

Infusing flavors

The Fabristeel Marinator is designed to quickly infuse flavors into meat, which ensures that the rotisserie-roasted chicken has a consistent, rich flavor and is tender.

"The equipment guarantees that the marinade is evenly distributed throughout the meat, maintaining consistency in taste and quality across all servings," continues Daniel. "These tools are integral to our kitchen operations and align perfectly with our commitment to quality, efficiency, and customer satisfaction."

The new ranges also offer a significant improvement in energy efficiency. While the older rotisseries may have been visually appealing with the chicken rotating on a spit, they were highly inefficient in terms of energy usage. The energy-efficient Convotherm oven ►



Above: Dato' Sydney Quays of Berjaya Food Berhad; (top) Luis Daniel of Kenny Rogers Roasters International



Kenny Rogers Roasters relies on the Convotherm maxx pro easyTouch 6.10 and the Fabristeel Marinator



Starbucks in Asia has benefited from the relationship between BFood and Welbilt



There are now 405 Starbucks Coffee stores spread across Malaysia and Brunei



The Convotherm maxx pro easyTouch 6.10 supports a range of cooking methods



delivers major savings while guaranteeing the same high quality.

“The combi oven can deliver the quality along with savings in operating expenses, while also improving the sustainability of the operation,” remarks William Fletcher, vice president of sales for the South East Asia and Australasia region at Welbilt, which supplied all of the equipment. “The Merrychef high-speed ovens we supply to BFood also deliver great speed of service to increase throughput from a high traffic area. If food is prepared to be cooked on demand and held chilled, the Merrychef can finish it in a minute.”

“Quality is obviously a key factor for us, but sustainability and cost efficiency are equally important,” says Dato’ Sydney Quays, group chief executive officer of Berjaya Group Berhad.

“The Convotharm oven is designed with energy efficiency in mind and aligns with our brand’s commitment to sustainability. Similarly, the Merrychef products are also geared towards improving efficiency for our Starbucks business,” he says.

“This combination of sustainability, cost-efficiency, and improved operational performance is essential for maintaining our high standards and ensuring customer satisfaction.”

A meeting of minds

The relationship between BFood and Welbilt goes back more than a decade and extends to successful brands such as Starbucks and Kenny Rogers Roasters, as well as newer ventures such as Paris Baguette and other popular food chains.

“Our focus has always been on providing excellent dining experiences, which relies heavily on high-quality kitchen equipment and innovative foodservice solutions to maintain and enhance our operational efficiency,” says Quays. “Recognizing Ali Group’s reputation as a global leader in design, manufacture, and service in the commercial foodservice industry, we saw a strategic opportunity for collaboration, and renowned brands from Welbilt offer high-quality equipment tailored to the needs of our operations.”

The success of the first projects to stem from that collaboration led to a deeper partnership, with more of Welbilt’s equipment finding its way into BFood’s brands. The relationship now includes not only supply and service, but also joint innovation projects aimed at further enhancing operational efficiency. “Welbilt’s combination of innovative technology, high-quality equipment, comprehensive product range, and a strong support network of chefs makes it an ideal partner,” says Quays.

“The combi oven delivers quality along with savings in operating expenses, while also improving the sustainability of the operation”

William Fletcher,
Welbilt APAC

“Their industry reputation and our ability to tap into their extensive knowledge and skills have been invaluable. By collaborating with Welbilt, we can deliver excellent customer experiences, maintain high service standards, and achieve sustainable growth in the competitive foodservice industry.”

The next iteration of that partnership will be Paris Baguette Philippines, which currently uses Convotharm maxx pro easyTouch 6.10 ovens. Their versatility and user-friendly features support the preparation of a wide range of items, from meat to vegetables products, which are essential ingredients in the brand’s famous mushroom soup, salads, and sandwiches. The Merrychef eikon e1s high-speed oven ensures breads and pastries are heated to perfection.

Support and training

Comprehensive support and training programmes have also proven invaluable, and BFood is currently collaborating with Welbilt’s in-house chef to co-develop product innovations that will be launched in the future.

“Overall, Welbilt’s contributions have been essential in helping us establish and grow the Paris Baguette brand in the Philippines, ensuring we meet our goals of delivering superior products and

exceptional customer experiences,” says Quays.

“We see a lot of exciting potential for expanding our operations in the APAC region, which is experiencing dynamic growth with a rising middle class, increasing urbanization, and changing consumer tastes. This makes it a fantastic opportunity for us to introduce more people to our brands. Welbilt is going to be a big part of our journey moving forward. Their top-notch kitchen equipment and innovative solutions are crucial for us.”

The solidity of the relationship that has evolved between Welbilt and BFood is due to consistently high standards of both products and after-sales service, and a clear understanding of what premium foodservice brands require. Nevertheless, that does not mean either company is resting on their laurels. Innovation and an eye for opportunity are key parts of the partnership.

“A few months ago, there was a grand opening of the Paris Baguette Philippines store and on the back of our strong relationship, Daniel insisted that the owners use the Convotharm and Merrychef ovens, and his support meant they took on higher capital expenditure, which is a testament to a strong and trusting partnership.”

From that firm foundation, expect more new and exciting ideas to blossom. ■

“The area is experiencing dynamic growth with a rising middle class, increasing urbanization, and changing consumer tastes”

Dato’ Sydney Quays,
Berjaya Group Berhad



Paris Baguette Philippines uses Convotharm maxx pro easyTouch 6.10 ovens



The Convotharm oven is designed with energy efficiency in mind



Welbilt and BFood's partnership is built on consistently high standards



BFood collaborates with Welbilt's in-house chef to co-develop product innovations



BFood sees exciting potential for expanding operations in the APAC region

03 Success stories



Coffee, served with devotion

Devoción was launched in 2006 in Steven Sutton's home country, Colombia

Devoción founder **Steven Sutton** and director of education **Sebastian Ventura** share with Michael Jones why the brand takes its coffee – “the freshest out there” – so seriously and how it delivers convenience, quality, and experience to its fast-growing customer base through the help of trusted partners, such as Rancilio Specialty

The first thing that strikes you when entering one of the light-filled, brick-lined Devoción coffee shops in New York City is that these are destinations for those devoted to coffee. There's plenty of good reasons for that. Whether it's in one of Devoción's cafés in Williamsburg, Brooklyn; Downtown Brooklyn; Flatiron, Manhattan; Dumbo, Brooklyn; or Midtown, Manhattan, the aroma of carefully sourced Colombian coffee as it is poured from beautiful Rancilio Specialty espresso machines – as it is in the Midtown Manhattan location – is positively enchanting.

When Devoción founder Steven Sutton launched the coffee company in 2006, he spotted a gap in the market, feeling he could do things differently in a crowded marketplace. That market was in his home country, Colombia. “The mission was to bring the best possible coffee from Colombia to our clients inside Colombia. At that time, Colombian coffee was not really top-of-mind for specialty coffee – which came more from Central America and Africa. So, I asked myself, ‘Why was this happening?’”

At that time, Colombia was in war with guerrilla groups, which meant that going direct to the farmers to source unique coffees was an extraordinary challenge. “When we started, nobody would do what we wanted to do. The infrastructure was non-existent for unique third-wave specialty coffee. We didn't want to copy anybody. We wanted to have our own identity – so we had to do it ourselves,” says Sutton.

So, Devoción created the first network of third-wave specialty coffee purchasing in Colombia. “At that time, it was difficult to buy coffee that way, so nobody was doing it. That's why we were unique.” ▶



Above: Sebastian Ventura, director of education (left) and Steven Sutton, founder of Devoción



Now the Devoción team “does everything short of picking the cherry” – they leave that expertise to their trusted network of growers – and “does it faster than anyone else,” says Sutton. That holistic, hands-on process – which includes operating a dry mill at a Bogotá facility, controlling the export process, and then roasting the coffee as soon as possible for maximum freshness – is vitally important to its product.

“We believe that everything we do has to be meaningful. It’s a way of life, not just a product. We’re making sure our vision of coffee will be translated to the customer. And not just to the next stage of the process. Otherwise, the effort the coffee farmer made is lost through time. Because time equals oxidation in the life of a green bean; it equals diminishing of the components and their power to give us flavor. So, for us to be as fast as we are, to protect the integrity of the product, and really do something unique and different, we have to make sure everything is working smoothly.”

The speed factor is important to Devoción, but many other coffee companies eschew the need for speed, to the detriment of the coffee, says Sutton. “Our common sense was always: we go to the farm, get the coffee, dry mill it, and roast it, quickly. But we found out that other coffee companies do not do this. Instead, they put fresh coffee in a shipping container, then in a warehouse for six months, a year or more before it’s roasted. In the ‘freshly roasted’ coffee of the specialty market, most of that is actually freshly roasted old coffee. We are roasting coffee one week after it has been dry-milled and left its origin.”

That ‘Aha!’ moment transformed the company, says Sutton. “We realized our mission was to bring the freshest coffee imaginable to people. Today, the brand has evolved into not only being the freshest but using that to bring you virtually to the coffee cup’s origin.”

Coffee culture

Educating customers about the origin of the coffee is essential to Devoción. For Sebastian Ventura, director of education, learning about that heritage has always been important to him. “I’ve been in love with coffee, and it’s been part of my culture since I was growing up. It has always been something I wanted to get into. I got my first coffee job working as a barista at a local roaster. It opened my mind to coffee as a career – something that can

“For us to be fast, protect the integrity of the product, and do something unique, we have to make sure that everything is working smoothly”

Steven Sutton, Devoción



With the help of Rancilio, the Devoción team “does everything short of picking the cherry”



be creative and technical at the same time.”

When Ventura moved to New York in 2018 he “completely fell in love with Devoción” when he joined the brand as an assistant educator. “I learned a lot from the roasters, and a lot more about teaching and industry standards. Eventually I worked my way up to creating and running the program.”

For Ventura, education is important in the coffee industry, because “it benefits everyone: the baristas, producers and roasters. It always helps to increase quality and meet the needs of everyone involved. Also, from the consumer standpoint, it helps people understand the complexities of the industry and appreciate the coffee even more. We get information from the farms in Colombia and make sure our staff are well-educated, so they can transfer that knowledge to customers.”

Devoción is a special brand, says Ventura, because “it takes its coffee seriously. It’s farm-to-cup. It works directly with farmers, and it is transparent about the product. And it’s a very good product.”

The brand, he says, not only prioritizes producing and serving great coffee, but “all the fine details leading up to the moment that we serve the product. We’re all in constant communication with one another, maintaining the integrity of our producers. The coffee is very important – as is sustainability and transparency. Working directly with every single person we source from is unique in that process. That’s the company culture.”

Customers, says Ventura, are mostly looking for convenience but also quality and experience. “A lot of the time, cafes can be very ‘grab and go’, but the people who come to us know they’re going to be drinking something unique, and they know they’re going to be taken care of and really get the ‘coffee experience’. I think that’s one of the main things that people look forward to when they come to us. We have a lot of coffee nerds for customers. They always end up coming back.”

Quality focused

The customers also look forward to seeing their specialty coffee prepared on special espresso machines made by Rancilio Group. Devoción has been a partner of Rancilio for many years, says Sutton. “In Colombia, the machines used by local vendors were not great. I remember I then saw a Rancilio machine I liked, so we called them. We

found out the company made extremely high-end machines. The process is quality focused. That led us to really respect the brand and want to be associated with it. We’ve been in an amazing relationship for more than a decade now. By far, the biggest machine distribution in Colombia is us with Rancilio.”

For the specialty coffee market in the U.S., Rancilio “astonished” Sutton and his team with its new equipment. “When Rancilio came up with the Rancilio Specialty RS1, we were surprised; a machine that is incredibly well-made with the functions that matter. I was the one who chose to do something with an RS1 in Colombia. But in the U.S., we told our education team, ‘You need to see their machines.’”

Devoción’s new coffee shop on Lexington Avenue in Manhattan is its first in the U.S. to feature Rancilio Specialty RS1 espresso machines. Ventura specifically chose them for this location because they’re a great fit for Devoción’s exceptional coffee. “One of the things that’s unique about our Lexington location is we have a double-bar setup, so we needed a machine that could handle high volumes and has the technical and programming capabilities to work in a dynamic space with a variety of coffees that all behave differently. We serve four different espressos on one of the machines, so we’re able to calibrate seamlessly by programming the recipes in advance in really fine detail,” he says.

“We’re able to easily load recipes to quickly adjust the machine to the needs of the barista at any moment. It makes workflow efficient for our team. It’s intuitive and easy to use. The pre-infusion technology and ability to temperature profile the water are also great. There’s always a plethora of information available to staff. That’s also another advantage for me, for maintaining quality and training. I have access to all that information at any given point. So, it’s very easy to troubleshoot issues before they arise.”

The customer reaction to these machines has been incredible, says Ventura. “The design is very ergonomic, so the customers usually comment on the design of the machine first. And then, that opens up more dialogue on how the machine actually works.”

The steam machines are very easy to use, says Ventura. The steam delivery is controlled via two items: the steam lever and steam wand. The barista

can program and adjust the power of the steam via the touchscreen. “The steam wand has two different positions – both settable with different powers. Also, it is cool touch, meaning there is less opportunity for injuries.”

Ventura says his technicians always have great experiences with Rancilio too. “It’s a very quick service, it’s very easy to receive parts, and good overall responsiveness to any needs we have in terms of maintenance.”

The RS1 is “very well made for the purpose of high-traffic places,” says Sutton. “Rancilio is so meticulous in everything they do. I would love to see more specialty [machines] from them. There’s a lot of values that we share – the mindset and power is incredible. And the partnership has become something unique and beautiful.”

Devoción’s coffee shops are highly popular, becoming a reference point for the entire specialty coffee sector in the U.S. So, how does the brand continue to scale up without compromising its standards? “We’re a mission and value-driven company. We do not want to be a transactional company. We go slower sometimes, but it’s because when we do something it’s meaningful and it has a lot of impact, both with our vendors and our customers and the communities,” says Sutton.

“We will keep growing in a meaningful and strategic way. We’re probably going to expand our footprint in New York in the next two years, but we’re not in a hurry. We need to make sure that if we open a shop, we have a meaningful impact in the community. The vision of the company has always been to keep growing internationally. Our vision of being the freshest provider out there means we’ll keep protecting our origins.”

Not just a product, but a way of life. Now that’s real devotion. ■

“Rancilio is so meticulous in everything they do. I would love to see more specialty [machines] from them. There’s a lot of values that we share”

Steven Sutton, Devoción



BRAND WATCH

115

Rancilio Group manufactures and sells professional coffee machines in more than 115 countries

RANCILIO GROUP

7

Rancilio Group has seven branch offices, two R&D centers, an Extraction Lab and a global sales and service network

4

With four distinct brands, Rancilio offers a wide range of products to meet every customer need

ranciogroup.com

03 Success stories

A soft spot for soft-serve

At Portrait Milano, executive pastry chef **Cesare Murzilli** has made soft-serve ice cream the star of the dessert menu, with a little help from his friends at Carpigiani



When the soon-to-open Portrait Milano hotel contacted pastry chef Cesare Murzilli in 2021 with a job offer, he didn't

need to think twice. At the time he was based in Rome, working for the first W Hotel in Italy, but he'd always dreamed of Milan. "There's so much happening there, it's such an international place for working," he grins. "And not just for business, but for gastronomy. I wanted to experience that fast pace." Then he saw the property, a 73-room hotel created in what was once the oldest seminary in Europe, right in the heart of Milan's fashion district, and any lingering doubts disappeared.

"It was beautiful; I fell in love," he recalls. "And of course it was a huge opportunity for me."

The hotel is part of the Lungarno Collection, a set of boutique hotels solely owned by the Ferragamo family. While it is unmistakably a luxury property, it sets itself apart from other high-end hotels in Milan with its concept of 'inclusive exclusivity'. It's attached to a 32,000-square-foot public square surrounded by colonnades – Piazza del Quadrilatero – that locals and tourists are encouraged to explore. They are also welcome any time at Portrait Milano's three bars and restaurants, the piazza-facing casual dining spot Ten Eleven, the first Beefbar in Italy, and Rumore, an American-Italian bar inspired by the architecture of the roaring 20s, which is open only from sunset.

While some are drawn to the the main dishes, like the hotel's reinvented pasta in bianco, an Italian comfort food rarely found in luxury settings, many others find the ice cream irresistible. ▶



Above: Cesare Murzilli is executive pastry chef at the 73-room Portrait Milano





"I wanted to serve ice cream all day, from breakfast to the late evening, and not just the ice cream guests expect in a luxury setting," Murzilli smiles.

It starts with granita and brioche for breakfast, a Sicilian classic. Throughout the day, guests can choose between gelato, sorbet and soft-serve with an ever-changing array of flavor and accompaniments. "Soft serve is usually associated with fast food in Italy, but we wanted to bring it into the luxury segment. And the guests absolutely love it," Murzilli says.

Popular flavors and accompaniments include salty crumble, caramel, dried fruit, hazelnut, black cherries and affogato, but guests are always encouraged to explore new options. "It's extremely important to me to change the flavor combinations every week," Cesare notes.

"It's like we have an extra person in the kitchen"

Murzilli's vision has been made possible thanks to two pieces of equipment – a multi-functional pastry workhorse and a specialty soft-serve machine – both provided by Carpigiani. "I've worked with the company for many years. For me, having a Carpigiani machine in my laboratory is the equivalent of having a Ferrari," Murzilli says.

The first machine Carpigiani supplied was the ReadyChef, a counter-top machine for gelato, pastry and chocolate with 34 different programs, ranging from the production of creams to the tempering of chocolate and the preparation of gelato, slushes and cremolatas. "ReadyChef is designed for professional pastry shops and restaurants, and in 58cm incorporates all the technology needed to add gelato to the menu and act as a personalized assistant for many pastry and chocolate specialties," explains Matteo Andreola, manager of professional foodservice and pastry equipment at Carpigiani.

As a second step, Carpigiani supplied its most compact gravity-fed single-flavor soft-serve machine, which produces up to 200 soft gelato servings of 75g in an hour. But after only a few months, Murzilli decided he wanted to offer his guests more variety and upgraded to a compact twin-twist machine that allows him and his team to serve two soft-serve flavors and combine them.

The machine's self-pasteurization function also allows them to preserve mixes. "It's like having an extra person in the kitchen – we use it from the morning to the evening without a problem



"We offer comprehensive training through our team of instructors at the Carpigiani Gelato University"

Matteo Andreola, Carpigiani

and it's very simple to use," Murzilli notes.

For Carpigiani, the project has been an exercise in demonstrating the value of their equipment to the luxury market. "So far, this segment is still little explored by Carpigiani," Andreola says. "But it has a very high potential. Plus, not only do we provide the equipment, we also offer comprehensive training through our team of instructors at the Carpigiani Gelato University, ensuring that chefs and pastry chefs can put our machines to their best use in every working context, luxury hotels included."

Soft ice cream: the star of the show

Murzilli was excited to see the ice cream sales figures for the last year come in recently. "We were looking at big numbers particularly for soft ice cream – some weeks, we were serving 100 to 150 per day," he says. "That's the beauty of this product, particularly in a fast-moving city like Milan. For business lunches, guests have 45 minutes, not more. At the end of the meal, they don't have time to wait – and we are outside with soft ice cream in four or five minutes."

During the warmer months, fresh fruit flavors take center stage. An ice cream cart offers six sorbet flavors, served with slices of fresh fruit such as peach, apricot, and watermelon. Murzilli also features fior di latte, literally translated as flower of milk and considered gelato in its purest form, served with apricot, peach gel or strawberries. However, soft ice cream remains – and Murzilli hopes it will always be – the star of the show.

"This is what we are becoming famous for," he says. "Many people ask for it and we are very happy to oblige! Over the years I've always wanted to create a menu around ice cream. I'm delighted the guests like it as much as we do." ■



BRAND WATCH



1946

Founded in 1946, Carpigiani is celebrating 78 years in business

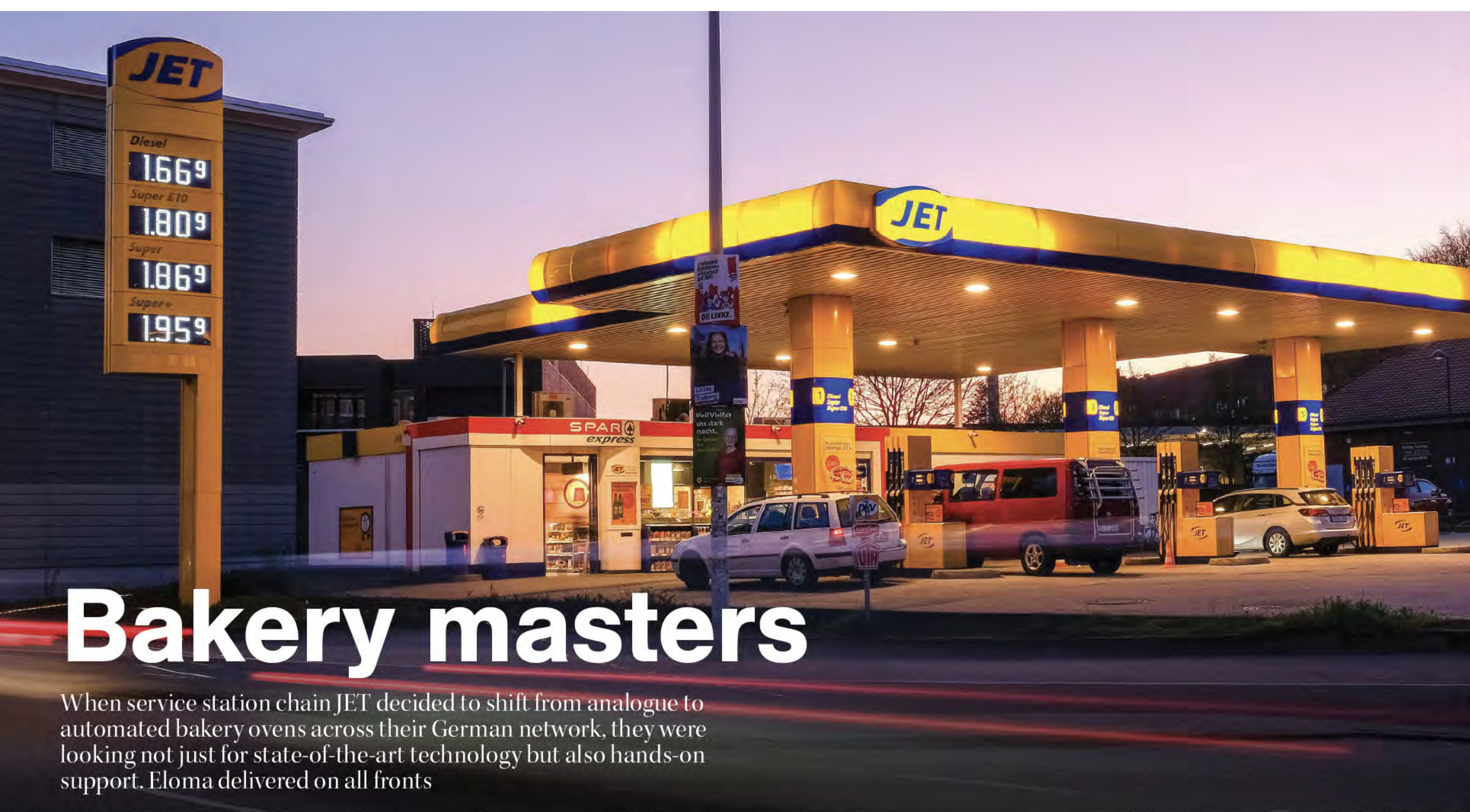
180

It has an international sales network with 180 distributors

500+

The company has an extensive network of more than 500 service centers

carpigiani.com



Bakery masters

When service station chain JET decided to shift from analogue to automated bakery ovens across their German network, they were looking not just for state-of-the-art technology but also hands-on support. Eloma delivered on all fronts

Before the pandemic, the out-of-home hospitality market in Germany, from sit-down restaurants to quick-service venues, was going strong. “Sales were increasing, customers were willing to pay money for good services,” recalls Christof Müller, team lead for European petrol station brand JET’s German stores. “This fed into the strategy for our service stations – we had good teams and we wanted to use typical analogue bakery ovens to show our customers that we could deliver handmade products that were comparable to what they would buy in a normal bakery shop.”

Almost overnight, everything changed. The market flattened and it became much harder to find staff. JET had to completely rethink their approach in order to maintain quality standards in the face

of market-wide staffing issues. At the time, part of their service station network was equipped with analogue technologies and other outlets had automated equipment. The decision was taken to gradually shift from analogue to automated bakery ovens across the board to ensure the equipment was as easy as possible to operate for their staff.

It was no small undertaking. JET’s German network consists of 688 service stations across the country, with 551 of them featuring bakeries. “Up until this project, our main supplier equipped us with ovens using a loan model, which meant we paid a higher price per product,” Müller explains. “But we took the strategic decision to invest in the new ovens ourselves, improving our margins.”

He already had an idea of where to start. “We’re extremely open minded in the market – we attend

meetings, conferences and congresses and since we met the Eloma team, around 2018, we’d always stayed in touch and talked about what’s possible and how we could work together,” he recalls. In 2021, Eloma, alongside two other major market players, was invited to pitch for the project.

Versatile, connected, and easy to use

The technical aspects of Eloma’s BACKMASTER oven fit the bill for a service station setup. “We wanted to work with two bakery ovens with pre-identified and designed programs so that the station operator can take the products out of the fridge and place them directly in the oven,” Müller explains. “This was a must for us.”

The oven also needed to be versatile enough to produce items ranging from croissants to bread,

“The decision was taken to gradually shift from analogue to automated bakery ovens across the board to ensure the equipment was easy to operate”

Christof Müller, JET



Above, top: Eloma’s Marcus Dech (left) with Christof Müller of JET

pizza, pretzels and German schnitzel, some of which would be baked once and others that would get an initial five-to-ten minutes in the bakery oven before being regenerated later in the day.

But it wasn’t just the technology that made Eloma stand out. The team also worked closely with JET to develop and test the pre-defined programs that were most suitable for their operation. Then staff in every service station were trained on how to use them and get the best results from the equipment. “The goal of this whole process is that we make it as easy as possible for the users in the gas stations to bake the products in the best possible way,” explains Marcus Dech, Eloma’s head of sales for the region.

The fact the network of ovens could all be updated digitally at the same time was another big plus point for Müller. “If we wanted to add a new



Eloma's technology has been rolled out in phases for JET



“People always make the difference – if you bring the right people into the process at the right time, the job will get done”

**Christof Müller,
JET**

program, we didn't have to run around with a USB stick,” he laughs. Software updates are made from one central point and delivered to all the stations that are connected.

This level of connectivity also speeds up troubleshooting. When a program needs to be adjusted because bakery items are not coming out quite right, it can be tested by Eloma's development chefs, before being rolled out initially to a handful of stations. If results improve and can be verified by the Eloma team on the ground, the entire network gets the upgrade.

Rollout success

The Eloma technology has been rolled out in phases, with the first 233 stations equipped with 450 bakery ovens in 2022. In 2023, a further 133

ovens were installed in the next 63 outlets. Even carried out in stages, however, installation and training was a complex operation. As a small provider with a global team of 140, Eloma had to involve freelance chefs to support the upgrades of the service stations. “The teams from Eloma and our own technical support teams also had to come together and figure out the best way to work together,” Müller says.

Close communication with Eloma's executive team was key to success, according to Müller. “Whenever any problems arose, the managing director came into the process, and we talked frankly about how to solve them. People always make the difference – if you bring the right people into the process at the right time, the job will get done,” he says.

“However JET decides to evolve their culinary concept, we're here to support them”

**Marcus Dech,
Eloma**

Since the overhaul of the bakery systems across much of JET's network, Müller has received hugely positive feedback from site operators and their staff. “Changing a process or a technology is always a risk,” he says. “But we've conducted interviews with people across the country and they've consistently said how much easier their jobs have become and how easy the technology is to use. We've definitely achieved the operational excellence we were aiming for.”

While there are no targets set in stone for the installation of BACKMASTER ovens across the rest of the network, Eloma is ready to continue with the roll-out when Müller says the word. Beyond that, the company is on hand if JET decides to develop their F&B offer beyond bakery items. “However JET decides to evolve their culinary concept, we're here to support them,” says Dech. ■

Top 10 bakery products sold in JET stores in Germany in 2023

- Bäckerbrötchen 70g - Baker's Bread Roll 70g
- Steinofen Schnittbrötchen - Stone Oven Cut Bread Roll
- Laugenbrezel 160g - Pretzel 160g
- Schokobrötchen - Chocolate Bread Roll
- Maxi Buttercroissant - Maxi Butter Croissant
- Butterbrezel groß SET - Large Butter Pretzel Set
- Nuss-Nougat-Gipfel GV - Nut-Nougat Croissant GV
- Schinken-Käse-Gipfel - Ham-Cheese Croissant
- Brezel überbacken Emmentaler - Pretzel with Baked Emmental Cheese
- Maxi Laugen-Butter-Gipfel - Maxi Pretzel Butter Croissant

BRAND WATCH



100%

Eloma equipment is “100% made in Germany”, providing customers with the very best quality, thanks to German engineering and craftsmanship

1975

Eloma was founded nearly 50 years ago. Its origins began with the launch of a chicken grilling machine, invented in a garage in Munich in 1975

2023

In 2023, Eloma unveiled the next generation of Genius MT and MULTIMAX tabletop units, inspired by its JOKER model

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

Food for health: how delivery systems improve patient outcomes

The Cleveland Clinic Abu Dhabi is one of the UAE's premier luxury healthcare facilities. For nearly a decade, it has excelled in providing high-quality treatment and first-class facilities and amenities, including exceptional food offerings for patients. **Khalil Abu Sair**, senior director of operations, shares how Burlodge has contributed to maintaining these high standards



When it opened its doors in 2015, the Cleveland Clinic Abu Dhabi, in the United Arab Emirates, became one of the region's prestige healthcare facilities. A multi-specialty luxury hospital, it is part of the Cleveland Clinic Foundation in the U.S., an independent, not-for-profit academic medical center engaged in patient care, research, and education.

The establishment of a premier facility in Abu Dhabi resulted from a 2006 agreement between Mubadala Investment Company and the Cleveland Clinic, aimed at supporting the local government's Economic Vision 2030, which prioritizes the development of a world-class healthcare sector. The outcome is a sprawling 93,000 square-meter complex featuring five clinical floors, three diagnostic and

(Left) Philippe Denis and Elen Speranza from Burlodge Sri and Mani Manoharan from Stellame General Trading LLC

treatment levels, and 13 floors dedicated to critical and acute inpatient units. Poised for potential expansion to 490 patient beds, the hospital has 26 operating rooms, six cardiac catheterization and electrophysiology rooms, and numerous post-anesthesia care units. There are 340 doctors and 2,918 nurses and other workers, all dedicated to delivering more than 50 medical and surgical specialties. The hospital is comprised of 15 institutes: Heart, Vascular & Thoracic, Neurology, Digestive Disease, Eye, Respiratory, Critical Care, Oncology, Surgical Subspecialties, Medical Subspecialties, Emergency Medicine, Anesthesiology, Pathology & Laboratory Medicine, Imaging, Quality & Patient Safety and Research and Education.

Behind the medical facilities, however, lie many other critical needs. Among the most important of these is the need to provide high-quality catering services with fresh, nutritious food. In foodservice, the standards must be just as high as the quality of medical care. Currently, the hospital provides meals for approximately 400 patients and more than 2,000 caregivers daily. In addition, it offers banqueting and event services, which can accommodate up to 600 additional diners.

"The foodservice operations at Cleveland Clinic Abu Dhabi are indeed extensive and cover a wide range of areas within the hospital," says Khalil Abu Sair, Cleveland Clinic's senior director operations. "We have 13 floors of inpatient units with approximately 400 beds, plus outpatient clinics, perioperative and procedural areas, specialized patient areas such as VIP and royal clinics and floors, as well as executive health and global patient lounges."

"Additionally, foodservice also caters to caregivers, and we have banquet and conference facilities including an auditorium, ballrooms, and meeting rooms in the hospital," he adds. "Overall, the foodservice operations are designed to meet the diverse needs of patients, visitors, and staff, and to ensure that high-quality food and beverage services support our overall healthcare mission."

All in the delivery

To ensure high-quality food for inpatients and staff, the hospital partnered with meal delivery specialist Burlodge. With extensive experience providing food trolleys, carts, and trays for hospitals, schools, and prisons, Burlodge has been a leader in the field since its founding in 1984. Its team of food professionals and solution-driven engineers understands the daily operational details necessary for success.

“Burlodge units are designed to integrate well with hospital workflows”

**Khalil Abu Sair,
Cleveland Clinic Abu Dhabi**



"Due to an increase in patient count, there was a need to enhance patient experience with our unique à la carte menu and to maintain food temperature and safety," explains Abu Sair. "We identified Burlodge to better meet the needs of our patients regarding both food safety and ease of delivery."

Burlodge has supplied a total of 12 Logiko Duo heated and refrigerated tray delivery trolleys, each with a capacity of 24 trays, and two Logiko Uno units, each with a capacity of 12 trays. They are among the lightest and shortest trolleys on the market, and their design features a built-in air convected heating and cooling system. They are specifically for cook-serve and room service applications.

At the Cleveland Clinic Abu Dhabi, these units are crucial for maintaining strict temperature control, essential for both food safety and quality. They also provide the efficiency and reliability needed for intensive use in a healthcare setting. "They are essential tools in delivering safe and quality healthcare through nutrition," says Abu Sair.

"Burlodge units are designed to integrate well with hospital workflows, making it easier for staff to handle and distribute meals efficiently. This enhances the overall operational efficiency of our foodservice department. It allows us to be flexible with patient procedures and meal timings. By standardizing meal delivery processes with Burlodge equipment, our operation benefits from improved workflow efficiency. Staff can focus more on patient care rather than logistics related to food delivery, leading to smoother operations and enhanced patient experience."

With its adaptable solutions and comprehensive after-sales support, Burlodge has played a crucial role in reducing patient complaints, improving temperature and quality scores, and integrating seamlessly into the hospital's foodservice operation. Details matter in healthcare, and Burlodge understands that. ■



BRAND WATCH

burlodge
TOGETHER. WE WORK.

1984

Burlodge was founded 40 years ago in the UK

5

Burlodge has operations in five countries in Europe and North America

2045

Burlodge is committed to achieving net-zero emissions by 2045

burlodge.com



At Hammett's Monastik, a modern European restaurant in Malta designed with sustainability at its core, executive chef **Jorge Lugo** wanted a kitchen set-up that would immerse customers in the cooking process and engage their senses. A customized solution from Silko's Essence series not only fulfilled these requirements but also elevated the restaurant's culinary operations, he tells Elly Earls

The Essence of sustainability

The clue about Hammett's Monastik, the modern European restaurant that opened in May 2022 at Land's End Hotel in Malta, is in its name. Inspired by monks from the island's medieval monasteries, executive chef Jorge Lugo sources 99% of his ingredients locally. Remarkably, nearly all of the fruit and vegetables served at Monastik are grown using organic and biodynamic practices, an impressive achievement in the world's tenth smallest country.

The menu is designed around seasonal produce grown by local farmers, with nothing wasted; a variety of meats are used and any fruit or vegetable that is not eaten immediately is preserved using fermentation or pickling so it can be enjoyed when it's not in season. The restaurant serves dishes including grilled artichoke, caramelized carrots and roasted pumpkin, cuttlefish skewers and octopus, and – on the meat front – rabbit, braised short beef ribs, and grilled ribeye, sirloin and tomahawk.

The design of Hammett's Monastik exudes sustainability. The interior boasts a rustic charm,

with abundant wood and greenery mirroring the natural cuisine, complemented by stunning views of Valletta and Marsamxett Harbor through large windows.

"The concept revolves around embracing a natural and organic approach, extending from the food and drinks to the ingredients, and even encompassing the overall design of the restaurant," Lugo emphasizes. "Utilizing soft and wooden materials, the aim is to craft a warm, modern ambience reminiscent of a chateau, set against the backdrop of the Mediterranean Sea."

Engaging all the senses

In the early stages of the restaurant's design, the team at Hammett's Monastik consulted with Malta-based kitchen equipment distributor The Catering Centre. They aimed to find a supplier who could support their sustainable dining concept with a cooking setup that was both functional and durable. Additionally, the setup needed to be stylish enough to be a focal point in the restaurant experience.

"The concept behind our fully open kitchen was to immerse the customers in the cooking process, allowing them to feel, see, smell, and truly be a part of it, engaging all their senses," Lugo explains. ▶



Antonio Rachello (above), Silko's sales director, ensured that chef Jorge Lugo received the highest level of personalization



“ The ergonomic design enhances efficiency during service and adds a comfort that is indispensable ”

Jorge Lugo,
Hammett's Monastik

Above: Hammett's Monastik is "a fertile ground for positive innovation". Right: chef Jorge Lugo and Chris Hammett, culinary director

Having collaborated with Italy-based Silko for more than 30 years, The Catering Centre had no hesitation in recommending the Essence line of modular cooking blocks, which merges top-quality materials and modular flexibility with cutting-edge technology. As Essence cooking stations are highly customizable, Silko was able to build a solution that precisely met Lugo's needs, including a pass-through block with a custom-designed worktop, mounted on top of stand-alone equipment.

As Silko's sales director Antonio Rachello explains, "This choice was the best to combine the ease of cleaning and the elegance of the Essence line, together with the full customization of the block. We've structured everything in a way that ensures comfort and safety, providing the necessary space for all types of preparation."

Lugo says the Silko kitchen installation has genuinely elevated Hammett's Monastik's culinary operations from both a product and a guest experience perspective. "With its precise control and innovative features, we can achieve consistent results. The ergonomic design enhances efficiency during service and adds a level of comfort that is indispensable in a busy kitchen environment," he says.

"It's become our go-to choice, transforming how we work and setting a new standard of

excellence. Plus, our kitchen staff have become more connected with the guests, fostering greater empathy towards their experience, and ultimately enhancing our overall product."

Looking back to progress forward

The biggest challenge any restaurateur striving for sustainability faces in Malta, given the country's exceptionally small size, is sourcing local products, especially those that are wild-grown or organic. For Lugo, however, this is an opportunity for creativity and imagination, rather than a roadblock.

"With disciplined effort, this creative space becomes fertile ground for positive innovation to flourish," he says, adding that he firmly believes in the value of looking backwards in order to continually evolve.

"Appreciating and comprehending the past and understanding how things were made and discovered equips us with the necessary tools and knowledge to progress forward."

From an equipment standpoint, he predicts that the coming years will see a resurgence of basic techniques, such as cooking with wood and preserving through methods like pickling and fermentation, alongside the integration of modern technological advancements.

“ This project has reminded us all about the depth and cultural significance of dining as more than just means to satisfy hunger ”

Antonio Rachello,
Silko



"This synthesis will pave the way for the creation of exquisite modern cuisine," he believes.

Rachello is excited at the prospect of what this means for his industry. "This project has certainly been a learning experience," he concludes.

"It has reminded us all about the depth and cultural significance of dining as more than just a means to satisfy hunger. Together with our long-time partners The Catering Centre, I'm anticipating more projects focused on equipment sustainability, worker wellbeing and respect for the environment." ■

BRAND WATCH

SILKO

1980

Silko was founded 40+ years ago in Italy. Its headquarters is in Vittorio Veneto (Veneto region)

100%

Manufacturing a complete range of kitchen equipment, Silko machines are produced in Italy

30+

A long-term growth partner, Silko has worked with The Catering Centre for more than 30 years

silko.it

03 Success stories

Perfect vision for award-winning gelato

BGI and Iceteam 1927 provided the ideal solution for equipping the world's smallest gelateria, ensuring smooth servings from the renowned gelaterie **Alberto Marchetti**, reports Tina Nielsen



For Alberto Marchetti, holder of the coveted Tre Coni award by Gambero Rosso, installing the right equipment, especially in the smaller gelaterie he operates, "was vital"

The name Alberto Marchetti is synonymous with great gelato in Italy. The holder of the coveted Tre Coni award, the top rating by gastronomic guide Gambero Rosso, and the man behind eight gelaterie, Marchetti has long collaborated with Iceteam 1927.

He has spent his life in the world of gelato – born on the day his father opened an ice cream shop, he spent his childhood tasting gelato straight from the batch freezer – so opening his own shop was a natural progression.

The brand was born in 2007 when Marchetti opened his first shop in Turin. In the years since, the company has grown and expanded, but without losing sight of the goal: to produce fresh, simple, and delicious gelato, made with carefully selected raw materials.

"Today, in each of the gelaterias, there is a group of professionals trained by me who put their talent and passion into making the gelato. Enthusiasm, research, and transparency are the values I have passed on to those who work with me," explains Marchetti.

Among the more recent openings is a new shop that opened in Turin in 2023, which is already famous as one of the smallest gelaterie in the world, measuring just 9 square meters. It is located inside a small tower in what is a decidedly quirky location.

Marchetti needed technology that minimized the need for manpower. The solution provided by BGI and Iceteam 1927 included the Vision batch freezers, according to Giovanni Galli, business

director of Iceteam 1927. "Although there is enough space for two members of staff inside the shop, with the continuous churning system, just one person is required in the shop," he says.

New technologies

For Marchetti, installing the right equipment was vital. "I could not compromise on space requirements because in my gelaterias, gelato is churned fresh every day. Thanks to new technologies, we managed to fit 16 batch freezers inside the store, and the gelato is sold directly from the machines. The freshness and quality of the gelato remain unchanged," he says.

"The continuous churning system allows us to make the most of the space. The self-pasteurizing function enables us to use the same machine for both the pasteurization of the mixtures and the production of the gelato. We don't need any other machinery because, thanks to this system, we have a complete and independent machine for each flavor."

The technology under the bonnet is instrumental for the smooth operation of the gelaterias and ensuring consistency of flavor and quality, as Fabio Brisolin, general manager of BGI, explains. "Sometimes he needs to make small changes to a recipe, and he can do that remotely," he says. "Once he has tasted a product he can change the setting in the program and when he sends the liquid product to the store, the operator just has to choose the right program and press the button. He can introduce new recipes without adding work for the operator."

The Vision is not a new machine on the market, but since BGI became part of Ali Group it has worked to improve it. "BGI made the most of the technology available in the market and improved the machine, replacing the chassis, making it very quiet and consuming 16% less energy than competitors," explains Galli.

Reflecting on the project and the result today, Marchetti says he is "proud and satisfied".

The collaboration with BGI and Iceteam 1927 was smooth and successful. "As partners, they were attentive, precise, and open to discussion, which is very rare these days," he concludes. ■



“ Thanks to new technologies, we managed to fit 16 batch freezers inside the store, and the gelato is sold directly from the machines ”

Alberto Marchetti,
Alberto Marchetti & C. SRL

BRAND WATCH

BGI CONTINUOUS CHURNING GELATO MACHINES

ICETEAM
1927

2020

BGI joined the Ali Group in 2020

16%

BGI's Vision machine uses 16% less energy than competing models

4

Four brands make up Iceteam 1927

46

Iceteam 1927 has 46 ambassadors worldwide

bgitaly.it
iceteam1927.it

Hardworking hygiene:

How Wexiödisk is helping Sweden's healthcare system

Health, sustainability, and growth are the key priorities for those living in Sweden's Kronoberg County, and catering for hospital patients is strongly aligned with these goals. Jim Banks finds out how Wexiödisk's warewashing technology is helping to keep foodservice operations running smoothly in two of the region's hospitals



Region Kronoberg, which governs Kronoberg County in southern Sweden, has a vision to create a good life for the citizens of a vibrant and dynamic community. Healthcare dominates its agenda, taking precedence over many other public services, so the quality of every aspect of hospital care is high on the list of priorities.

Investment in new equipment to improve efficiency and quality is always an important consideration and, in 2023, that saw the region turn to warewashing provider Wexiödisk. Working with Kari Vahtera, former head of the food and restaurant department at Region Kronoberg, Wexiödisk installed a new rack conveyor dishwasher, incorporating its latest features: WD-TOUCH and OPTIFLOW.

Although Vahtera has since left the organization, the kitchen continues to provide breakfast, lunch, and dinner to patients at two hospitals in the region. This corresponds to 2,000 meals per day. In addition, a staff restaurant serves 300 meals daily. The newly installed equipment plays a vital role in ensuring savings in water, electricity, and chemicals, as well as delivering the highest standards of hygiene.

Intuitive control

"Since several staff members should be able to use the dishwasher, it is also important that it is easy to use," says Vahtera. "No one should need specialized training to handle the tasks in the dishwashing room. The new touch display is self-instructive and available in several languages if needed."

WD-TOUCH is a new, user-friendly digital

“Since several staff members should be able to use the dishwasher, it is important that it is easy to use. No one should need specialized training”

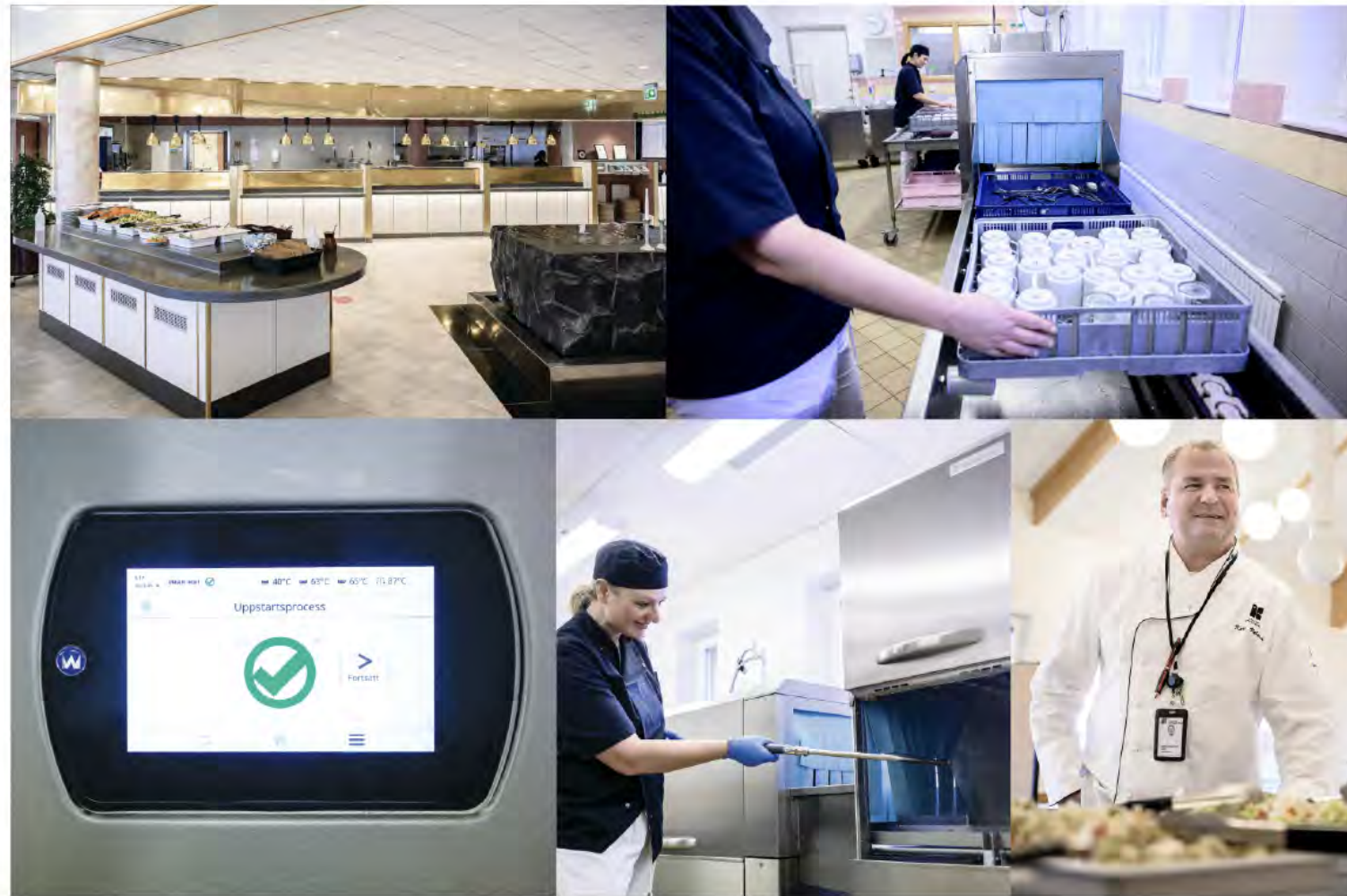
Kari Vahtera

display that guides operators through the entire dishwashing process with simple, intuitive steps. Smart OPTIFLOW features drive significant savings in the amount of water, electricity, and chemicals that are needed to deliver the highest standards of warewashing.

"Hygiene requirements are high in a hospital," says Marcus Gäfvert, development manager at Wexiödisk. "We launched OPTIFLOW in October, after two years of development and many challenges. We work closely with customers to develop new machines and the hospital has been a partner in that regard for many years, so when we developed our new tunnel machine they helped us with field testing."

"OPTIFLOW is a package of several functions that improve not only the energy consumption, but also water and chemical consumption, all of which ▶





go hand in hand,” he adds. “For example, the last step is to rinse washware, so if you can reduce the need for that by avoiding washing empty spaces between the racks, then you get really good results.”

The new model gathers the baskets automatically, packing them tightly in the machine regardless of the wash time that has been set. There is a constant amount of rinsing water and water flow, but the baskets run more smoothly through the machine to ensure that the water is dispersed equally across the whole rack. “The new technical features, including the new touchscreen interface, add a new dimension of control,” says Gäfvert. “It is easier to understand the machine, and the feedback from the staff at the hospital is great. The system makes the dynamic between the machine and the user more direct and ergonomic. Everything is more self-explanatory, so it is simple to use.”

“The new technical features, including the new touchscreen interface, add a new dimension of control”

Marcus Gäfvert, Wexiödisk

Designed for life

For large institutional applications, including hospital settings, ease-of-use and high standards of hygiene are essential features. But there is no one-size-fits-all solution, and configurability is a key factor in ensuring that each application runs in an efficient and effective way.

“In schools, hospitals, restaurants and everything in between, rack conveyors are in continuous operation, and they need the ability to handle more capacity,” says Gäfvert. “We have five different sizes of machines – longer machines can have longer wash time with high capacity – but each installation depends on the capacity needs of the customer.”

“So, we have a modular system that can be adapted to the customer’s needs,” he adds. “It is a very customized design in each case. We size it to meet the capacity and the kind of washware

“It’s a very customized design, sized to meet the capacity and the kind of washware and the layout of the room”

Marcus Gäfvert, Wexiödisk

the customer has, and we look closely at the layout of the room in order to design the optimal solution. Each solution is tailor-made from standardized modules.”

Part of the success of Wexiödisk’s products is what Gäfvert describes as ‘the Scandinavian approach’ to design. What sets that approach apart is not only the pursuit of high-quality performance, but a willingness to put the end user first in the design process and work backwards to adapt all technical aspects to suit those needs.

Simplicity, high quality and reliability are the watchwords, backed up with a sustainable approach to design that ensures the lowest possible lifecycle cost. Region Kronoberg is certainly reaping the benefits of complex engineering that delivers a true workhorse of a machine that won’t let its users down. ■



Wexiödisk’s products “put the end user first”

BRAND WATCH Wexiödisk

1972
Always maintaining a keen focus on craftsmanship, Wexiödisk was founded in Växjö, Sweden, more than 50 years ago in 1972

100%
Wexiödisk’s Service Tag acts as a receipt to ensure each machine can perform 100% when it comes to wash performance and wash economy

ISO
ISO 9001 and 14001 certificates are held by the company, which is dedicated to lowering water, electricity and chemical consumption

wexiodisk.com

03 Success stories

Empowering female entrepreneurs

Empowering people to pursue their passions professionally is a noble endeavor, and AI tools are powerful enablers of the entrepreneurial spirit. Jim Banks looks at how Esmach's innovative AI technology is supporting enterprising women to build a bakery business to rival any in Italy



Le Polveri, launched by Aurora Zancanaro (above) in 2017, is a 50-square-meter workshop in Milan, Italy

Giulia Busato (left) who launched her lab "Tocio" in Venice, Italy



“ The success of Zancanaro's microbakery is no accident. It is the fruit of hard work and dedication... She trains her team constantly ”

Right: Sara Bonamini and Flaminia Fratini by "Le Tulipane" in Rome, Italy

was the queue of customers reaching out into the street.

The success of Zancanaro's microbakery is no accident. It is the fruit of hard work and dedication. Working from dawn to dusk for the last seven years, she bakes, makes dough and refreshments, and trains her team constantly. Over the years, demand for her products has consistently grown, as has the team, all of whom understand that bread is experienced with all of the senses, not just taste.

Classic products need new technology

Le Polveri draws heavily on classic baking traditions. It uses flour from small artisanal mills around Italy to make many different types of loaves, pizzas, brioche bread, granola, sweet and savory cookies, as well as leavened doughs for traditional Italian baked goods such as panettone and colomba.

As she introduces new perspectives to the baking industry, other colleagues are inspired and embark on similar journeys, opening unique bakeries. Over time, Esmach has followed market trends by adapting its original EsmachLabs to incorporate the latest technological advancements in its equipment.

The enterprise draws on high-tech tools to support its business, like many of the female-owned bakery businesses Zancanaro has inspired: Sara Bonamini and Flaminia Fratini's Le Tulipane, Ilaria and Simona Paolino's Forno Aurea, Giulia Busato's Tocio, and Sandra Tasca's Ciopa.



BRAND WATCH

ESMACH

50+

For more than 50 years Esmach has been at the service of the bakery sector with the best mixers, moulders, dividers, leavening proofers, retarder proofers and ovens for bakeries, pastry shops and pizzerias

1980s

During the 1980s the company changed its brand: Esperia Macchine was transformed into Esmach to promote its additional development in the international market, with the sale of industrial lines for bread making

1990s

During the early 1990s Bongard identified Esmach as a partner that could develop the presence of its ovens in the Italian market, creating a bond between the two companies with a crossed distribution agreement

esmach.com

03 Success stories



The DREAM machine

The award-winning DREAM frozen drink machine from V AIR, part of the Carpigiani Group, is one of the highlights of the new, immersive DieCast entertainment neighborhood in Manchester, UK



The DREAM machine's built-in vertical ventilation technology means they can sit front of house side-by-side at DieCast

Set in a huge, converted 19th-century factory in central Manchester, UK, the impressive "creative neighborhood" of DieCast offers revelers a diverse array of food, drink, and entertainment options. Highlights include a Brooklyn Beer Hall featuring live music and a beer bus, as well as The House of Daiquiri in Leno Ex Machina, a central bar dedicated to rum and rum-based cocktails, where the plug-and-play setup of the DREAM machines serves as a showpiece.

"The machines from V AIR have become a core offering and helped build the vision for what we want to do at the site in terms of quality products with an edge and cool experiences," explains DieCast's brand manager Clem Gouy (pictured right).

"DieCast has been designed to be an immersive space, so we market it as a full experience, with everything from aerial performers and fire breathers to flea markets and corporate events. We've got amazing Sunday roasts, great pizzas, top burgers and, of course, the House of Daiquiri," he says.

The bar features 14 DREAM machines, spinning 12 different flavors of frozen Daiquiris, allowing for an impressive 49 different frozen drink combinations. Options include Mango and Passionfruit, as well as a crowd favorite, Spiced Banana Pandan Colada. "Plus, these flavors keep changing, which gives us that flexibility to mix things up," says Gouy.

The machine's built-in vertical ventilation technology means they can sit front of house side-by-side, where customers can enjoy the theatrical elements of the mixer and multi-coloured LED lighting. "The customers are very inquisitive about DREAM because not only does it serve tasty cocktails it also looks really cool with its space-age, sleek chrome design," says Gouy. "It's been very product-led and everyone is loving it, adding a really fun and immersive element to the venue. It all came about very naturally. The machines tie in really well to the way the venue looks as they're quite mechanical and industrial."

Practical, cost effective and sustainable

It's not just about the taste and aesthetics though. From an operational point of view, the DREAM machines are proving practical, cost effective and sustainable too.

Featuring a high-capacity and user-friendly design, the DREAM can serve up to 125 x 200ml

frozen drinks within 20 minutes of start-up and offers continuous supply with just a simple hopper refill.

"Having these machines cuts down dramatically on both prep time and labor because they're easy to operate. There's considerably less drink waste and they're easy to monitor and control," says Gouy.

Gouy serves as the brand manager for DieCast as well as its sister sites, Ramona and The Firehouse. As he oversees 14 bars across these three locations, reliable equipment is essential. Additionally, with the Daiquiri mixes being made in-house, maintaining consistency is key.

"Earlier in the week, the bar team prep and batch the cocktails, and we're refilling the machines up to three times a night. Since we opened in May 2023, we've sold about 200,000. We try to keep the shelf life as little as possible because it's a fresh product. As they're syrup-based they tend to last two to three days, but we're blessed with very high volume so it's not an issue for us at the moment," says Gouy.

Easy to pour

The bar teams have also provided positive feedback. They appreciate how easy it is to pour the frozen drinks, eliminating the hassle of constant mixing and shaking by hand.

"The machines allow us to work to a much bigger scale because we're serving thousands of customers each week," enthuses Gouy. "For the volume we produce, the DREAM machines have been incredibly reliable and easy to maintain."

If there are any problems or queries, Carpigiani UK is readily available to address them quickly and efficiently. "They've been really speedy with their replies, which is always appreciated. If we ever need parts, we'll have an engineer on site within 24 hours. Carpigiani has been very helpful in following up on cases as well," insists Gouy.

From front-end to back-end, the DREAM machines deliver on all aspects: ease of use, consistency, speed, and taste. "It's been a big feature of our success at DieCast as we expand our offerings," says Gouy.

"[At the moment] we're only using a small portion of the site, so there's lots more exciting stuff coming up as well. We're creating a new focal point for the community and opening up the space to a variety of independent businesses like florists, costume makers, tech companies, and even a dance studio." ■



“For the volume we produce, the DREAM machines have been incredibly reliable and easy to maintain”

Clem Gouy, DieCast

BRAND WATCH



125

The DREAM machine can serve up to 125 x 200ml frozen drinks within 20 minutes of start-up and offers continuous supply with just a simple hopper refill

40cm

With a compact size of only 40cm wide, the DREAM is the perfect addition to any operation seeking to increase profits with frozen cocktails or drinks

2021

The DREAM has earned several awards, including the 2021 Good Design Award given by the Chicago Athenaeum Museum of Architecture and Design

v-air.es

03 Success stories

A hot new cleaning solution for Italy's firefighters

Clean Spark, a new solution from DIHR, is helping the Italian Fire Brigade to keep essential equipment in good working order. Jim Banks explores how this technology is suitable for an application where lives are on the line



Above: DIHR's Marco Brugnolaro (right) greets a member of the Italian Fire Brigade Command



Every day, firefighters place themselves in harm's way to save lives, protect property, and prevent tragedies from disrupting lives. They rely on courage, intensive training, and sophisticated equipment to get the job done, and the condition of their personal protective equipment (PPE) is of paramount importance.

PPE needs to be thoroughly and consistently cleaned after use, not only to ensure that it enables firefighters to do their job effectively, but also to protect their health. This became particularly crucial during the Covid-19 pandemic, when the removal of bacteria and viruses jumped to the top of the agenda, but it is just as important to remove chemicals, bodily fluids, smoke and many other potential contaminants with which they may come into contact in the course of their duties.

The quality of the cleaning process is, therefore, essential to the performance of a firefighter's duties, but it may not be given the emphasis it requires compared to other pressing considerations such as training or vehicle maintenance. In Italy, however, many regional fire brigades have come to realize that the cleaning of equipment must be done quickly, efficiently and to a very high standard. As a result, they have turned to warewashing experts DIHR.

Reliability and high performance

To develop its new Clean Spark technology, DIHR applied all of the knowledge gained in the commercial foodservice market, where its machines have a reputation for reliability and high performance. Specially designed to meet the everyday needs of a barracks, the solution is designed specifically to treat and sanitize the entire kit used by firefighters. The machine has specific wash and rinse temperatures for the job, which happens in a closed chamber with rotating and fixed lateral arms that ensure water reaches all the points where it is required.

"Everything started from one of my trips to Poland two years ago," says Marco Brugnolaro, area sales manager for DIHR. "I was in a totally different country looking for a new partner and I came across a company looking to sell equipment to the fire brigade. We started to engineer a solution, gathering technical specifications from the market to help us prepare for product development and, ultimately, launch into this niche market."

"When you think about our core business – dishwashers – you don't think about this area of the market, but everyone has something that needs to be washed, whether it is clothes, dishes or something else, so we decided to open a case study for a new technology," he adds.

"At that time, as far as we knew, this special treatment of firefighters' equipment needed something new, so we did more than one year of testing in labs and in the field to ensure we knew how to change the temperatures and adapt the instruction manuals for safety and validation."

A hotbed of innovation

Brugnolaro and his team discovered that they could not use the standard equipment used for warewashing.

"We had to engineer new supports and new racks," he explains. "We didn't need to change it completely, but around 40% of the solution is tailor-made to meet the needs of firefighters. The first machine was installed in Venice and that is where we did the field testing."

Developed directly in collaboration with a number of Italian Fire Brigade Commands, including Venice, Clean Spark not only facilitates the treatment of breathing apparatuses, but also the rest of the kit – backrests, canisters, valves, face masks, helmets, even gloves and boots. Furthermore, the cycle is automatic, and guarantees a fast decontamination process.

The machine features an electronic touch display with energy-saving functions, a double-skinned washing chamber, a standard rinse pump and a vertical self-cleaning pump, a fully molded deep tank, independent stainless steel wash and rinse arms, a split tank filter, Thermostop technology to ensure the correct rinsing temperature, a self-cleaning cycle, and many more enhanced features.

Ultimately, it is designed to allow firefighters to simply put all of their kit into the machine and press a button to ensure that all of their equipment is safely, efficiently and thoroughly sanitized.

"Now, we are selling to firefighting services in three regions in Italy, and we hope to spread further into the market," says Brugnolaro. "We wanted to be 200% sure that the machine was working well under different conditions, so there is still an ongoing development process."

"It is robust, solid and easy to use," he emphasizes. "Press one button and it does its cycle. It can even be operated remotely from a phone or a PC. It is very clear where everything goes, so it is simple to load and use. And it has a dedicated self-cleaning cycle," he says.

For busy firefighters, equipment cleaning could not be simpler, safer or more efficient. ■



Clean Spark allows firefighters to simply put all of their kit into the machine to ensure that their equipment is safely, efficiently and thoroughly sanitized

BRAND WATCH

DIHR
we mean clean

35+ years
experience in serving hotel and restaurant businesses worldwide

20,000
units produced annually across 20 product ranges

120
DIHR distributes to 120 countries worldwide each year
dihr.com

03 Success stories



Turkish delights

Maxx Royal Bodrum may seamlessly integrate with its natural surroundings, but it stands out for its diverse leisure, entertainment and dining options. Here the group's corporate chef **Naoki Katori** and kitchen consultant **Hakan Küçük** explain why a coordinated approach was key to designing the property's diverse F&B ecosystem



The turquoise coast of the Bodrum Peninsula is home to numerous luxury resorts, but there's no risk of Maxx Royal Bodrum, one of the newest additions, blending into the line-up. Although the group, which also operates two other well-established properties in Turkey, initially planned to develop an all-inclusive resort, Maxx Royal Bodrum evolved into something quite different.

Situated on a sprawling and sloping 11.4-hectare site, the resort, designed by renowned Turkish architect Mahmut Anlar, features an array of suites and private villas ranging from 50 to 500 square meters built into the hillside. While it blends with its natural surroundings, it distinguishes itself with its environmental credentials, meeting LEED Gold standards for construction, and offers an impressive variety of leisure, entertainment and F&B options.

The resort's nine restaurants include four developed in partnership with world-renowned operators: Oro by Michelin-starred Italian chef Alfredo Russo; Spago by Wolfgang Puck; Caviar Kaspia; and The Maine, the third establishment from Montreal gastropreneur Joey Ghazal. In addition, Maxx Royal operates several of its own restaurants, including Twenty4, which serves international cuisine around the clock, the Latin fusion concept Casa Sol, the Turkish-style seafood eatery Le Pont,

and the sushi joint Maguro. The resort also features snack corners, including an ice cream parlor and a chocolatier, and upscale bars and lounges.

A constantly evolving brief

As a long-time collaborator with Maxx Royal, Hakan Küçük of Istanbul-based turnkey kitchen design consultancy Makpa, was approached by the group in 2021 to design the property's kitchens during the project's early stages. Initially, Maxx Royal had envisioned an all-inclusive resort, but the brief completely changed when they decided to develop a luxury bed and breakfast, partnering with restaurant operators from around the world.

Maxx Royal Resorts corporate chef Naoki Katori, who has been with the group for six years, recalls, neither he nor Küçük could sit still at any point during the project. "We kept on changing restaurant concepts right until two months before opening," he says. "Throughout the project we were constantly catching up, changing the kitchens and the purpose of them and coming up with new designs to try and fit things into another place."

Then, just when everything was finally coming together with the design, another huge job landed on Küçük's desk. "Mapka was tasked with supplying all the equipment for the F&B areas – from kitchens to show kitchens to bars – all in the space of five



“We kept changing restaurant concepts until two months before opening”

**Naoki Katori,
Maxx Royal Resorts**

Above: Naoki Katori
Left: Hakan Küçük



months,” he says. Küçüker and Katori put their heads together.

With a wide variety of restaurant concepts to support, a significant amount of equipment was required to meet many different demands. It was crucial to have a central point of contact to oversee how the entire F&B ecosystem would fit together. “Although we had to set up kitchens for external restaurant groups, they were always under our direction and guidance of what to do,” says Katori, who assumed the coordinating role.

“Otherwise, it would have been really difficult and complicated. We made sure that all the kitchens were multi-purpose so if a concept was to change next month, the kitchen could be adapted. That was our main goal from the beginning and was very important in our talks with chefs: all kitchens had to be fully functional, not just for one purpose.”

Similarly, Küçüker adopted a coordinated approach to sourcing the kitchen equipment package that would service the resort’s numerous F&B areas. Key equipment was supplied by a few large companies: Ambach provided the cooking blocks, Bongard supplied many of the bakery systems, Carpigiani for the ice cream machines, and Polaris handled the refrigeration.

“This approach was beneficial to everyone involved,” Küçüker explains. “In such a large-scale

project, having uniformity of refrigeration products, for example, means users can easily adapt to the technology since they are working with similar equipment across the entire facility. Plus, the uniformity of the products meant we could provide a much better service in terms of spare parts and after sales service.”

Polaris supplied over 400 items, including roll-in blast freezers, reach-in blast freezers, storage cabinets and counters. “My first priority when choosing equipment is always the ratio between the quality and the cost. Polaris is one of the best manufacturers in Europe when it comes to striking this balance,” says Küçüker.

Prioritizing the project

For Küçüker, the trickiest element of the project – the largest he has done with Maxx Royal – was meeting the client’s strict time frame. “Normally, it would take about a year to source and install the equipment for a project like this, but we managed to do it in five months,” he says. Here, his long-term relationships with equipment manufacturers like Polaris came into play.

“We had to have close communication with all of our major suppliers, explaining the importance of the project to them and asking them to speed up their delivery times. Thankfully, as we had built up mutual

“Normally, it would take about a year to source and install the equipment for a project like this, but we managed to do it in five months”

**Hakan Küçüker,
Makpa**

Maxx Royal Bodrum
opened in May 2024



trust with these companies, they were all very helpful and gave priority to the project,” he explains.

But coordinating with the suppliers themselves was just one part of a much more complex puzzle. “After more than 35 years in the field, nothing surprises me anymore, but this project once more reminded me of the importance of different disciplines working together in proper coordination and communication – from the electrical cabling and ducting to the tiling, plumbing and lighting to the architecture and interior design. Doing your job is not related only with yourself and without this communication it is impossible to be successful.”

Maxx Royal Bodrum opened its doors in May 2024 and, since then, Katori has been dedicated to ensuring that the pre-opening team’s efforts in designing and installing the resort’s impressive F&B offerings are not in vain and that the equipment meets its specifications. “So far, everything is performing well,” he grins.

However, his thoughts have already turned to the future. “Over the past six years developing kitchens amongst our properties, we have upgraded probably 15 already,” he says. “There’s a huge priority in our company to not let things get out of date – we keep on renovating and putting an effort into everything we have. We always have plans to improve.” Watch this space. ■

BRAND WATCH

POLARIS®
BEHIND THE FRESHNESS

30+

For more than 30 years, Polaris cold technology has been helping professionals in their daily challenges in the kitchen

1989

Polaris was founded in 1989 in Sedico in the Veneto region, located approximately 80 kilometers north of Venice, Italy

2004

Offering a complete range of equipment for various sectors, Polaris became part of the Ali Group 20 years ago

polarisprofessional.com

How Rewe's bakeries saved time and increased sales with Convotherm

In the competitive retail food industry, Rewe, a leading German supermarket chain, turned to Convotherm's ConvoSense technology to enhance bakery standards, improve efficiency, reduce waste, and boost sales across hundreds of stores, says Rhea Wessel



Thomas Weidhaas,
head of sales
coordination and
senior category buyer
for gastronomy, Rewe



Bakeries grapple with several issues that hamper efficiency and consistency: high staff turnover, the need for extensive training, and the manual nature of baking processes. Rewe's bakeries had the same struggles, often leading to varying product quality and increased food waste.

"We realized that our existing processes were insufficient. Staff could not always follow the exact baking guidelines, resulting in inconsistent quality and increased waste," says Thomas Weidhaas, head of sales coordination and senior category buyer for gastronomy, at Rewe.

ConvoSense technology

Rewe started exploring ways to improve the process and began collaborating with Convotherm, a Welbilt brand and a member of the Ali Group.

ConvoSense uses optical product recognition and artificial intelligence to automate and optimize baking processes. This technology identifies the type of products loaded onto each individual shelf as well as the quantity of loaded shelves. It also selects and adjusts the baking program accordingly, ensuring consistent results with minimal human intervention.

The added layer of cloud management allows real-time monitoring and adjustments, further enhancing efficiency and consistency. "ConvoSense significantly simplifies the baking process. Employees only need to load the oven; the system takes care of the rest, ensuring optimal baking quality every time," says Hannes Wild, manager intellectual property, standards & core projects, Convotherm.

Implementing the future of baking

The implementation of ConvoSense at Rewe was a major project involving the installation of more than 1,600 maxx pro BAKE units across their stores. The journey was not without its challenges, however. Coordinating between the technical teams, store management, and training staff on the new technology required meticulous planning and execution.

Despite these hurdles, the results were impressive. "Looking back, this has been an incredibly successful project with more than



Above: ConvoSense technology has significantly simplified the baking process for Rewe

1,600 devices now operational,” says Weidhaas. The automated and precise baking processes have led to significant improvements in product quality and consistency, which in turn is driving sales growth.

“Since implementing ConvoSense, our bakery sales have seen a double-digit increase,” says Weidhaas. “Customers have noticed the improved quality, and our employees appreciate the simplicity and reliability of the new ovens.”

Employees at Rewe stores have expressed their enthusiasm for the new system. One employee said, “My work is easier now. I no longer need to choose programs or worry about errors. The oven gives me tips, and the results are always great.”

Additionally, the cloud management aspect provides real-time data and remote access, enabling quicker adjustments and support, thereby minimizing downtime and ensuring consistent product quality.

The technology also brought about operational efficiencies. With less need for intensive training, Rewe could reduce costs and deploy staff more flexibly across different tasks. The reduction in food waste due to precise baking also contributed to cost savings and environmental benefits, Weidhaas said.

The technology behind the success

In addition to the ConvoSense AI-based optical food recognition system, several other key features of the Convotherm maxx pro BAKE ovens play a significant supportive role in achieving these results:

- **BakePro:** This multi-step baking function ensures ideal rising, optimal elasticity, and an appealing sheen on baked goods.
- **Natural Smart Climate:** This closed system maintains the perfect baking conditions, ensuring that products remain fresh longer and do not dry out prematurely.
- **ConvoClean:** The fully automatic cleaning system with eco-friendly cleaning fluids simplifies maintenance and ensures hygiene without manual intervention.

Weidhaas highlighted the benefits of these features. “The energy savings, reduced error rates, and the convenience of automated cleaning have been game-changers for Rewe. The ovens operate

“ This has been an incredibly successful project with more than 1,600 devices now operational. Customers have noticed the improved quality ”

Thomas Weidhaas, Rewe

at a high level of efficiency, ensuring consistent quality while minimizing operational costs.”

Future expansion and plans

Looking ahead, Rewe plans to expand the use of Convotherm technology in hot food counters and other areas requiring consistent, high-quality food preparation. Additionally, advancements in cloud management and data integration are set to further enhance operational efficiency and process control.

“We are exploring new applications for this technology, aiming to bring the same level of efficiency and quality to other segments of our stores. The potential for innovation is immense, and we are excited about the possibilities,” says Weidhaas.

The partnership between Rewe and Convotherm has set a new standard in retail baking operations. Through the adoption of cutting-edge technology, Rewe has not only improved the quality and efficiency of their bakery sections but also achieved significant cost savings and environmental benefits.

“As the retail landscape continues to evolve, such innovations are crucial in maintaining competitiveness and meeting customer expectations,” says Weidhaas. ■

Rewe: an overview

- Founded in 1927 as a cooperative
- Headquartered in Cologne, Germany
- Second-largest food retailer in Germany, with over 3,300 stores
- Presence in 21 European countries, employing about 384,000 people
- Achieved €77.2 billion in revenue in 2022

Impact of ConvoSense for Rewe:

- 97% error-free baking operations
- Double-digit percentage increase in bakery sales
- Enhanced employee and customer satisfaction
- Real-time monitoring and management via cloud integration

BRAND WATCH

CONVOTHERM

1976

Convotherm has been designing cutting-edge combi oven technology since it was founded in 1976

69

With 69 different models and numerous variants, there is a combi oven product to meet every customer's needs

2020

The launch of ConvoSense, the world's first combi oven with AI-powered fully automated cooking

convotherm.com

03 Success stories



A new lease of life for a historic kitchen



Fitting modern foodservice equipment into a historic building presented some challenges for consultant **Mark Jeffreys** and Ambach. However, at University College, Oxford in England, they achieved a result that has delighted everyone

Even people who have not watched a *Harry Potter* movie will understand the reference to the dining halls of the famous wizarding college, Hogwarts. The dining facilities at University College, Oxford are exactly that – a large room with soaring vaulted ceilings, wooden beams and long benches and tables where students gather to share their meals together.

When the kitchen facilities needed replacing, consultant Mark Jeffreys, director of Berkeley Projects, led the project in partnership with Toby Magness, sales director at Ambach UK.

“This is a fantastic building,” says Jeffreys. “It is a really exciting place to stay. Students walk through a servery, pick up their trays of food and sit down at the long benches. It makes it a very sociable eating place with a fantastic atmosphere.”

The University of Oxford is renowned as one of the most prestigious higher education institutions in the world, made up of over 30 colleges and halls. The historic buildings in the center of the city have hosted novelists, authors, poets, world leaders and it currently hosts a student population of 27,000 from around the globe.

Founded in 1249 by William of Durham, University College is said to be the oldest of all the colleges that make up Oxford University. ▶

University College, Oxford is one of the world's most prestigious higher education institutions



“ The solution needed to be powerful, flexible, reliable and durable, while maintaining maximum hygiene standards ”

**Toby Magness,
Ambach**

The university's culinary team and Berkeley Projects drove the project, collaborating with Ambach to create a proposal utilizing their extensive range of products. They designed a one-piece top island suite that included appliances from System 700, 850 and 900, while also seamlessly incorporating additional appliances from other manufacturers.

Maximize output

The brief was to update the existing facilities with modern equipment and enhance their capacity to increase output within the same footprint, accommodating the growing number of students.

“The solution needed to be powerful, flexible, reliable and durable, while maintaining maximum hygiene standards and being easy to keep clean,” explains Magness.

Key highlights of the project:

- The 5m x 2m one-piece top was designed to split into five separate sections, each with precise joints to enable access into the kitchen space, to be plinth mounted and welded/polished once in position.
- High powered, dual-coil induction appliances, electric chargrill, plancha grill and bain-maries were included along with the chefs' requirements to maximize the remaining prep spaces – incorporating worktops, pot racks, power sockets, banks of chefs' drawers, handrails and storage for GN trays, pots and pans.
- Special panels were designed to seamlessly and hygienically accommodate the services required for the third-party appliances.

Fitting modern foodservice solutions into a 17th century building is no mean feat and it did bring challenges to the process. Accessing the site required some effort, from limiting the size of the lorries used, to considerations around moving the equipment onto the building site and fitting it.

Careful consideration went into every part of the project. “It was important to measure doorways, turns and corridors of the access routes into the kitchen. We were then able to accurately divide the suite into manageable sections to achieve straightforward access to the kitchen,” says Magness. “One thing about these cook suites is that they don't bend around corners particularly well.”

In order to fit into the new facilities, the 5m x 2m suite was split into five sections, which Berkeley ►



“ We enjoyed the collaborative working with Ambach and Berkeley Projects. They steered us towards a successful design and installation ”

**Huw Davies,
University College, Oxford**



arranged to be welded and polished by a specialist contractor once installed and connected.

“That was tough, and you are only as good as your supply base. And, I have to say, the guys we had on the job doing the welding did a first-class job,” says Jeffreys. “I thought the end product looked amazing.”

Adding to these complications was the fact that all the work would need to be done during students’ Christmas break before they returned in January 2024. Collaboration between different teams was key, according to Jeffreys.

“I have to say our client representative looking after the university there – Huw Davies, the buildings and maintenance director – made the job an absolute joy to work on,” says Jeffreys.

“He made our life easy. He was very cooperative, very pragmatic in sorting out solutions and issues to any particular problems that came up.”

From University College Oxford’s side, Davies echoes the sentiments of Jeffreys. “I would say the College enjoyed the collaborative working with both Ambach and Berkeley Projects. They were both able to steer us towards a successful design and installation. Ambach and Berkeley Projects were able to use their standard units to get a format and layout the chefs wanted, along with being able to advise what would and would not work on the bespoke elements.”

The collaboration around timings was vital in this project and with everyone on board it worked out perfectly. The Berkeley Projects team assisted in ripping out the existing cooking suite to prepare for the fitting of the new equipment.

“Huw and his team came in before us at the beginning of December once we’d done the strip out of the equipment. He managed to coordinate his builders and left the kitchen in a perfect state, ready to accept the new cook suite in early January straight after Christmas, which gave us a flying start and enabled us to get it finished on time,” says Jeffreys. “It really makes a huge difference when you’ve got such an understanding client who pulls everything together.”

Another important factor in a building as old as University College, Oxford, is the fire risk and during the fit-out process, the team looked at the existing Ansel fire suppression system from the hood. “A new suite means new locations for fire suppression nozzles, so we had to put in a new fire system to meet the

standards for the new cook suite,” says Jeffreys.

“I wouldn’t like to think what would happen if a building of that age, which has got exposed oak beams going through part of the kitchen, catches fire.”

A smooth design process

The installation of the new kitchen facilities of this storied building has left everybody happy. Though it was a challenging project to complete in a compressed time, all aspects have turned out to be very successful.

Crucially, the kitchen team approves. “We were very impressed with the finish of the Ambach range, and the guidance through the design process was very smooth. The install was finished just ahead of time, which was a bonus,” says executive chef Darren Lomas, a sentiment shared by Davies.

“For me project managing the scheme for the College, there was nothing better than being able to report to the premises committee when the scheme was delivered on time and on budget,” he says.

Reflecting on the final result and in the context of the challenges, Magness is satisfied. “The chef team had a very specific idea of what they wanted to achieve and with the flexibility of the Ambach products, it was relatively straightforward for us to do,” he says. “It is great that we were able to exceed the client’s expectations; with Berkeley Projects we pulled it off.” ■

BRAND WATCH

ambach
You, your kitchen

1953

The year Ambach was founded in Italy

70

The number of countries Ambach exports to around the world

35

The number of years Ambach has been part of Ali Group

ambach.com

04

Innovation

Highly automated. Highly effective

The high demands of hospital catering require durable equipment that maximizes efficiency in limited space while minimizing energy consumption and labor input. Comenda provided the perfect solution for Ospedale San Martino in Genoa, Italy, reports Andrea Tolu



Ospedale San Martino is one of Italy's top hospitals



If you operate a catering service that prepares meals for hospitals and nursing homes, there are no high or low seasons or slow weeks: it's two meals per day, 365 days a year, maintaining strict quality standards despite rising food and energy costs and staffing challenges.

All of that requires state-of-the-art kitchen equipment that can withstand high throughput and helps you do more with less, whether it's space, energy consumption or human intervention.

To address these operational challenges, Serenissima Ristorazione, one of Italy's largest catering companies specializing in the social and health sectors, installed Comenda's tray and cutlery washer LAV-P 1502 DN in the canteen of Ospedale San Martino in Genoa. This top Italian hospital sees nearly 80,000 patient admissions every year and 4,000 meals served daily.

Clever layout

Like its predecessors, Comenda's LAV-P 1502 DN washes, rinses and dries trays and cutlery simultaneously. However, this innovative model departs from the traditional single-belt design by stacking two separate lanes one on top of the other. "This ingenious layout reduces our footprint by 30%, saving us about 198cm in length and 45cm in width, while maintaining the same production capacity," says Achille Zanetti, Comenda's technical supervisor for washing systems.

"Additionally, it allows for two independent transport, washing and drying systems, enabling us to optimize settings specifically for cutlery and trays."

The highly automated model can be ▶

"THIS INGENUOUS LAYOUT REDUCES OUR FOOTPRINT BY 30%, SAVING US ABOUT 198CM IN LENGTH AND 45CM IN WIDTH"

**Achille Zanetti,
Comenda**

Newly installed ergonomic unloading trolley



Left (L-R): Achille Zanetti (Comenda); Carlalberto Nizzero (Serenissima Ristorazione); Livio Brugnoli (Comenda)



“COMENDA IS ALWAYS AT THE FOREFRONT OF TECHNOLOGY AND INNOVATION, BUT WHAT I REALLY APPRECIATE IS THEIR COLLABORATIVE APPROACH”

Carla Nizzero,
Serenissima Ristorazione



The LAV-P 1502 DN is a highly automated model

Remote control and maintenance are standard features

Less water requires less energy for heating

Machine performance can be monitored in real time



Serenissima Ristorazione is one of Italy's largest catering companies. It specializes in the social and health sectors



combined with a conveyor system that seamlessly transports trays and cutlery to the washing area, where an automatic magnetic silverware handler removes silverware from trays and places it on the upper belt. At the other end, sanitized trays and cutlery are collected separately. The cart used for cutlery is approximately 91 cm high, making it easy for operators to pick up.

Further enhancing efficiency, the LAV-P 1502 DN incorporates remote control and maintenance as standard features. “We can monitor the machine performance in real time, detecting any abnormalities, such as low temperatures or a malfunctioning washing pump,” says Comenda’s general manager Livio Brugnoli. “This way, technicians can check and sometimes even resolve issues remotely without needing to intervene directly. If an intervention is necessary, the technician can arrive prepared, avoiding multiple visits due to lack of spare parts.”

This model also features the EOR, an electro-mechanical control with key activation. “EOR is our ace in the hole,” Brugnoli smiles. “It allows us to cope with unexpected PCB failures during operations, granting consistency in washing with no downtime. Washing continues, allowing staff to manage the emergency without having to interrupt the service and organize maintenance at the best time for the structure.”

For the model installed at Ospedale San Martino, Serenissima Ristorazione chose to use steam power instead of electricity to heat water – one of the many optional features offered by Comenda – leveraging the kitchen facility’s existing steam infrastructure.

The positive impact of Comenda’s new tray and cutlery washing system at Ospedale San Martino’s canteen was immediate.

“With the new machine there was an instant improvement in performance with reduction of costs and complexity of use. The feedback we received from operators has been extremely positive,” says Carla Nizzero, tender manager and head of the technical and purchasing department at Serenissima Ristorazione.

An enduring partnership

Following these impressive results, the company ordered another LAV-P 1502 DN for its flagship kitchen, located about 40 miles from Venice. This kitchen prepares and distributes 40,000 meals daily to hospitals, healthcare facilities, schools, universities, and corporate canteens throughout Northern and Central Italy. Due to logistical reasons, trays and cutlery often return to the facility for washing many hours after use, causing food residues to harden and become difficult to remove. To address this, the new model will be enhanced with a prewashing section or module.

“We firmly believe in the machine’s capabilities, and I definitely consider it a viable option for the other kitchens where we operate,” says Nizzero.

In fact, the LAV-P 1502 DN marks the latest chapter of a decades-long relationship between Comenda and Serenissima Ristorazione. “Comenda is always at the forefront of technology and innovation. But what I really appreciate is their collaborative approach,” says Nizzero. “Anyone I talk to is always willing to work with us to find solutions to any problems we encounter. This has led to some really great results. I feel like we have a true partnership with them, and I’m confident that we will continue to achieve great things together in the future.” ■

A conveyor system seamlessly transports trays and cutlery to the washing area

BRAND WATCH

COMENDA
TO CLEAN. WITH CARE.

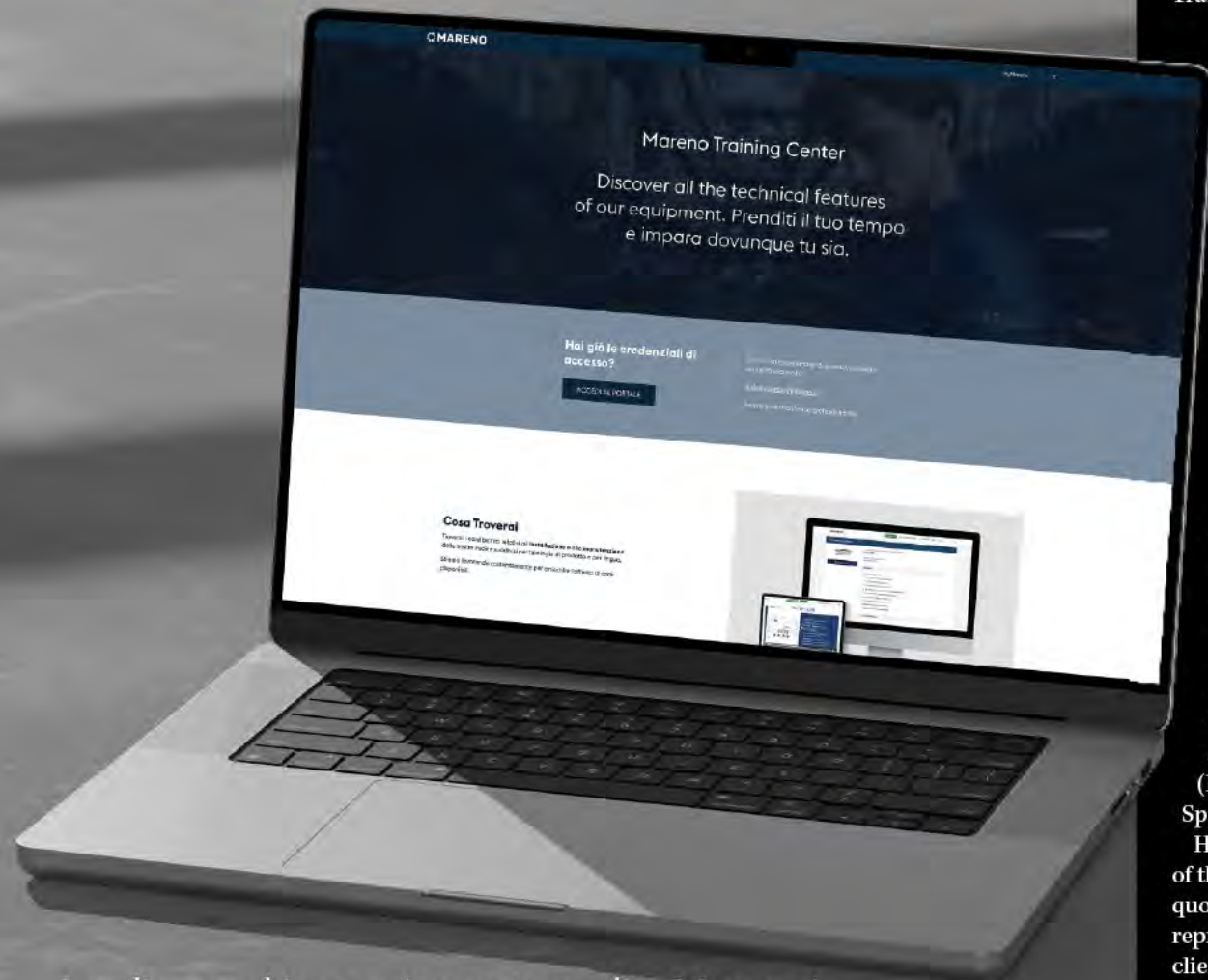
60+
Comenda has been synonymous with excellence of performance, reliability, and safety in professional warewashing all over the world for more than 60 years

100+
With a reliable, efficient distribution network in more than 100 countries worldwide, Comenda delivers prompt after-sales support

ISO 9001
Comenda machines are designed and manufactured in Italy at a factory certified to the ISO 9001 quality management system and ISO 14001 environmental management system standards
comenda.eu

04 Innovation

Going digital



Leading cooking equipment supplier Mareno is meeting the modern demands of its sales and tech teams and clients by going digital with its quoting and training services. It has become an “invaluable tool” for its partner Grande Cuisine, reports Chris Evans

The newly launched Mareno Fast Quote App allows clients, in partnership with the distributors’ sales teams, to instantly choose exactly what Mareno kitchen equipment they want, from refrigeration to combination ovens, get the costs, and have a PDF contract drawn up – all at the touch of a button.

The new online Mareno Training Center has been specifically built to meet the needs of clients and technicians all over the world, with useful online training videos about all Mareno products, including how to install, use and maintain them.

“Our clients are used to digital apps and solutions and so that is what we’re delivering. Both the training center and app are linked to our website and central Production Information Management (PIM) system, so are kept up to date with latest product developments,” explains Giacomo Lucchetta, design and communication manager at Mareno. Lucchetta is in charge of the app, which comes in five languages (Italian, English, French, Spanish and German).

He points to the limitations of the static paper sheet quote process where the sales representatives are with the clients but have to double check with the logistics or technical department if the prices are correct because there are always updates and potential errors.

Albino Rui, CEO of software company Lithos, who helped create the app, agrees.

“Approaching the market with paper lists and catalogues causes delays and it’s very hard to synchronize, with all the back and forth causing confusion for the client.”

By contrast, the app is instant and up to date with the correct prices. “Plus, it provides more information for the client and distributors, including the drawings, technical specifications and details about each product,” says Lucchetta. “And they can download the datasheet with everything on it.”

There’s even the possibility of working on a kitchen project with the client, going through everything they need, from big appliances such as ovens, blast chillers and dishwashers, to grids, trays and containers. “It can be tailored to exact requirements,” he adds. “Percentage discounts can then be applied, and the final PDF can have the client’s (and Mareno’s) logos.”

The app also collates useful data on partners’/distributors’ requirements around the world. “In Saudi Arabia, for example, they tend to buy standard products in bulk, whereas here in Italy they can be picky with the style and shape of the machines,” says Lucchetta. “And some want a general figure at the end, while others want a detailed breakdown of costs.”

This data is valuable for both marketing and statistical



“THESE VIDEOS ARE INVALUABLE TOOLS BECAUSE THEY IMPART FURTHER KNOWLEDGE FOR US”

Malcolm Morris, Grande Cuisine

purposes, insists Rui. “You can see which products are selling more in certain areas.”

And the process doesn’t end there. If the Mareno teams see the client needs something else on site, or if an item needs updating, in a click they can explain the details of the new products, show prices, make an offer and sign contracts quickly.

Previously, cost sheets had to be printed out regularly. “But then, during Covid, we didn’t print at all and the product information was constantly updating, while the material costs were sky high, so in that period our clients learned to use the digital version of the price list in a PDF file. Then we created the app, as there are more than 4,000 articles in our price list,” says Lucchetta.

All the app product/offer details can even be shared with the client through a free login, although not the prices, so the distributors can sort out the discounts. “The app

is also connected to Mareno’s SAP software, used to track all orders and everything inside the company,” says Rui. “So, order information can be sent and processed through the system back in the headquarters.”

Thorough training

At the same time, Mareno is offering the training center platform for technicians and clients all over the world.

The useful installation and troubleshooting videos cover all types of appliances across refrigeration, dishwashing, the world of ovens, and the most popular horizontal cooking equipment. Some also zoom in on specific products like a special model of electric fryer.

“These videos are invaluable tools because they impart further knowledge for us as a business and we can invite our dealers to join us online,” enthuses Malcolm Morris, South UK area sales manager at Grande Cuisine, Mareno’s UK agents.

Mareno has already been offering in-person training sessions in Italy and more recently, during Covid, webinars too. “But these are on a particular day and time, which is not always convenient, and we can’t make hundreds of them. So, we created the training center with video tutorials in five languages that can be viewed live or watched in digestible chunks when the client/technician wants,” explains Patrick Capovilla, customer service manager at Mareno, in charge of the training center.

Viewers of the live version can send comments and interact with others instantly, and if they’re watching it in their own time, they can write a message to the Mareno team who will respond within hours. “We can also take relevant bits from the presentations and share them

with clients,” adds Morris.

“It’s an important bridge for us with our clients/partners, especially those outside Europe who we see infrequently,” says Capovilla. The plan is to add more tutorial videos to the platform for small maintenance activities, as well as technical manuals and “training documents for the sales departments on product features, so they can better explain them to clients, giving them, in turn, a greater understanding and appreciation of our quality products,” concludes Capovilla. ■

BRAND WATCH



1922

Mareno celebrated its 100th anniversary in 2022

1996

The company joined the Ali Group 28 years ago

100%

Mareno products are entirely manufactured in Italy

mareno.it



Scan QR code for further information



Into the multiverse: How OCE is adding the fizz

Mark Smith, president of Multiplex, tells Michael Jones why his company's Over Counter Electric (OCE) range of sustainable, energy-efficient, and reliable cooling solutions is delivering quality beverages to leading brands such as Coca-Cola

Manuel Manrique, field service manager at Coca-Cola Europacific Partners says, "It is a pleasure to deal with a supplier that 'gets it'." The supplier he is referring to is Multiplex, a leading Welbilt® brand known for manufacturing high-capacity beverage dispensing systems for the foodservice industry. For over 40 years, Multiplex has been manufacturing and supplying cooling and dispensing equipment to beverage industry customers, including Coke, PepsiCo, and McDonald's, in more than 50 countries worldwide. Headquartered in Halesowen (Birmingham), UK

for the EMEA region and New Albany, Indiana for the Americas, the company employs over 160 people in England and more than 300 in Mexico and the Americas. Multiplex also collaborates with a network of global distributors to support its operations. For Multiplex, sustainability and reliability are integral to all its product lines, including soft drink and beer cooling as well as beverage dispensing systems. The company primarily caters to chain restaurants and pubs, while also providing a comprehensive range of spare parts and accessories to all major soft drink and brewing companies. Mark Smith, the president of Multiplex for the EMEA and APAC regions and former president of Multiplex Global, has spent the majority of his

career immersed in the world of carbonated soft drinks (CSD) and cold beverages. He has been leading the Multiplex business globally for the past five years, with the last 12 months focused on driving growth in the EMEA and APAC regions. The sector has seen much consolidation worldwide over recent years, and while Covid was tough for every business in the beverage sector, says Smith, Multiplex sustained its market position and emerged in great shape. "In the last six months especially, we have had a big focus on Asia and Europe in particular," he says. **Customizable systems** Multiplex's Over Counter Electric (OCE) range of small tabletop refrigerated units, utilized by



The machines use a natural R290 refrigerant, meaning they are more sustainable and have high efficiency values

both Coca-Cola and PepsiCo, feature "new technology, new motors, a new engine and 6-8 valves that deliver a gold standard drink for the international markets. It's easy to program, energy efficient and robust," says Smith. The company worked with different design agencies on the aesthetics and ideation of the new modular OCE range, benchmarking against competitors and being mindful of the price points and spiraling costs affecting operators in a post-Covid world. The range features an LED illumination function, where a blue light is triggered during the beverage dispense, adding "theater for the customers," says Smith, while the machines can be easily customized in any brand colors and logos. "We have produced some beautiful retro-branded machines for Coke in the U.S.," he adds. "We used cladding, not stainless steel, for those, but some retro designs also require us to change materials with re-tooling too." The new unit's depth allows for installation on 600mm deep counters, and the machines are designed to operate efficiently in extreme conditions, whether in very cold environments or in hot and humid temperatures exceeding 40°C, even without air conditioning. The machines use a natural R290 refrigerant, meaning that they are even more sustainable and have high efficiency values, while still being "a really powerful fridge," says Smith. "Our Icecore remote cooling and high-capacity compressors mean the refrigeration system is optimized and balanced

for both performance and energy efficiency," he adds. The machines provide programmable trading hours for greater energy efficiency, with a water bath temperature increase limit "to ensure minimum recovery in readiness for trading," says Smith. Telemetric systems and smart dispensing can also be added for those clients looking to add high volumes to their beverage system, he adds. On a practical level, the new design has added a deeper drip tray to prevent multiple emptying during busy shifts. The modular design means that installation and servicing is also easier to conduct. "These machines are easy for technicians to service," says Smith. "It's a plug and play system, so essentially, it's a 'fit it and forget it' process for operators. The machines take up a small footprint. You just need waterflow, CO₂ and drainage." And that footprint can generate some big numbers. Leading quick-service restaurant (QSR) brands may sell 2,000 beverages each day at a single drive thru. "The margin for these businesses is in the drinks," says Smith. "A smoothie machine can pay a restaurant back within eight months, for example." **Great feedback** The Halesowen team, using lean manufacturing Six Sigma Black Belt techniques, produce between 150 and 200 coolers, 100 beer chillers and 50 carbonated soft drink coolers each day. "It's actually very simple, but very efficient. We produce one product but with different variants for this niche market," says Smith. "We have huge consumer experience, and we get lots of great feedback

BRAND WATCH

Multiplex

40+
Multiplex has been serving in more than 50 countries internationally for 40+ years

2 minutes
Multiplex machines provide self-served blend beverages in less than two minutes

400+
Multiplex's Fresh Blender has more than 400 flavor options for customers
multiplexbeverage.com

from our clients," says Smith. "They see us as a top-tier supplier, but they also love our fantastic customer service." Multiplex, therefore, does "not require a lot of salespeople" to pitch its products to operators. "Our salespeople are actually some of our technical people," says Smith. The future is looking extremely bright for Multiplex, he adds. The new range of OCE machines has passed its testing phase and gained CE safety, health and environmental compliance. While the new range might be all-electric, Multiplex's cutting-edge beverage systems are helping its customers to metaphorically step on the gas. It is no wonder therefore that a bevy of restaurant chains, CSD and cold beverages brands believe that Multiplex just "gets it". ■



"IT'S A PLUG AND PLAY SYSTEM, SO ESSENTIALLY, IT'S A 'FIT IT AND FORGET IT' PROCESS FOR OPERATORS"

Mark Smith, Multiplex

04 Innovation

Making ice the flavor of the month

When bar staff are trained to create innovative and inspiring drinks, they use every possible tool at their disposal. Icematic's new Ice Flavour system opens up a whole new world of opportunities with its flavored ice cubes. Ice specialist barman **Alberto Beltrame** tells Jim Banks how this exciting new system is being put to use



"THIS MACHINE PROVIDES COUNTLESS ICE PRODUCTION OPTIONS, ALL IN AN EXTREMELY USER-FRIENDLY MANNER"

Alberto Beltrame,
Ice specialist barman

Left: Alberto Beltrame. Right: Andrea Parolin, Icematic application manager



BRAND WATCH

ICEMATIC
BE COLD WITH STYLE

1963
Icematic is a division of Castel MAC Srl, which was founded in 1963

100+
The company exports to more than 100 countries

ISO 9001
Icematic received its ISO 9001 in 1995, a testimony to its commitment to quality

icematic.eu

Bar operations are always searching for new ways to differentiate themselves by providing customers with unique and memorable experiences.

The humble ice cube, once just a generic feature of so many drinks, has now become a vehicle for individuality and expression. Ice specialist barman Alberto Beltrame, who has worked with several high-profile operators, explains how.

"In a world constantly in contact with high-quality drinks and spirits, it is no longer enough to use ice just to cool our drinks," he remarks. "The customer has a growing need to be understood, stimulated and fascinated. Our commitment is to exceed these expectations, so we strive to create an experience that resonates deeply, leaving a lasting impression."

Beltrame is known for collaborating with operators that stand out in the industry, and he

has a rich history of consulting on bar operations. He specializes in creating an immersive experience, and helping operators to come up with tailor-made drinks that are not only a pleasure for the palate, but also a spectacle for the eyes.

"This is where Icematic and its new Ice Flavour system come into play," he says. "The journey began with a vision to innovate the bar industry, and through the search for novelties that can make the final customer experience more personal and memorable."

The journey concluded with the Ice Flavour system, which allows bar staff to infuse ice with vibrant colors and remarkable flavors.

A new ice age

Icematic's Cherry series of commercial ice makers delivers high production capacity in a compact unit, and the new Ice Flavour system allows some Cherry models to aromatize the ice they produce. Customers can choose from a selection

of aromas – including cherry, mango, grape and coconut – and the intensity level of the flavor.

Initially, operators will be able to infuse ice with one flavor at a time. However, the patented system is designed to handle multiple flavors per machine, providing customers with a greater variety of choice.

"Our partners are appreciating the fact that they can buy not just a simple ice maker but a 'smart' ice maker with the Ice Flavour system," says Andrea Parolin, Icematic's application manager. "The Flavour version allows you to create something different, and through our MyICE app it is easy to manage. That's why our customers are asking for it."

"The Flavour version is an important arrow in the Icematic quiver," he continues. "The fundamental thing is the mix between color, aroma and taste that immediately makes us think of a party – we inserted the joy inside the cube."

Icematic has been dedicated to the commercial ice machine market since 1963, and its

experience is evident in the new Ice Flavour system. In addition to the versatility and reliability that customers expect, there is a strong emphasis on usability. The rinse management function, for example, guarantees there is no contamination of aroma when passing from flavored to neutral ice.

"The system gives you the ability to use ice as a primary ingredient in cocktails, creating a visually impactful experience while enhancing taste and aroma," explains Beltrame. "App-driven ice planning and maintenance make it an invaluable tool for creating memorable experiences," he says.

"Let's be honest: having the ability to select quantity, type, timing, cube size, and weight of ice from your smartphone, is a convenience that once experienced, leaves no room for doubt," he adds. "Feedback from bartenders centers on the fact that this machine provides countless ice production options, all in an extremely user-friendly manner." ■



The Smart choice

The award-winning design of Kromo's new QK Lux and Premium machines has reduced water waste, says Professor **Giovanna Cavazzini** of the University of Padova in Italy

Kromo's QK range of flight conveyor dishwashers combine ground-breaking new technology and expertise to be more sustainable and efficient, using 35% less water than previous models.

It was no luck or surprise therefore when the QK Lux and Premium machines picked up the Smart Label Host Innovation Award at HostMilano last year for its functional efficiency. The quality and success of the products was down to meticulous planning and attention to detail.

Kromo wanted to make the QK range more sustainable for clients while reducing costs, so in the development stage turned to Professor Giovanna Cavazzini

of the Turbo Machinery & Energy System Research Group at the University of Padova for academic support.

"The aim was to maximize the results in terms of water savings," says Cavazzini. "My role in the development was to study, from a fluid-dynamical point of view, the original and improved configurations; suggest further design modifications to achieve potential water savings; critically analyze the experimental results; and support the engineers in the identification of the best compromise between water savings and the technology's functionality," she adds.

The result is newly designed pre-rinse and rinse arms and ramps, which ensure the water jet direction is aimed precisely at the dishes and the pressure levels are optimized. Previously, part of

the water was wasted on lateral walls and the surrounding area.

Increasing water use efficiency

"The new design has reduced the water waste, increasing the efficiency in water use," adds Cavazzini. This also reduced the electricity costs due to the lower electric energy consumed by the pumps thanks to the reduction of the pumped water flows.

The flight-type models also have an innovative new heat pump system where the energy produced by the machine in operation is used to not only preheat the boiler and the tank water, but also to cool down the water to maintain the temperature of pre-wash tanks.

Furthermore, the higher washing pressure ensures the removal of all the chemicals in the dishes, while providing

the operators with significant savings in terms of detergent and energy use, both high expenditure items.

The preheating process of the rinse water is also 30% more efficient, thanks to the new optional heat recovery with heat pump, while the temperature of the exit steam is lower, helping improve the kitchen environment and comfort of the employees.

"The market is becoming more competitive, so it's important to offer the best service/technology at a good price and in the most sustainable way. Prices are affected not only by the investment costs, but also operational costs. So, the possibility of reducing energy costs, while offering the same service, allows for leverage on the final price," says Cavazzini.



"THE HONOR IS A CLEAR DEMONSTRATION THAT COLLABORATION CAN BE EXTREMELY EFFECTIVE"

**Giovanna Cavazzini,
University of Padova**

The QK dishwashers can also be combined with Kromo's other equipment ranges



BRAND WATCH

KROMO
YOUR SMART WASH

1998

Founded in 1998, KROMO is one of the leading companies in the sector of professional warewashers and dishwashers

120+

Kromo sells its comprehensive range of commercial dishwashers in more than 120 countries

20,000+

The company sells more than 20,000 units globally each year and has 10 international certifications

kromo-ali.com

Model features

Other key features of the Lux and Premium machines include double-skin insulated and counterbalanced doors, vertical self-cleaning pumps, and double or triple reinforced rinse. The drying system has been improved thanks to the double-skin lateral shelf dryer (KDRF70), which offers a higher temperature and more homogenous air diffusion.

The machines also have smaller nozzle openings, and filters with a tight mesh to reduce dirt in the tank. Plus, fully insulated stainless steel boilers to reduce thermal loss, and controlled pressure flow (CPF). The Premium model has a Smart Drive + system offering 10 variable speeds (the Lux has a 5-speed system). Clients can also choose special

belts for their dishwashers based on specific needs, such as hospitals, thermal trays, in-flight catering, and more.

Remote interaction

The machines are easy to operate with a 5.7" digital display screen and soft-touch keyboard, and clients can even connect to and control them while on the go – monitoring the work phases, reviewing alarms, and configuring operating parameters – using a remote interaction system available on all electronic devices, including the new Kromo app.

The QK dishwashers can also be combined with Kromo's other ranges (which include tray washers, rack conveyor dishwashers and transportation systems).

Exceptional results

All these impressive features have been created and tailored for the clients' needs and are why Kromo picked up the prestigious Smart Label Host Innovation Award.

"The honor received by the company is a clear demonstration that collaboration between companies and universities can be extremely effective and can result in significant achievements," says Cavazzini regarding the Award.

"Kromo was awarded for the exceptional results obtained by its engineers, management and staff," adds Cavazzini. "And by their willingness of maximizing this work, by leveraging academic expertise," she concludes. ■

Artisanal intelligence

An innovative new online platform called Bongard Connect is bringing “real convenience” to bakeries worldwide. Its interface, which allows operators to modify programs remotely, is proving to be exceptionally useful to the bakery sector

For more than 100 years, leading French bakery equipment manufacturer Bongard has combined innovation with efficiency across its entire range, from deck ovens to equipment for mixing, proofing, and preservation.

The main aim is to provide quality service and equipment adapted to the needs of its customers of all sizes – from artisan bakeries to major restaurants and hypermarkets – in more than 140 countries worldwide. To that end, they have come up with their most ambitious innovation yet. Called Bongard Connect, it's an online platform that allows customers and distributors to communicate with and control their entire fleet of Bongard equipment from anywhere, anytime, at the touch of a button, on their computer, tablet or smartphone.

Key features of this new

‘artisanal intelligence personal assistant’ include remote control of equipment timings, usage, status and malfunctions, and diagnostics supplied by Bongard’s worldwide network of dealers to prevent problems before intervention.

“Bongard Connect’s interface provides an overview of the different points of sales, with geolocation functions, visualization of equipment in use, technical information and configuration of each device,” says Maud Humbrecht, product manager at Bongard.

“It offers optimized assistance and reduces equipment downtime in the event of a breakdown. The technician can remotely access details so they can diagnose issues and take control of the equipment to configure or troubleshoot it, all thanks to remote control,” she says.

The platform enables bakers and pastry chefs to create their own recipes directly online,

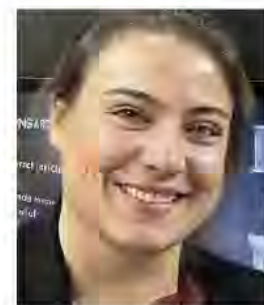
indicating all the steps for each piece of equipment, from kneading to baking the dough.

It also allows bakers to remotely modify the start time using an interface identical to the one found on the control panel of their oven, and set customized alerts relating to connection status, starts and production delays on the equipment in real time. “The ability to modify programs remotely is very useful, and enabled me to cancel the oven start-up from home on a bank holiday when the bakery was closed: a real convenience,” says Aurélien Debeve, manager of the Au pain d’Auré artisan bakery in Corbehem, who has valued the Bongard brand for many years.

“The platform also brings ‘little extras’ to my business, such as the ability to view all my cooking operations for the day remotely and how the baking is distributed, enabling me to give advice to my team if I notice that there has been any mis-organization.

“It also allows me to see what time the baking starts when our baker works alone in the bakery during the night. This makes it possible to analyze the automatic start times more accurately and adapt them if necessary.”

Additional benefits include providing bakers with



Maud Humbrecht, product manager at Bongard

feasibility studies, equipment recommendations, installation instructions, and explanations regarding usage. All data/statistics are clearly displayed on dashboards in one place so users can analyse operations and optimize energy consumption – while being assured of data protection and provided with comprehensive export reports.



“Connecting one or more ovens and being able to manage them remotely offers many advantages for all bakers. This allows them to simplify their day-to-day operations, control costs more easily and save time and money,” says Humbrecht.

Bongard Connect has been a huge and ongoing project, involving input from several Bongard departments, including IT, design, marketing and sales, and the customers and distributors themselves, to understand and meet their needs, constraints and expectations – and attract new customers. “We were able to gather their opinions during customer/distributor/dealer presentations, at B2B trade fairs and in real-life conditions,” says Humbrecht.

“THE PLATFORM BRINGS ‘LITTLE EXTRAS’ TO MY BUSINESS, SUCH AS THE ABILITY TO VIEW ALL MY COOKING OPERATIONS FOR THE DAY REMOTELY”

Aurélien Debeve, Au pain d’Auré

“This feedback enabled us to make improvements to the application,” she adds.

“More specifically, we met with several supermarket managers (in France and Spain) and we analyzed their specific needs, which enabled us to integrate essential elements in terms of both functionality and safety into our specifications. For example: centralized recipe management, process monitoring and compliance,” adds Bongard’s IT Director, Eric Hellard.

Bongard Connect is currently available for ovens with Intuitiv’2 or Sensitiv’2 electronic controls, but the mid-term objective is to offer a solution designed to operate on all Bongard equipment with a touch panel, including fermentation and conservation equipment, says Humbrecht.

BRAND WATCH



150,000+

Bongard has more than 150,000 units of equipment (including 40,000 ovens) installed worldwide

4

The company has four production sites in Continental Europe, serving the baking and pastry-making sector

60%

Approximately 60% of bakeries in France contain at least one unit of Bongard equipment in their operation bongard.fr

Debeve is keen to see this happen. “We use the eco-saving function all the time, which is set to five minutes. This is a big step forward compared to previous generations of ovens. Relighting takes just a few seconds, so no time is wasted. The ability to see what temperature the oven is, is very practical, and will be even more so when Bongard Connect is developed on the fermentation and conservation range.”

Meanwhile, Bongard plans to continue updating and improving the platform. “Evolutions in its design and functionalities are already underway. We will also continue to solicit and integrate distributors and customers’ requests/feedback, as well as new technologies that will become available over the coming months/years.” ■

Compact cooking center

Small but perfectly formed, the new Baron Talent Plus Multi-Function boasts a compact footprint yet can cook food in seven different ways, reports Chris Evans

The key things that catering operators and chefs are looking for in their kitchen equipment are performance, flexibility, and optimization of space and resources. The Baron Talent Plus Multi-Function delivers on all fronts. The Talent Plus Multi-Function is available in three sizes, from the 80x70cm Slim model up to the 80x90cm Production model. Each offers seven different cooking options at the touch of its high-tech buttons.

The three different Talent Plus models – classic, production and slim – have been designed and built with the chef in mind. Indeed, leading chef Gianluca Scolastra was consulted by Baron to fully understand their needs. “The expectations are for high-quality food using advanced technology because the clientele are so informed. This means the equipment must be of the highest standard to achieve quality results. The Talent Plus certainly delivers and meets these modern challenges,” says Scolastra, who

points to Talent Plus’ combination of technology and multi-purpose cooking capabilities. There’s the popular fry top, which is practical and quick thanks to its non-stick hob in duplex steel, five resistors in cast aluminum, and high temperatures with the help of a penetration probe to achieve maximum precision.

New solutions

“One of the new solutions and possibilities with the fry top function is it’s possible to control two areas at different temperatures for different dishes and to heat the required area according to product quantity,” explains Baron’s R&D manager Adamo Zoccolan. Chefs can use the Talent’s braising pan for red meat and game, which is slow cooked in a small amount of liquid. With a penetration probe and timer, it can produce high-quality braised meats and shanks.

The Talent also has three pasta baskets, meaning chefs can cook three different types of pasta at

the same time, optimizing time and costs. In automatic mode, the Talent can bring its water tank capacity to a boil in just eight minutes. The tank capacities are 17 liters for the Classic and Slim models and 36 liters for the Production model. There’s also a steamer option where three baskets use just three liters of water and a specially designed lid with rounded lines allowing condensation to flow to the sides and not fall over the product. A boiling setting also automatically fills the tank, maintaining the flavor, weight and softness of food.

Chefs can deploy bain-marie cooking for maintaining the temperature of sweet and savory sauces, warm side dishes and broths, and there’s even an option to slow cook food like soups, boiled meat and red meat. Talent Plus has a new STEP Mode function. “This does everything from the basic settings of a bratt pan to allowing chefs/operators to insert and save their own recipes – as well as pre-heating

BRAND WATCH



1995

Baron began designing and manufacturing professional kitchens in 1995

70+

Countries in the world where Baron products are exported

1,400+

Different products in the Baron catalog produced in its Belluno plant

baronprofessional.com

and temperature maintenance,” says Zoccolan. “These save on operative notes and are accessible to all kitchen staff. This multifunctionality allows us to create meals and vary cooking modes quickly, and make the most of different operations, in a single appliance,” says Scolastra. ■



In a professional kitchen the demand for quality and speed are high, but the availability of space is often low. Bringing efficient, high-quality cooking equipment into an area where every inch of real estate is precious demands a keen eye for design, and an in-depth understanding of the needs of the chef. With its new combi oven range, Olis has both in abundance.

“With the new undercounter oven, we want to introduce a product which meets the increasing needs of space optimization and workflow,” says general manager Marco D’Ambrogio. “Thanks to the latest technologies, we can also combine ease of use with the highest cooking performance.”

Control is the key word,

and Olis has developed an electronic touchscreen that can both simplify the cooking process and meet the needs of the most demanding chefs. The management of conditions in the cooking chamber is handled by a climate valve that can automatically adjust the humidity level to ensure optimum results.

“It is a revolution in kitchen organization,” adds D’Ambrogio. “It’s not only powerful and adaptable, but also easy to use and maintain. For example, the cleaning chamber is cleaned automatically. This means any level chef can get excellent results.”

A closed chamber that optimizes energy consumption, as well as enhancing performance, is another key advantage for any foodservice operation. The

new Olis undercounter range is particularly suited to kitchens where versatility and efficiency are both high priorities.

Better by design

In restaurants with limited space in the kitchen, or which need to increase their productivity, an adaptable combi oven can make a huge difference. Similarly, catering companies working in different locations can benefit from the easy installation process and the compact design of the oven, which makes it easier to transport and set up. Boutique hotels, bed and breakfasts, small accommodation facilities that offer restaurant services – all can make good use of a compact oven with many different cooking options, and a simple user interface. So, too, fast-food restaurants, bars and pubs, can make good use of an oven with reduced depth that can be easily integrated in a classical back counter. And touch control maximizes its value.

“The different control options represent the core of our innovation,” says D’Ambrogio. “To offer electronic and touch management isn’t just a technology issue, it allows chefs to express their culinary art. The electronic control has a unique level of precision for operators who desire constant and precise settings. In horizontal cooking, having a device that accelerates the cleaning processes represents

BRAND WATCH



*we*innovate cooking

1972

Founded in 1972, Olis is renowned for its innovative approach to technology and design

2021

In 2021, Olis put on the market a complete range of 4.0 connectable products for the HoReCa world with Olis Cloud System

150+

There are more than 150 4.0 connectable cooking and refrigeration equipment units available in the standard Olis catalog

olis.it

a real revolution. The washing system grants great results, and the oven is immediately ready to continue the service. And it doesn’t involve the operator spending hours on cleaning up.”

Control, automatic cleaning and resource efficiency are ‘must-haves’ for the latest generation of combi ovens, but the Olis system, which allows the entire chamber body and oven control panel to be extracted, is a game changer. Designed to fit seamlessly into any kitchen layout, the new range shows what’s possible when an oven is designed with the end user firmly in mind. ■

The new undercounter oven from Olis



Olis reimagines the space-saving combi oven

With a new range of undercounter combi ovens, Olis aims to help chefs and kitchen designers make the best use of limited space without compromising on quality or control. Jim Banks explores the secret to its success

04 Innovation

More compact to save space, more versatile in their operation, safer and more reliable, the next generation of commercial ironing machines represents a huge step forward. Jim Banks hears from distributor GastroProdukt Professional why Grandimpianti ILE's technology is ahead of the pack

The demands made of commercial ironing machines can be great, and systems that might be in operation for long hours at high temperatures can easily succumb to wear and tear. They can also be cumbersome, taking up a lot of valuable floorspace, and have a big impact on the environment with the steam and heat that they emit. No wonder then that leading manufacturers are pushing hard to make them smaller, more efficient, and more reliable.

A prime example of how these efforts are delivering tangible results is the latest range of roller ironers from Grandimpianti ILE.



Justyna Borkowska,
sales & product
director, GastroProdukt
Professional

Versatile, sleek in design, compact and with a robust design to ensure durability, these machines also feature advanced controls to make them both simpler and safer to use, even for inexperienced operators.

"They are very simple," says Michał Sobczak, junior specialist of the service and technical department at GastroProdukt Professional. "They are simply built, while some other machines have complex parts that are not useful and can cause problems. The Grandimpianti ironers are very simple in their design and very simple to use."

"That is the main advantage," he adds. "Even if you are a person who is not very experienced and you are using it for the first time, you can still operate the machine immediately with the push of a button. They are a pleasure to use, and they don't break down."

Less clutter, more efficiency
GastroProdukt Professional is Grandimpianti ILE's distributor

in Poland and the relationship between the companies is indicative of a shared philosophy, which centers on high standards of quality and dedication to supporting end users.

The machines are used by a diverse range of customers in Poland, including large laundry facilities, hospitals, major hotels, and various other commercial settings. Their suitability for such a wide range of clients stems from their customizable nature, allowing them to be tailored to meet the specific requirements of any application.

"Our clients say that the machines are a pleasure to use," says Justyna Borkowska, sales & product director at GastroProdukt Professional. "If they have only a small space, then

these ironers are perfect as they are compact machines that do a really good job very efficiently."

The new ironers offer 20% less clutter with the same roller length, as they take up less space, giving operators more room – a plus for small businesses. They also deliver better results and higher productivity.

The new Multipoint Contact Thrust System increases the number of thrust points along the entire length of the ironing plate to ensure excellent performance along the roller, and the intensity of thrust can be easily controlled. Temperature, rotation speed, and thrust are all controllable. Furthermore, the high thermal conductivity of aluminum allows quick and uniform adjustment of operating temperature from 20°C to 180°C, which both saves energy and improves results.

From the operator's perspective, the FOX side control enables one-handed management and the height has been raised to ensure a more comfortable working position. The increased roller surface facilitates the introduction of fabrics over a

wooden board that is adjustable for maximum comfort.

Service and support

The list of technical improvements for this next generation of ironers is lengthy, but the design is only part of the value proposition. Service is equally important.

"We have had a relationship with Grandimpianti for more than 10 years, so we know each other pretty well," says Borkowska. "You could say that we are almost like friends. From a technical perspective, the first



BRAND WATCH

grandimpianti
intelligent laundry equipment

1972

Grandimpianti ILE has been operating in the laundry industry for more than 50 years

2020

The company received the coveted ISO 45001 certification for its occupational health and safety management systems in 2020

20

Grandimpianti ILE new ironers offer 20% less clutter with the same roller length. They take up less space, giving operators more room

[grandimpianti.com](https://www.grandimpianti.com)

Grandimpianti ironers are very ergonomic and also include a Finger-Guard Cooling System (FCS)

and most important thing is that our relationship is based on the high level of support we get for the ironing machines," she says.

"If a client comes to our service and technical department with some issues with which they need support, then Grandimpianti always gives us the information we need, and they provide the right support if we need any spare parts," she adds. "They have no problem sharing feedback and providing information. They are very helpful, and we know we can rely on them."

As a leading manufacturer,

Grandimpianti ILE is not only responsive, but also willing to embrace any feedback from end users and distributors.

"They always want to know what our customers are saying, and they want to listen," says Borkowska. "They are open for feedback, and they take on board our advice, which goes into improving the products and the support network. It is a very good working relationship."

For Grandimpianti ILE and its distributors, their mutual mission is about much more than selling machines. ■

Going flat out to take ironing to the next level

05

Aliworld

Merrychef QUALITY HIGH AT YAMPA SANDWICH COMPANY

When a high-end sandwich chain in Steamboat Springs, Colorado was looking for the right equipment to take its business to the next level, Merrychef's conneX[®]16 high-speed oven was the perfect solution.

Launched in 1999 by high school friends Peter Boniface and David Pepin, who couldn't find the healthy sandwich options they wanted and so decided to open their own shop, Yampa Sandwich Company began as Back Country Provisions.

Fast forward to 2010 when they invited Dave Mischell, now the chief financial officer, to join the team; by 2019 after several store openings, he bought into the company. At this point the team rebranded to the new name, inspired by the Yampa River that flows through Steamboat Springs.

The branding, themed around the active lifestyle synonymous with life in Colorado, hints at the great outdoors. The sandwiches reflect this, with names such as Bushwacker, Trailhead and Lots Creek.



Merrychef helped Yampa Sandwich Company increase throughput

The shops offer the quality of a sit-down restaurant in a quick-service restaurant (QSR) format. To prepare its upscale sandwiches, Yampa Sandwich Company relies on the conneX16 high-speed oven from Merrychef[®], a Welbilt[®] brand.

The conneX16 oven, only 458mm wide, boasts the smallest footprint and largest cavity of any comparably sized oven available today. Its full 413mm cavity width allows Yampa to produce more efficiently, Mischell says. "We were able to actually increase our throughput because we could add an extra sandwich in there," he says.

Over time, the team has discovered other ways to utilize the conneX16, such as using it for ingredient prep. The oven has had other benefits, too, Mischell says. "It's more powerful, quieter, easier to clean. There's so many bells and whistles."

Patrick Simon, director of sales for Merrychef USA West, says, "Merrychef is excited to partner with such a great company as Yampa Sandwich Company on their growth goals. Yampa has a fantastic business model that we are happy to be a part of and look forward to continuing to support."



Metro A winning formula for storage

Managing storage and organizing shelves, carts and cupboards can often be overlooked in a busy foodservice operation. Tiffany Fixter, the owner of Brewability, a pizza restaurant and brewery in Englewood, Colorado, was well aware that organization was not her strong suit. When she learned about the Metro-sponsored Kitchen Storage Makeover contest in *Foodservice Equipment & Supplies* magazine, Fixter thought it might be a good opportunity to improve the workflow and organization.

Fixter has a background in special education and, after more than a decade teaching and working in day programs for adults with disabilities, decided to establish Brewability. Her goal was to provide meaningful employment and a comfortable workplace for people with disabilities.

Brewability launched in 2016 and moved to its current location in Englewood in 2019. This location seats 99, with an additional capacity for 60 guests on the outdoor patio. The staff comprises 26 members, 90% of whom have some form of disability.

A well-organized and tightly managed storage system is crucial for an operation with a team that includes visually impaired workers and team members on the autism spectrum. Fixter recognized that organization was an area in great need of improvement.

Brewability won the competition and Metro has transformed the space. Among the equipment



installed is a Metro SmartLever[™] Work Surface to replace the dough sheeter and rollable carts to provide storage and an additional prep area when required.

A Metro SmartWall[®] grid system with shelves and baskets was installed above the refrigerated prep table to provide convenient storage for utensils and dry ingredients. The team also installed a TableWorx[™] work table and an Easy Install Riser System.

Finished pizzas waiting for takeout now stay warm in a Metro C5[®] 3 Series holding cabinet, while MetroMax[®] shelving installed in the dish area serves double duty as storage and a drying rack.

The changes made by the Metro team have made a big difference



at Brewability. "It's safer, it's more efficient. The staff are happier," says Fixter.

Beyond that, she says, it will help her staff grow, she adds. "Instead of trudging through piles of stuff, they can use the Braille labels to get paper towels or the cleaner they need. They don't have to depend on us. I think it's going to help a lot of our staff be more independent."

Brewability launched in 2016. Space always came at a premium



Montague SUITES TAKE CENTER STAGE AT THE SAINT LOUIS CLUB

The Saint Louis Club in St. Louis, Missouri, is famous for excellent food and wonderful spaces. It currently has 900 members and has served millions of diners in its storied history since opening in 1964. In 2020, the club decided to move to new premises and took the opportunity to give its kitchen facilities a long-overdue upgrade.

The kitchen in the new location is described as a dream space by executive chef Mathieu Lefebvre, who worked with foodservice consultant Michael Glore, president of Dennis G. Glore Inc., on the design. Measuring nearly 743 square meters, it has different

spaces for events, casual dining and fine dining, all equipped with high-performance equipment.

The casual and fine dining areas are dominated by nearly identical centerpiece island suites from Montague. Lefebvre and Glore collaborated to design the equipment lineup for the island and presented their plan to the Montague team, who helped bring their vision to life.

"The kitchen is beautiful; the Montague suites are extraordinary. Everyone from the industry who has been in there is amazed by it," says Lefebvre adding that the installed equipment help produce

consistent – and consistently outstanding – food.

The new kitchens include microwave ovens from ACP, Inc., an Electro Freeze frozen ice cream machine, Metro shelving, smallwares from Edlund, a Kold-Draft ice machine in the bar, and Scotsman ice makers and bins in the back of the house.

The project had an extremely tight turnaround, with just 12 months between initial sketches and the grand opening, but the process was smooth and efficient from the start.

"In today's world with supply chain issues and whatnot, we were

able to get the suites pre-ordered and make sure we were in the queue with Montague so there were no delays getting it here and getting it installed," says Glore.

The equipment in the new kitchen has vastly improved the workplace for the chefs operating in the space. "The other place was crowded. Now we have room to work with, we have ovens everywhere, stoves everywhere. It's more flexible, the efficiency is better and it's brand new so they work better," he concludes.

The kitchen has separate spaces for events, casual dining and fine dining



Moffat

Destination bakery gets new lease of life

Rockwell's Bakery and Café in California worked closely with Moffat to select the right ovens for their operations as part of a major project to open a brand-new production bakery facility.

Established in 1987, the bakery has since expanded to become a destination for signature wedding and custom-designed cakes, as well as an all-day eatery, across two locations.

When chef and manager Juli Beltran joined the business, the workhorse of the kitchen was an old-fashioned rotating oven that she explains simply took too long to do the job.

As a busy café and bakery, Rockwell's needed an upgrade. "Not only was the rotating oven cooking unevenly, which necessitated us keeping constant watch on the product, but the heat would sometimes drop, rise or stop altogether," says Beltran.

The need for new equipment coincided with the Rockwell's decision to establish a standalone production bakery to continue to keep up with increasing demand. "We had to move the bakery as we were sharing the kitchen with the restaurant; everything was compacted, and we had no room," Beltran explains.

Beltran and her team visited Moffat to test the E35T6 Turbofan Convection Oven.

"Just looking at them, the oven was configured totally differently than a typical convection oven," Beltran recalls. "With these ovens, the narrow side of the pan goes in first, so they don't take up as much room inside. And when we were baking, it was like night and day. The product looked great, tasted great and the cooking time was cut in half at least, so we were getting items out in a timely manner," says Beltran.

Rockwell's purchased six Moffat E35T6 ovens and stacked them to create a wall of ovens that can easily keep up with their production needs for high-end desserts and pastries.

They chose the touch screen option, allowing them to program recipes, and the fact that Moffat's E35T6 oven is certified ventless ensured that the new installations fully complied with ventilation requirements.

The team is beyond satisfied with the new ovens, says Beltran. "These ovens are quiet and so much faster than the rotating units. They incorporate timers and do everything for you. We don't have to set timers to rotate pans or babysit; we can get more done."

The E35T6 Turbofan Convection Oven was a great fit for the bakery

Our brands

COOKING	REFRIGERATION	WASHING & WASTE MANAGEMENT	ICE & BEVERAGE DISPENSE	BAKERY	COFFEE MACHINES	ICE CREAM, GELATO, SOFT-SERVE & SHAKE	MEAL DELIVERY, PREPARATION & STORAGE SOLUTIONS	CONTRACT, DISTRIBUTION & SERVICE	

Your global partner

Global Headquarters

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

European Corporate Office

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

Ali Group Australia

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

Ali Group Canada

2674 North Service Rd.
Jordan Station | Ontario
LOR 1S0 Canada
Phone +1 905-562-4195
canada@aligroup.com

Ali Group China

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

Ali Group France

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

Ali Group Germany

Lochfeldstraße 30
D-76437 Rastatt
Germany
Phone +49 7222 90470
germany@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 India

3rd Floor, Plot no-117
Sector-44, Gurgaon-122003
Haryana, India
Phone +91 124 4763700
india@aligroup.com

Ali Group Japan

1-13-1 Mishuku Setagaya-ku
154-0005 Tokyo
Japan
Phone +81 3 5779 8850
japan@aligroup.com

Ali Group Mexico

Camino a la Montaña #176
Col. Industrial la Perla
Naucalpan, Edo Mex | 53370 | Mexico
Phone +52 55 5357 7100
mexico@aligroup.com

Ali Group Middle East & Africa

Unit 607, Building 1B
Dubai Design District
Dubai, UAE
Phone +971 4510 8200
middleeast@aligroup.com

Ali Group New Zealand

45 Illinois Drive
Izone Business Hub | Rolleston, 7675
New Zealand
Phone +64 3 9836600
newzealand@aligroup.com

Ali Group Russia

Novodmitrovskaya St. 2, Building 1, Floor 8
Office LI, Room 1D
127015 Moscow, Russia
Phone +7 495 481 60 33
russia@aligroup.com

Ali Group Singapore

140 Paya Lebar Road
#08-09 AZ @ Paya Lebar
Singapore 409015
Phone: +65 6738 5393
singapore@aligroup.com

Ali Group South Africa

P.O. Box 30072 Jetpark 1467
Unit 4 Lakeview Business Park
8-10 Yaldwyn Road | Jetpark | Boksburg, RSA
Phone + 27 10 590 0609 / + 27 11 053 5000
southafrica@aligroup.com

Ali Group Thailand

825 Phairojkiija Tower 11th Floor
Bangna-Trad Road km. 3.5
Bangna, Bangkok 10250, Thailand
Phone +66 2 300 9800
thailand@aligroup.com

Ali Group UK

Bryggen Road | North Lynn Industrial Estate
Kings Lynn, Norfolk
PE30 2HZ | United Kingdom
Phone +44 1553 817 000
uk@aligroup.com



EDITORS

Ryan Blackman
Veronica Colamonico
Desirée Milazzo

EDITORIAL CONSULTANCY AND DESIGN

1473 Media
London, UK
1473media.com

WRITERS

Jim Banks
Elly Earls
Chris Evans
Michael Jones
Tina Nielsen
Andrea Tolu
Rhea Wessel

PHOTOGRAPHY

Aaron Fallon
Jon Snedden
Rachel Vanni
Alamy
i-Stock

PRINTING

Stephens & George, UK

EDITORIAL OFFICE

Ali Group
Via Gobetti, 2a Villa Fiorita
20063 Cernusco sul Naviglio
(Milan) - Italy
Phone: + 39 02 921991
aligroup.com



Waldorf Astoria Seychelles
Platte Island, which opened
in February 2024, worked
with Alicontract to deliver a
bespoke solution for the
luxury destination hotel



A GLOBAL LEADER

Ali Group is the largest, most diversified global leader in the foodservice equipment industry. A corporation founded more than 61 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.

Through its subsidiaries, the Ali Group designs, manufactures, markets and services a broad line of equipment used for commercial food cooking, preparation and processing. With 74 manufacturing sites, over 14,500 employees in 29 countries and more than 110 brands, it gives life to the most extensive product portfolio in the industry, operating in every hospitality and catering sector.

aligroup.com

