

ALI WORLD

THE ALI GROUP MAGAZINE

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FRESH PERSPECTIVES THE STUNNING ROSEWOOD BEIJING IN PROFILE

MIND THE GAP
TRACKING TRENDS WITH THE
MILLENNIAL GENERATION

HOT HOTELS
FOUR SEASONS MOSCOW
AND THE MONDRIAN LONDON

THE SPECIAL ENVOY
ALI GROUP'S NEW BRAND
AMBASSADOR ROBERT GEHL





WELCOME



New stories and trends from the foodservice world, sharing our news, expertise and, above all, a passion for what we do

Ali Group's senior management team of Luciano Berti, his son Filippo and Massimo Giussani open this new edition of *Aliworld* and share their vision for the future. I am sure you will have asked yourself how the team view the future, how we can continue to satisfy our clients, help them grow and generate value.

The future is in the hands of a new generation that continues to surprise us with their energy and fresh thinking. Who would have thought Millennials, aged 18 to 30, would be so concerned with the quality of the food they eat and where it comes from? As manufacturers, we must ask ourselves what can we do to keep pace with their lifestyle and values.

It is a generation that is always connected and has access to an amount of information unimaginable a few years ago. Millennials demand a different way of communicating that is more authentic and spontaneous. They are the clients of tomorrow, so how can we engage with them via social media?

As Luciano Berti always says: "the most important thing is to know how to listen".

If we understand our clients' needs we will find inspiration for new solutions and ways to improve our products. The most recent projects, created together with our partners, are proof of this and motivate us to do our best every day.

Some companies within Ali Group have gained wide experience in marine and airline catering, two sectors that require specific expertise and machines that are extremely robust to keep pace with intense use and extreme conditions. We spoke with Metos Marine, which has worked with the principal shipyards for over 30 years, and with Scotsman, which was selected by Singapore Airlines for the quality of its products and the efficiency of its after-sales service.

Last, but not least, we unveil some of our most innovative equipment. We are proud to say these are only a handful of our new products because there is not enough room in one issue to tell you about all our companies and their commitment to innovation. Stay tuned, there is so much more to discover!

Elena Faccio

Ali Group corporate communication director

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

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

The Ali Group vision for the coming years is to further grow the group, add great brands to the portfolio, attract more talent and further expand globally. Growth is intrinsic to Ali Group’s nature. According to Massimo Giussani, Ali Group’s chief operating officer, understanding lessons learned in the past is important in order to grow successfully in the future, but it is not a given that whatever made you successful previously will make you successful in the future. “Markets and customer needs are changing faster than ever. The foodservice industry is moving in directions it’s never gone to before. You can’t really look backwards to find a solution in something that happened 20 years ago. Fewer barriers and more ‘globality’ need to be approached with experienced but also fresh eyes. That’s why I’m so positive about the future. It’s always a new game.”

And that “new game” is something Luciano Berti’s son Filippo Berti is perfectly placed to anticipate as head of the company’s North American operations. For Filippo Berti, who manages Ali Group’s brands, manufacturing plants and 2,000 plus employees in the US, the global foodservice industry is set for further change in the next five years, despite not being the most “fast-paced” of sectors.

“It’s still very fragmented on the manufacturing and the distribution side. In some markets though we are experiencing consolidation trends at both

2020 VISION

Ali Group’s executive management team of **Luciano Berti, Filippo Berti and Massimo Giussani** talk to Michael Jones about their five-year plan for the company



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

ends, especially in mature markets, while Asia and the Middle East are seeing new players coming to the game. There are now more players in competition and I think we are likely to see more consolidation at the top in the sector. One of the bigger players could become significantly bigger," he says.

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

For Giussani, who is responsible for EMEA and Asia Pacific operations, Asia remains a crucial territory for Ali Group over the next five years, although it's not an easy market to deal with given the cultural differences and the cyclical adjustment developing economies

naturally go through. But the growth will continue. One of the advantages of Asia, says Giussani, is the sheer scope of untapped potential. "There are great opportunities available. The investment in hospitality concepts is particularly relevant. Just think of the growth in the region of Asian-funded coffee chains whose names are unknown on this side of the world, despite having thousands of outlets. Sub-Saharan Africa is also very interesting to us."

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

That technology, says Giussani, will inevitably have a smaller footprint and be more energy efficient. "Maybe we'll get to the point where we are producing easier-to-use, diner-generated food where the end-user has more control than the operator. Perhaps that will be our 'Web 3.0,'" he says.

In order to assess the appetite in the market for

"The objective for Ali Group is to have businesses that develop profitable growth. Our businesses are very independent and local to their respective markets"

innovation Ali Group stays close to those at the sharp end. "We listen to consultants, distributors and end-users. We take the pulse of the market and adapt to it," says Filippo Berti.

Ali Group's long-term forecasting is easily adjusted to changes in the market. "We believe it's better to be agile," says Giussani. "If the market is asking for change, we're a pretty flexible company in being able to answer that. The objective for Ali Group is to have businesses that develop profitable growth. Our businesses are very independent and local to their respective markets."

One of the key reasons Ali Group has achieved this profitable growth is through the acquisition of selected brands that are very specialized and have huge competence in their field. "We are happy to announce that **we have just completed a new acquisition for the Ali Group portfolio**," says Filippo Berti. "Metro is an American company that, for over 80 years, has been the world's leading manufacturer of storage and transport equipment in foodservice and commercial markets. Metro is an absolute global leader in its product category. It is a brand known globally, with a direct presence in Europe, Middle East and Asia, besides the US. It has strong penetration with chains and great potential for further development within the Group."

For Giussani, Ali Group is in superb shape to face whatever is on the horizon in large part because of the tone set by its founder and chairman. "Luciano Berti is one of a kind. He has great vision, but he also has his feet on the ground. Working with him is a daily learning process for me. It is the best business school you could ever attend. He is a great mentor and a very fair man. His word can be banked on," he says.

The road ahead for Ali Group is looking very promising too, says Giussani. "Filippo is the future of the business and I think we are in very good hands. The growth and success the US companies are experiencing is definitive proof of that." ■

"Metro is a brand known globally. It has superb penetration with chains and great potential for further development within the Group"



IN HIS OWN WORDS: LUCIANO BERTI ON HIS EXECUTIVE TEAM

"Since Filippo joined Ali Group in 2008 he has proven to be a dynamic, discerning manager, well respected by his team. I hold Massimo in the same regard.

"While our three personalities are different, constant collaboration helps keep our objectives aligned. Both have shown themselves to have vision and a great sensitivity to the market. They are able to foresee the evolution of the business and are quick to grasp the opportunities the market has to offer.

"They pay attention to the numbers but are also able to read the reality behind the figures. They know how to listen, which for me is one of the most important qualities. They are able to give direction to our managers while at the same time leaving them free to act as entrepreneurs.

"Both Massimo and Filippo have a passion for the world of foodservice, but most of all they love the personal relationships that the business allows them to build. They have both traveled the world and lived in different countries. They are truly citizens of the world. That is why they are perfect for a global company such as Ali Group.

"I have done my best to give them direct experience in the field and to see the many different aspects of our business, so that they can learn first hand and develop confidence in their own expertise. I have always shared my views about business, but it is a two-way dialogue. Their observations are always stimulating. I hope I have made a contribution to their professional growth and to who they have become today."

Everything's coming up roses

Only half a year since opening Rosewood Beijing, under the direction of Italian chef Claudio Rossi, has already become one of the city's most important dining destinations. But what has it taken to get there?

by Elly Earls

Rosewood Beijing, the brand's first foray into China, which opened in October 2014, is a landmark project for the city in gastronomy terms with its six incredible restaurants offering everything from rustic Chinese street food to sophisticated French fare. But it wasn't an easy task for the many players behind the hotel's dining offer to deliver what the city's most discerning gourmards are enjoying today. Not only was flexibility, hard work and a collaborative approach essential for all involved; they also needed to exercise a whole lot of passion.

The recently-opened, ultra-luxury Rosewood Beijing Hotel has brought a new sense of hospitality experience to China's capital. Its bold design, which blends cultural touchstones, architectural traditions and modern style, its meticulously curated art collection designed to connect guests to the city's personality and traditions, and, last but not least, its innovative dining offer, all come together to convey 'A Sense of Place' philosophy that defines the Rosewood brand.

This philosophy is certainly evident throughout the hotel's dining offer, which is absolutely core to the luxurious experience at Rosewood Beijing. Across the property, guests can choose from: The House of Dynasties, which offers high-end Chinese dishes inspired by centuries old recipes but with a

Ambach was selected for the project for its quality, performance, durability, elegance and flexibility



distinctly modern touch; Country Kitchen, a more laidback but still sophisticated northern Chinese concept that includes an open show kitchen and a wood-roasting oven where chefs demonstrate their culinary art with dishes such as hand-pulled Chinese noodles, Beijing duck and a variety of dumplings; Bistrot B, an elegant but affordable Parisian-style bistro serving both French favourites and authentic Asian comfort dishes; Bistrot B's accompanying Bistrot B Lounge & Bar; and RED BOWL, a hip and casual new hot pot concept for the young at heart.

On top of this, Rosewood Beijing is also home to an apartment-style annex, The Pavilion, with dining spaces, a bar, lounges and show kitchens, and, soon, it will also introduce MEI, a nightclub-cum-tapas restaurant with three bars, a live stage and views of the bustling city below.

The perfect opportunity for chef Claudio

It's no surprise, then, that back in Spring 2013, when he was asked to join the team as executive chef, the Italian-born Claudio Rossi couldn't not get involved. "This was the perfect opportunity for me

The Ambach kitchen design and equipment were well thought through, with practical and faster working dynamics



The customization of the kitchen would not have been possible without the Ambach production team's competence and commitment

to open a hotel as executive chef; it's not too big, not too small, it's the flagship and the new beginning of Rosewood in the region and with six restaurants, it's an important destination in terms of the culinary scene in Beijing," he explains. "Moreover, the company shares the same principles I grew up with: family, community, respect, humility, integrity, learning, ownership and celebration."

"There has to be a certain flow to each kitchen, respecting the design and concept of the restaurant"

Each dining outlet at the hotel has at its heart a prominent open kitchen. "Each dining room becomes a theater where you can always see a chef doing something, and that's the really fun part," grins Rossi, who describes his cooking philosophy as a mix between "simplicity, seasonality, tradition, innovation and fun in the kitchen."

"We keep it simple rather than complicated," he explains. "At the same time, though, it is unique and refined and we offer unpretentious service, but focused on details."

And Beijing's diners have already voted with their feet. Indeed, two of the hotel's restaurants – Bistrot B and Country Kitchen – won awards in *Time Out's* recent 'Annual Food Awards'.

Kitchen design: crucial to culinary success

Yet, for Rossi, it's crucial to recognise that the restaurants' early success hasn't only been down to the culinary talent of himself and his 162-strong army of chefs; they couldn't have got to the point they're currently at without the right equipment, installed to the hotel's exact specifications.

"There's nothing worse than having a kitchen with a bad design where you have to cross from one side to the other to get what you need," he says. "There has to be a certain flow to each kitchen, respecting the design and concept of the restaurant, and that flow has to be kept very well in mind right from the construction phase. It's also essential to have very good equipment, which is built to last, well-

Rosewood Beijing Hotel blends bold design with cultural touchstones, architectural traditions and modern style



The recently-opened, ultra-luxury Rosewood Beijing Hotel has brought a new sense of hospitality experience to China's capital

"This was because companies were scared of the amount of heat that comes from high pressure Asian equipment; they thought the one piece top would buckle or deform."

It was also difficult to find a suitable manufacturer to partner with. "It's very easy to find Chinese woks as freestanding units but to find a company that would supply the Chinese woks to us and we could weld them into the one piece tops, that was a challenge," Albarello explains.

Yet, eventually Ambach was able to find a partner – YPT in Hong Kong – able to meet the challenge, and it was confirmed by the company's design department that the heat from the YPT woks would not affect the Chef 850 line. One challenge: fully overcome.

Next, Ambach had to ensure that their equipment could actually get to where it needed to be, another tricky task, given that two of the islands (which measure 5.4m x 2m/17ft 6ins x 6ft 5ins) were destined for the hotel's second floor, which could only be reached by elevator. "We ended up manufacturing the two islands in 1.2m (3.94 ft) pieces, so they could be taken up to the second floor

designed, efficient, reliable and easy to handle in busy situations."

Enter Ali China and consultancy firm CKP Hospitality, the team behind the design of three of Rosewood Beijing's stunning open kitchens (Bistrot B, MEI and The Pavilion), which, in their finished state, really are a sight to behold. Made up of one-piece top cooking islands from Ambach Chef 850, a high-end modular range, which can be easily configured to meet any client's needs, each kitchen was customized precisely to Rosewood's specifications, to impressive effect.

The integration game

The first challenge Ali China and CKP faced was integrating Asian woks and steamers into Ambach's Western-style Chef 850 line to offer a mix of the two types of cuisine. In Bistrot B, the cooking island needed three Chinese woks and one steamer, in the Pavilion, which features two identical islands that are mirrors of each other, each range needed two woks and one steamer, and in MEI, one of each piece of Asian equipment was requested.

This brought up a few difficulties, according to Ambach's sales manager Marco Albarello. "Back when the project started five years ago, nobody made islands with a one piece top, integrating Asian and Western equipment together," he recalls.

Rosewood Beijing Hotel's 'A Sense of Place' philosophy is evident throughout the hotel's entire dining offer



in the lift and then welded together," Albarello says, adding that the Asian equipment also had to be welded into the Ambach line on site, rather than in the factory.

In the end, for Geoff Mannering, managing director of Ali China, it was a combination of top quality equipment from Ambach, a lot of hard work and the collaborative approach exercised by all involved that won the day. "Ambach was chosen for its quality, performance, durability, elegance and flexibility," he notes. "It was able to meet the design concept, as well as the performance criteria and fit with the image of the hotel."

"Proud to be a chef" at Rosewood Beijing

So was it worth all the hard work? From the big man himself: a resounding yes. "Because the kitchen design and equipment incorporated were well thought through, all of the working dynamics became easier and more practical, as well as faster, and this all translates into benefits for the guests," says Rossi, who also loves the 'macho' aesthetic of the equipment as well as its flexibility and the fact that it's easy to clean.

"It's visual, fun and makes you feel proud to be a chef and cook with it," he concludes, adding that when Rosewood's final dining outlet, MEI, opens this summer, the city really isn't going to know what's hit it. "It's going to be the talk of the town for night-time entertainment in Beijing!" ■

Q&A WITH ROSEWOOD'S EXECUTIVE CHEF CLAUDIO ROSSI



How would you describe yourself in three words?

Friendly, humble and creative. And as a chef? I'd say passionate consistent and quality-driven.

If you could cook for a famous person, who would it be?

I would like to cook for master Italian chef Gualtiero Marchesi. I know that it would be a great experience and I could receive very constructive feedback from a chef who travels and works in top restaurants and has received three Michelin stars.

What's your favorite restaurant in the world?

I would say there are too many but if I had to choose, it would be Pony, a restaurant on the rocks in Sydney with an Argentinian wood fire grill; it's amazing.

"I would like to cook for master Italian chef Gualtiero Marchesi. I know that it would be a great experience and I could receive very constructive feedback from a chef who travels and works in top restaurants and has received three Michelin stars"

Do you have any special techniques to encourage your team in the kitchen?

They need to master the basics first of all. I don't want my team to come up with all sorts of modern, new stuff and not be able to do a sauce béarnaise or an omelette. If they can master the basics well, then they can move on and try new techniques. Then I would never stop their creativity.

What's your favorite dish?

It's always either a simple spaghetti aglio olio or a risotto Milanese (risotto with yellow saffron). Roast Peking duck is great as well!

What do you like to do outside of the kitchen?

I like to spend as much of my free time as I can with my daughter, as well as reading cooking books, or doing what we call 'restaurant shopping'. For example, if there is a new mall I would walk to the food court, take photos, and try whatever snacks they do. Or if I go back to Taipei, my wife's home, they have great night markets, and I would walk the night markets and just eat from the different stalls to try the food and get inspiration.

Marketing expert **Karen Fewell** of Digital Blonde looks at how a strong social media strategy can help you engage with your target market and enhance your brand reputation

SECRETS BEHIND

Despite social media being around for many years now, businesses still question the value of it versus other marketing techniques. When speaking at conferences around Europe, I often get asked the question “Can social media help us to reach new clients or sell more products?” Social media on its own isn’t the answer and there certainly isn’t a magic solution to make social media work. But what will work is creating useful, interesting

and informative content that can be used across a range of marketing channels.

STORIES, NOT PRODUCTS

Social media should not be used to put out lots of sales messages. It should be used to share stories about your business, the industry and the work that you do. These stories must engage your target audiences. Each piece of content whether it’s a blog, infographic, video, podcast, Slideshare, image or white

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

An experienced user of social media, Ian Hanlon FCSI, consultant at Coverpoint, part of the JLL Group, says: “Social media provides a wide range of topics, opinions, news, events, updates and counter-views – some relevant, some not so. You should choose your social media ‘friends’ and follow only those who share relevant and interesting information. The knowledge gained at times can be invaluable. My industry moves at a fast pace. New trends, new openings, new opinions and new ideas are ‘transparent’ on social media.”

UNDERSTAND YOUR CUSTOMERS

How much do you really know about how your target audience use social media? Too often I get told “We need you to create us a Twitter strategy”, and when I ask them why they need one it’s very rare they know the answer. First of all, understand why you are using a social channel and what you want to achieve, be aware of how your customers behave and then create your strategy.

In 2013, I worked with Mars Foodservice on a piece of research into how chefs are using social media. This enabled Mars to fully understand which social networks chefs were using, why they used them and how often they were likely to use each one. It highlighted 84.9% of chefs are using social media for work use and over 50% use it to see what suppliers are doing.

David Mulcahy, culinary director at Sodexo, told me: “Social media, particularly Twitter, has been able to give me up-to-date information on trends, equipment, events, new products, producers and suppliers on a wide range of areas for the catering and hospitality market. The fact that it is short, visually clear, instant and easy to access is an advantage. It allows me to make instant contact and to request further information or set up a meeting or call. In terms of people, social media is a great tool to endorse good practice or ideas and to communicate this. It is also a strong endorsement tool as people on social media, often industry peers, draw attention to other people, culinary trends, ideas, restaurants and chefs.”

This is something that’s backed up by Hayden Groves, development chef at BaxterStorey. He also uses

HOW TO WRITE GOOD CONTENT

At Digital Blonde we share a “SECRET” when we talk to clients about creating content. Content you create should do one or more of these six things - spark an emotion, entertain the reader, allow them to connect with your brand, reward your influencers by involving them, educate them on something that will be useful and allow them to trust you and know that what you are saying is accurate.



SOCIAL MEDIA

social media to keep up to date with what's happening in the industry. "It's instant information, a fellow social member posts and suddenly it's viral with retweets and shares. You follow who you feel is relevant and therefore get relevant information in return."

WHY DO YOU DO WHAT YOU DO?

If I was going to give you all one piece of advice it would be to watch a video from author Simon O Sinek that talks about your 'Why, How and What'. Just Google his TED (Technology, Entertainment and Design) Talk 'Simon Sinek: How great leaders inspire action'.

Many people create marketing strategies or even make business decisions without really knowing what they believe as an organization. Focus on what you believe and build a community based on that, then understand who you want in your online community and get to really know them.

Let's forget for one moment about business to business and business to consumer. Social media should be about human to human. And one person who I think has got this absolutely right is chef Jamie Oliver. He isn't just showing chefs how to use social, he is a brilliant case study for everyone working in marketing. He has millions of followers across a range of channels but each network has its own purpose and each one powers his brand in its own way. He uses video and engaging posts on Google+ to build a powerful online community. Facebook is used to create awareness of his campaigns. Twitter is there to send out anecdotal messages about his brand and Instagram is managed by him, and where you get to see the father, food lover and avid traveller.

Whichever you are following, you truly believe in Oliver's passion and the reasons why he does what he does.

THE IMPORTANCE OF SOCIAL

One of my favourite phrases is "It's not what you say, it's what you listen". Listening is the most valuable part of social media. Discover what chefs, operators and consultants think and use this information to grow your business.

David Mulcahy says: "I have many examples of not being able to get hold of a chef using traditional methods but I've had an instant reply via twitter. These chefs are everywhere from young trainees, to senior

Forget about business to business or business to consumer. Social media should be human to human

chefs, judges and celebrity chefs. Social media seems to get a quicker response than other means."

Ian Hanlon adds: "Social media gives me an excellent understanding of industry movements and trends, both from my colleagues' content from around the globe, and the views and opinions of individuals. It is a great method of capturing all the key industry news."

How has social media worked for you? I am regularly looking for interesting case studies for my Food Marketing School so let me know your thoughts by tweeting @digitalblonde.



Q&A: LIN SENSENIG PRESIDENT OF CHAMPION INDUSTRIES



Why is social media so important?

Champion Industries embraces social media because a social media plan completes your online footprint and brand strategy by connecting with plugged-in audiences on a three-way social platform. As a part of public relations, social media can propel a brand to 'top of mind' status with engaging and relevant content, including photos, videos, articles and beyond.

How does Champion use social media?

We showcase our PR efforts. We thanked and tagged Foodservice Equipment Reports magazine for including us in the recent glass washer piece they published for us. The post also links the magazine article so viewers can be one-click away from learning more about our glass washers from a respectable third party source.

We also share award recognition. We used this post to raise awareness of our KI (Kitchen Innovations) award-winning Foodwaste Reduction System and showcase the booth where you can find it at the National Restaurant Association Restaurant, Hotel-Motel (NRA) Show.

We also share the spotlight. In this post, we share an Ali Group post of an event we were a part of as part of our parent company. It brings recognition to both the Ali Group and to Champion simultaneously and raises both brands along with the show we are attending. Finally, we show interaction. This post showcases our involvement in one of the largest foodservice equipment shows in America. This raises our brand awareness and shows our activity in the realm of foodservice.

How else do you engage?

We post relevant articles. On social media, it is important to know what your followers may be interested in. While this post does not directly mention Champion or any of our equipment, it does speak to the time-sensitive Mother's Day dining out statistics. The more dining out, the more dishes, the more restaurants need our equipment.

Social media is a great venue to share ideas and innovations and foster positive conversation

What are the pitfalls?

Mishandling social media is just like mishandling a speech or an interview, but on a worldwide scale. Users have to know the rules of engagement and expectations of followers on social media. If users mishandle the microphone, then they come across as disconnected, distant and superficial. Instead of propelling their brand, they unintentionally damage it.

What links food and social?

The foodservice industry is a great fit for social media because it's constantly changing and is extensively creative. Social media is a great venue to share ideas and innovations and it's also useful also for fostering positive and engaging conversation.

Which channels are of particular interest?

Champion communicates predominately through Facebook, YouTube, Twitter and LinkedIn because we've found that this is where our followers best fit our message and brand.

SELECTED ALI GROUP APPS:

The **COMENDA** app showcases the company's range of professional dishwashers, making technical specifications instantly available to the customer through QR codes. Available for iOS and Android.

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

The **ELECTRO FREEZE** app provides real-time information to manage business via cellular technology. Helps operators to manage soft serve assets across the store. Available for iOS and Android.

The **BONGARD** app features two versions of the magazine: one without restrictions open to all and a restricted version that displays catalogues and pricelists. Available for iOS.

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

The **TEOREMA** app is used to monitor and maintain machines. The app allows users to send signals to the machines and change any of the set parameters remotely. Available for iOS and Google Play. ■



FEEDING GENERATION Y



Millennials account for **1.8 billion** people worldwide

While the dining habits of Millennials may differ slightly across the world, as a generation their attitudes towards health and technology reveal much in common, learns Jackie Mitchell

The Millennial generation, or Generation Y, are the fastest growing segment in today's workforce. These are the people born between the mid-1980s to 2000. Opinions vary as to the exact age group but it's deemed to be 18 to 30. According to Edelman 8095 Exchange, they account for 1.8 billion people worldwide. They have different attitudes to eating out and workplace ethics.

According to US foodservice consultant Bill Main FCSI, there are several differences between the Baby Boomers and the Millennials. "The Millennials don't eat meals round the table with the family at home like the Baby Boomers did, until Mom started going out to work. Unemployment is high, but the biggest difference is that they have access to ten times as much media as Baby Boomers – unconventional media via the Internet and smartphone. When Baby Boomers grew up there were 20 TV channels – now there are 2,000. The Internet phenomenon in the early 1990s changed the landscape."

As he points out, if a Millennial wants to go out for a hamburger, five options will come up on a smartphone. "Baby Boomers didn't have access to that. Millennials are health-conscious, flavor is twice as important and there's a movement towards veganism. They socialise around food. They look for artisan burgers such as The Habit Burger Grill. They're less likely to go to McDonald's because they reject what previous generations did. It's the nature of generations to do the opposite to that of their parents."

DIFFERENT PERSPECTIVES
Hildegard Dorn-Petersen FCSI, a foodservice consultant in Germany, agrees that Millennials are a highly-influential consumer group with a vastly different set of values and attitudes. "They don't dream about owning a sports car, but probably share an economy car in the same way they may share their job," she says. "It is the first generation to grow up with IT playing a significant role. They are demanding diners who

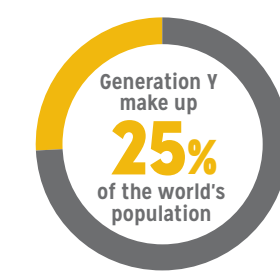
expect healthy food and good value. They go out to dinner to meet their 'community' to talk, so the ambiance of the establishment is most important to them."

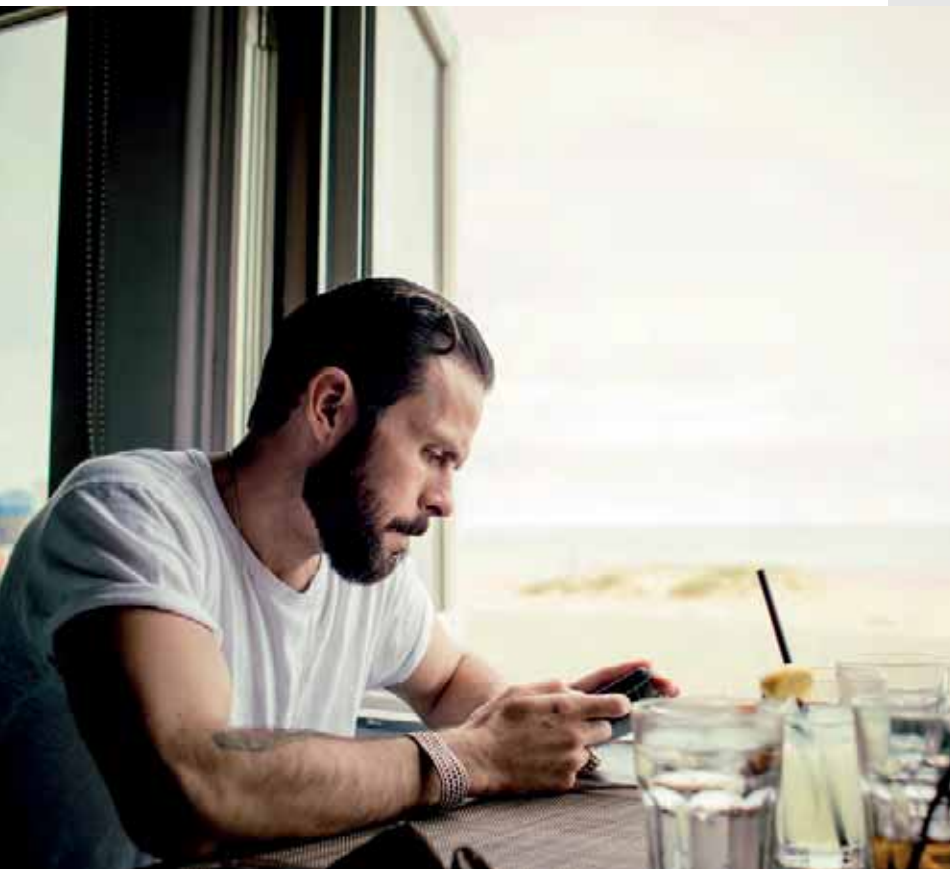
She says that high-quality burgers such as those found in Hans im Glück are popular among this age group. Also popular in Germany is fresh fast food chain Immergrün and Dean and David.

Vegetables are becoming 'sexy' according to Dorn-Petersen, "and street food is increasingly popular."

Interestingly, despite the assumption that Millennials are online 24/7, Dorn-Petersen has observed a growing number of young people who decide to go offline during holidays, at dinner or away for a weekend. "Generation Y is a divided crowd. I would guess two thirds are online 24/7 while the other third aren't," she says.

Peter Backman, managing director of UK company Horizons thinks that Millennials expect to eat wherever they happen to be, so convenience is key. "The Baby Boomers, to some extent, did





"If a Millennial wants to go out for a hamburger, five options will come up on a smartphone"

what was considered to be correct; there was a tendency to do things the way they've always been done. For example, years ago eating in the street was frowned upon. Now eating in the street is acceptable as is street food and people eating from trucks. UK train stations now offer a huge choice of food which wasn't there 10 to 20 years ago."

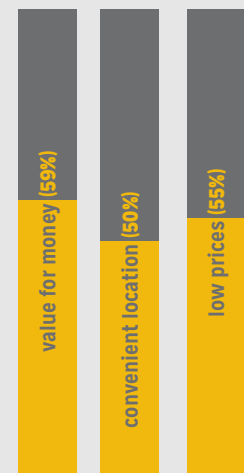
He believes foodservice operators need to offer Millennials choice, healthy options and information about where the food comes from. "Millennials are concerned that people growing food are properly rewarded for it. They tune into this on social media and demand more of it when going out to eat.

Male Millennials like outlets such as Chilangos Mexican chain of restaurants and Five Guys with its vast choice of burgers with different toppings so Millennials can personalize their burger to suit them. Female Millennials go to Wasabi because it's healthy – it offers Japanese sushi as well as bento."

RETHINKING MEAL TIMES

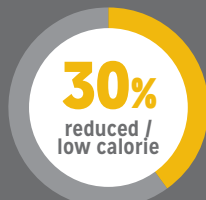
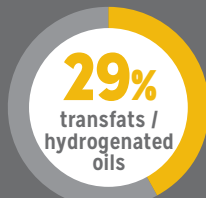
According to The Millennial Eater report by UK contract caterer Elior on the eating preferences of Millennials in further education and the workplace, carried out by Allegra Foodservice, they shun the usual mealtimes. They skip breakfast twice a week on average, although 66% consume breakfast out of home. The three most important reasons for choosing the venue are fast service (42%), cheap/inexpensive (40%) and quality/taste (36%).

Robin Givens, national sales

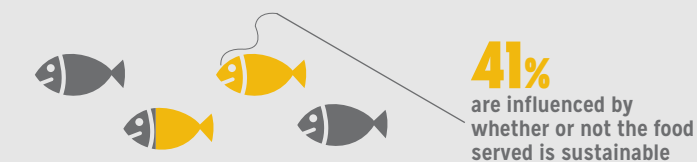
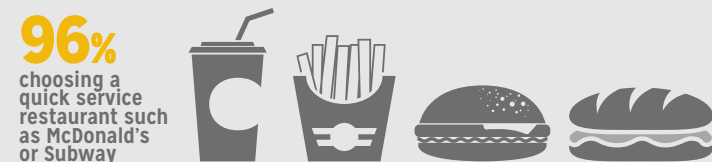


US Millennials most important reasons for choosing the venue

40% of Millennials check food labels for the following aspects in order to see if the item has artificial ingredients



2012 Euromonitor survey of worldwide online consumers



director for Elior UK, says: "These findings are key for food providers who may need to offer mid-morning snacks to attract the late risers. An all-day breakfast offer may also prove popular."

The report revealed that Millennials in the UK are opting for pizza, pasta, burgers, Chinese, Indian and chicken cuisines when eating out. Givens says: "Our research showed that Millennials want affordable prices, fast service and convenient locations. They want to buy food throughout the day and evening. We're responding to this demand by developing initiatives like Open Door, the 24 hours concept."

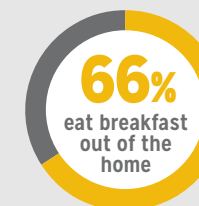
In the USA, Millennials go out more often – according to a recent report by Morgan Stanley, 53% of the group goes out to eat once a week compared with 43% of the general population, with 96% choosing a quick service restaurant such as McDonald's

or Subway. A foodservice company's reputation and ethos is important to Millennials in the USA according to Technomic's Consumer Trend Report (CTR) 2014. When respondents were asked what was most likely to influence their decision of which foodservice location to visit, 61% voted for a company that treats its employees well, 59% highlighted the importance of food safety, 43% opted for operators that use local goods and ingredients and 41% chose venues that use sustainable foods.

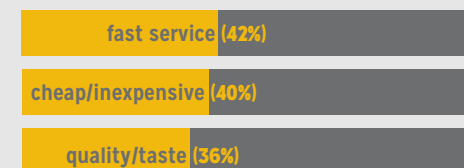
Sara Monnette from Technomic says that over half (55%) of Millennials would like restaurants to be more transparent about what's in their menu items.

PRICE POINTS

Price is also a concern. "Overall value for money spent (59%) is most important followed by



In the UK Millennials are opting for pizza, pasta, burgers, Chinese, Indian and chicken cuisines



The UK's most important reasons for choosing the venue



UK train stations now offer a huge choice of food which wasn't there 10 to 20 years ago

Fresh ingredients are vitally important to US Millennials, with 73% of them more likely to buy food described as local

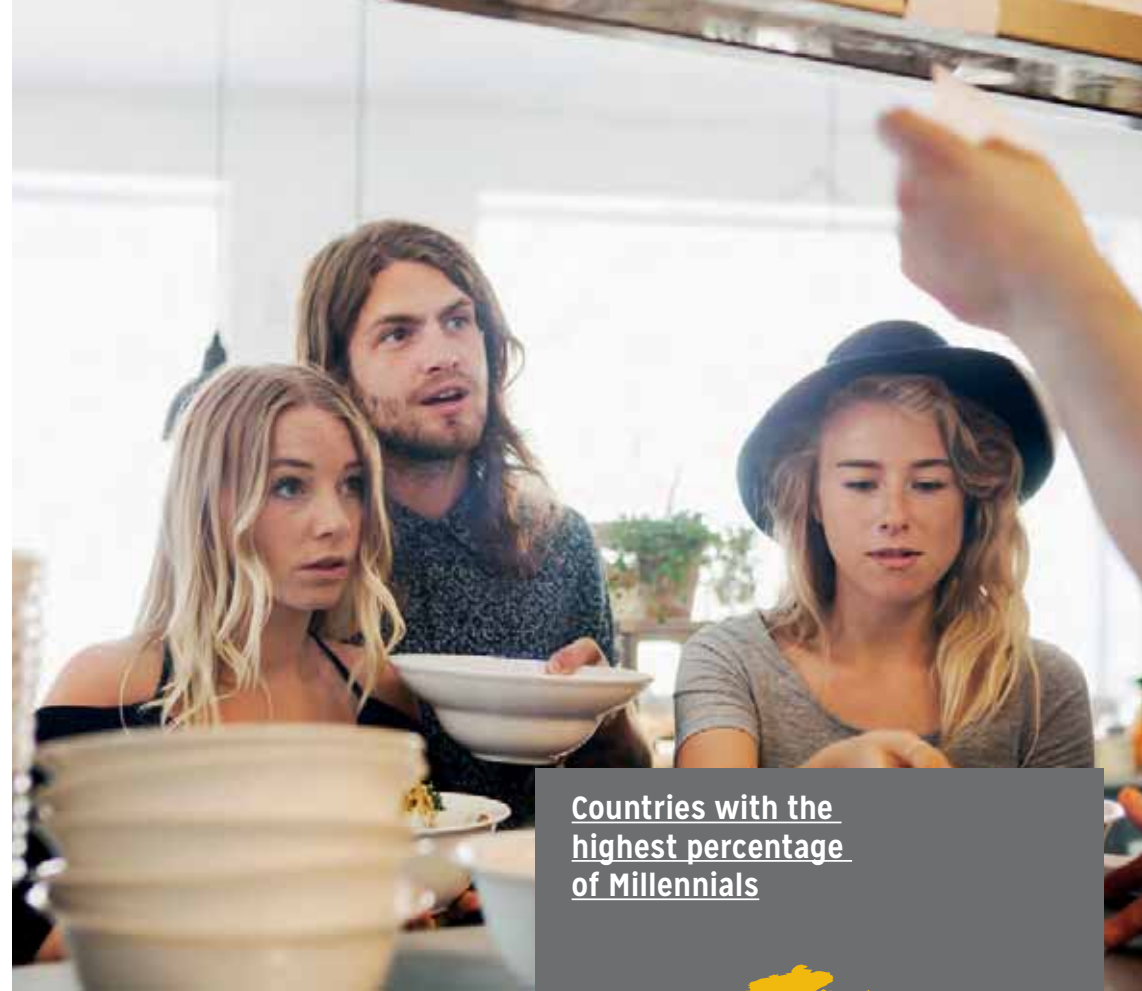


ALLAMY, GALLERY/STOCK

convenient location (50%) and low prices (55%). Although they are conscious of price, they are willing to pay more for good value even if money is tight. 39% said they would treat themselves," says Monnette.

In the same survey, fresh ingredients are vitally important to Millennials (57%), with 73% more likely to buy food described as local.

Ordering a takeaway or takeout is prevalent among Millennials in the USA according to Technomic. Monnette says: "Millennials say that 19% of their restaurant meals are for delivery, highest among all generations because of convenience and busy schedules – 35% say they would like to eat food cooked at home, but they just don't have time. Not surprisingly, most Millennials order their food via computer (59%) and mobile phone (54%)."



WHAT THE FUTURE HOLDS

So what will Generation Z be looking for? Givens says: "The trend for fast casual dining and the demand for convenience will continue." Main says: "In 10 years' time we truly will be living in a global society, although people argue we are already. There will be lots of collaborations, merging between countries and hundreds of new concepts."

THE TAKE HOME MESSAGE

So what do these trends all mean for the industry?

1 Millennials rate affordable prices, fast service and convenience, so foodservice businesses need to introduce these into their operations.

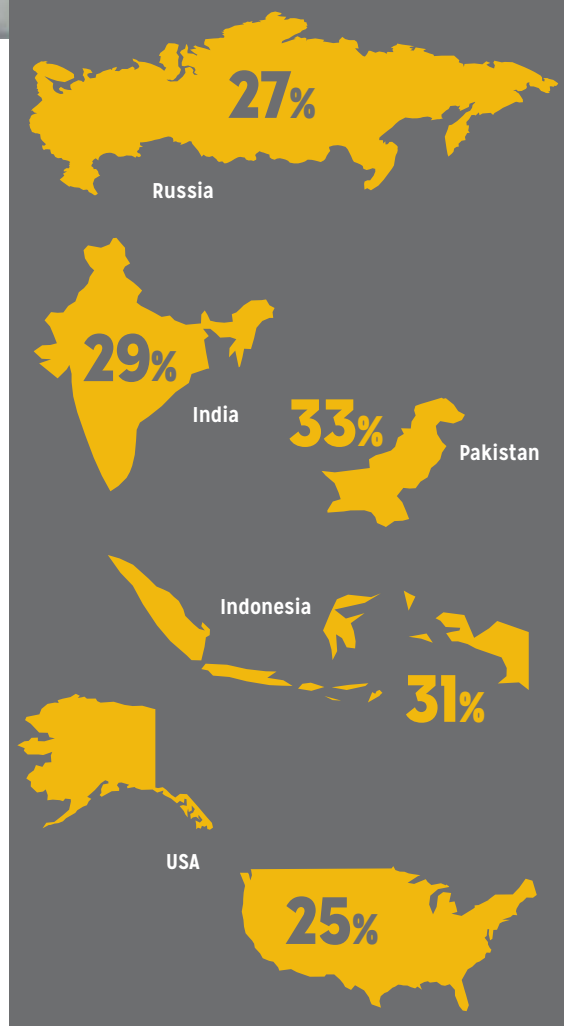
2 Operators need to offer 24-hour dining to cater for this generation as rigid mealtimes are slipping away

and Millennials want to eat at whatever time suits them.

3 Menus online and offline need to show more information about ingredients, in particular where they come from. Corporate social responsibility (CSR) and sustainability are important to this generation. Millennials need choice, healthy options and a takeaway option as so many of them eat on the move.

4 With the rise of social media, Millennials expect foodservice companies to converse with them on these channels so businesses should be active on these platforms. Staff training and innovative systems to ensure fast service are of paramount importance, as Millennials are always in a hurry. At the end of the day, it's up to individual foodservice businesses to introduce what Millennials want, in order to retain them as customers. ■

Countries with the highest percentage of Millennials



FRESH THINKING

Tim Smith, managing director of Williams Refrigeration and CEO of The AFE Group, reveals how his brands engage with Millennials



"We look to the young blood as the drivers of our future product development"

As the tech savvy generation, we at AFE have to present ourselves differently to more traditional marketing approaches to reach out towards the Millennials.

They are a generation far more attuned to the digital marketing age, confident with the 'fun to feel good' lifestyle, with a strong work-life balance and ethos – a contrast to the previous generation's workhorse culture.

We recognize that the younger generation brings with it a new drive. This leads to an appetite for challenging work, new social boundaries and a toolbox of new techniques to engage in today's IT-led marketplace. In the factory and commercial environment, we look to young blood as the drivers of our future product development, eco designs and modern manufacturing approach.

DYNAMIC MARKETING

Technology affects dining habits in a number of ways. The internet, blogs and social media offer 24-7 access to the latest news, reviews, food styles and trends. The advancement of apps is changing the way we select, order and deliver our food.

For us, social media content is an important tool. The Millennials love to 'share' and 'like', and we look to

hotel, restaurant, bakery and chef-led coverage to enhance engagement. We use dynamic and persuasive digital marketing and social media to engage with this hyper connected population group, powered by the web, apps and sites like Facebook, Twitter, YouTube and Instagram.

As a food and people business, our products and services are central to modern life. We believe in providing case studies of our work, relevant to employees and customers alike. We also look to product ambassadors to add the voice of independent authority Millennials attach to.

A FAMILY BOND

We are strong believers in creating a family bond with colleagues by listening to their needs, and offering support and motivation.

As we grow together, this helps develop trust, respect and integrity. Emphasizing workplace and community events, and supporting local charities and good causes, are values that we believe Millennials relate to.

As the future generation (with the future disposable income), Millennials are an important demographic to keep close to. This is reflected in their demanding attitude and behaviour, hunger for new experiences, and comfort living and working in a travel-

rich global workplace.

Millennials make up 25%+ of the population and are the new parents and family role models. They are in the driving seat for nearly the same percentage of consumer spending and, as a result, brand association.

As well as this, Millennials are cause-driven. They will attach to businesses and brands that uphold quality innovation and environmental awareness and both of these values are central to AFE Group.

THE FOODIE GENERATION

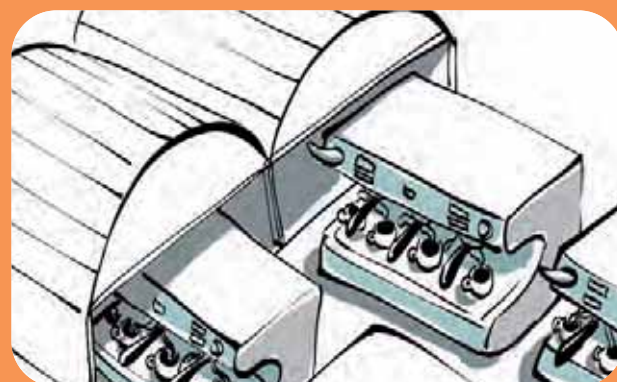
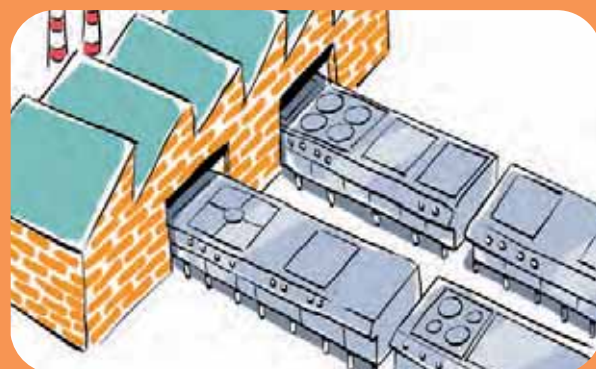
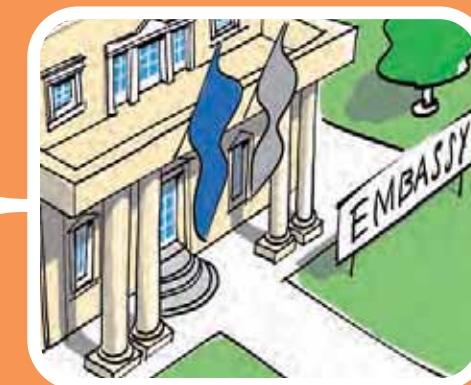
With growing travel comes a need for hotels, hospitality, food and beverage. These are at the heart of the AFE Group and Ali Group trademarks. Generation Y are the foodie generation, engaging and connecting with culinary style and ingredients, ethnic foods and culture and well-travelled global diners. They soak up modern life, relishing in food, festivals, events, and the casual dining experience. That leads to opportunities for manufacturers in the sector. It also means our products must evolve with this generation to suit their needs.

Food, a great platform for expression, emotion and communication, is ideal for Generation Y's love of the digital age. They are the generation that will shape future eating out attitudes and dining habits. ■

THE SPECIAL ENVOY

Robert Gehl recently joined Ali Group as commercial brand ambassador, a new role designed to help customers simplify and improve the way they conduct business with the Group. He discusses the position with Michael Jones





FUTURE GAZING: MARKETS OF TOMORROW

"Africa is going to be the continent of the next several decades. Even if you just look at economics, foreign and local direct investment, GDP growth rates or the young population, it's really thrilling. What I tell people at Ali all the time is: 'This is not just a great company to work for, it's a great company to build something with.' Africa is a place for builders, pioneers and people who really want to roll up their sleeves. It really is the next continent. It's really exciting. There's certainly a personal enthusiasm and professional curiosity about Africa for me, but beyond that, global companies share a social responsibility to take an active role in the development of the continent. Ali brands are already present, transferring technology and know-how to our local partners, and assisting young companies and entrepreneurs to grow their businesses."

destiny. I see all three of those conditions present at Ali," says Gehl.

THE PERSONAL TOUCH

Gehl is nominally based in Ali Group's Milan headquarters, but in reality spends most of his time meeting clients. Interacting personally with the customer is, says Gehl, crucial to his role, and the future of the business. "How we act, how we communicate and how we present ourselves is all very important to Ali. So those 'ambassadorial' skills come into play there."

Why Gehl's own skillset interested Ali Group is clear, but what was it about Ali Group specifically that appealed to Gehl? "I don't know if anyone can put their finger on it, and I've heard many senior Ali executives say 'We're different', but they say

"I'm really working on behalf of our brands. You can call it matchmaking and facilitating"

Moments' going on." A key aim for Gehl then is to ensure he is able to capture those 'Aha! Moments'. "Sitting in an office five-days-a-week is not really the role. I'm really working on behalf of our brands. It's very much a customer-facing role. You can call it matchmaking and facilitating. I'll be successful in my job if, when I bring those parties together, there's a customer right there in the middle and we can flex Ali's muscles collectively to then better serve them."

This attitude makes Ali Group, says Gehl, very much a company of the future. "I've heard this from customers, distributors and even new-hires. Companies of the future are wrapping themselves around customers; they understand how to partner, and they control their own

Gehl has always been attracted to the role of statesman. As a young man he sat (and passed) the US Foreign Service exam before eschewing the life of a diplomat to work in industry, sparking a long-held passion for the foodservice sector.

THE MATCHMAKER

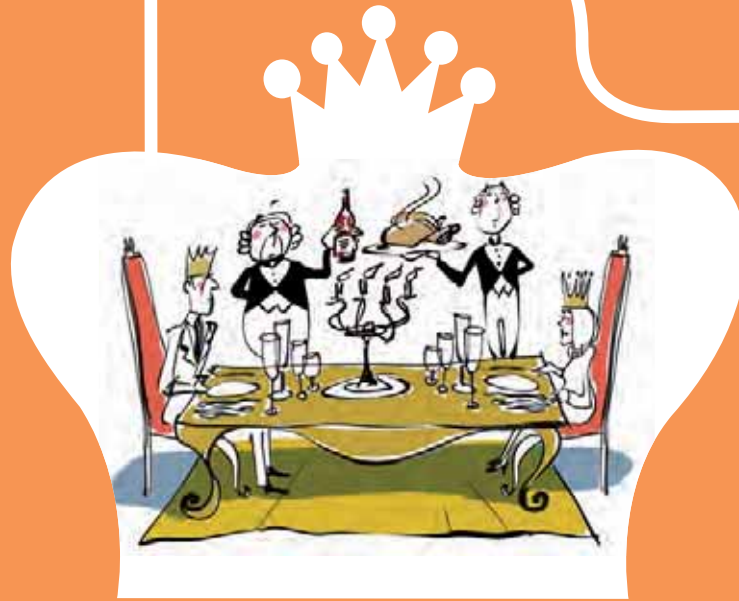
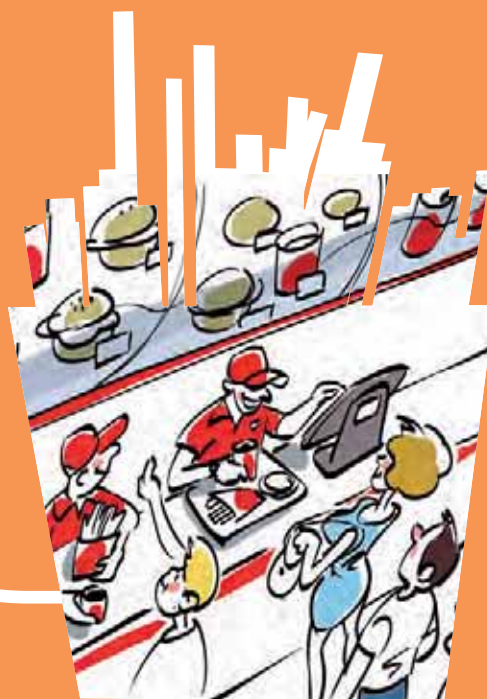
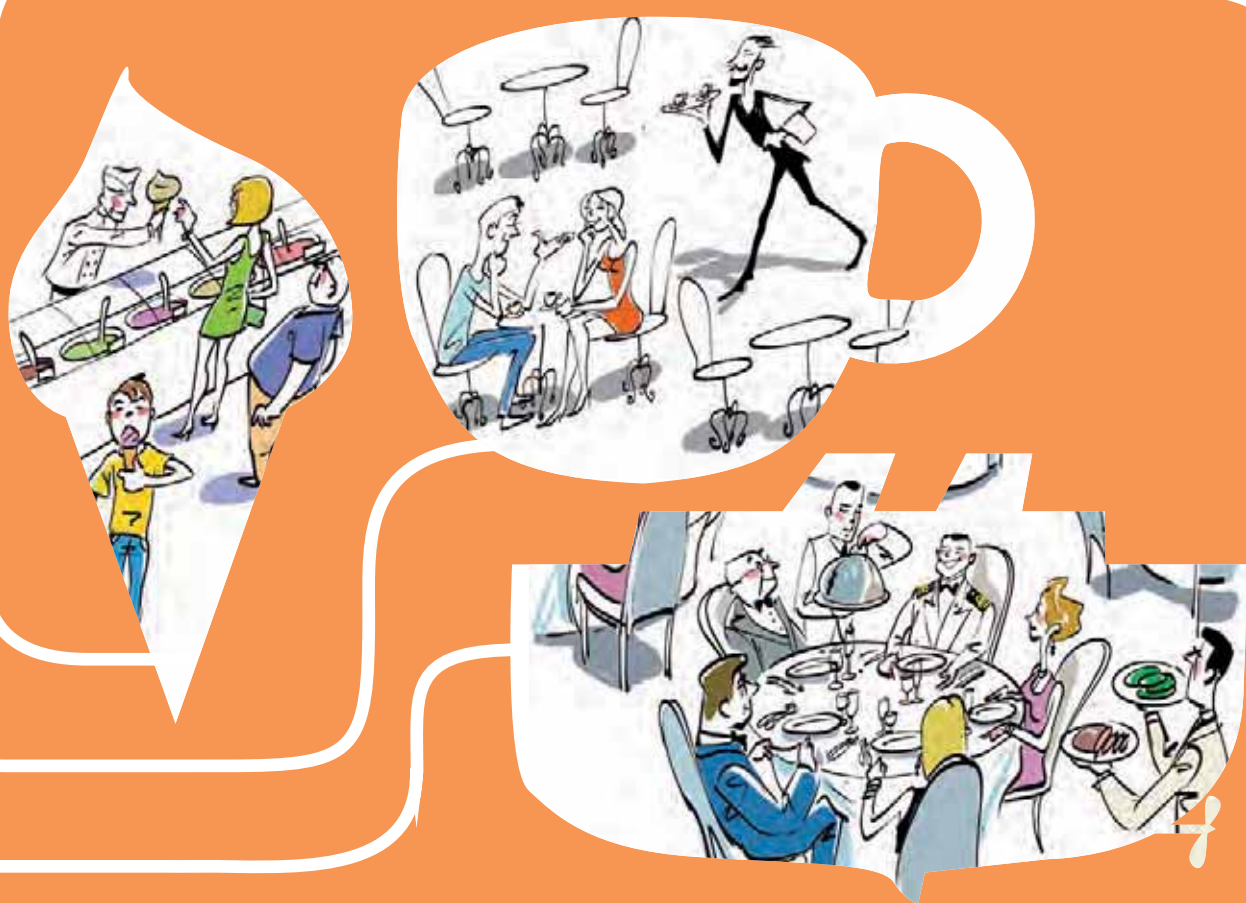
"My role is to create awareness," he says. "The more I talk to people about Ali, the more they seem to go through a discovery process, saying things like: 'I didn't know that this company was part of a group', or an executive in the Group saying, 'Oh, I didn't know we shared common distribution there'. We want to replicate that a thousand times a day if we can. I really see more intra-company networking going on. We want to see more of those 'Aha!

"Companies of the future are wrapping themselves around customers"

In global politics the role of ambassador requires the subject to be a statesman on the world-stage, possessing an innate understanding of their subject, able to exhibit high-levels of diplomacy and charm, while responding expertly to fast-changing and complex issues. Qualities, it transpires, equally pertinent to an international business such as Ali Group.

The firm appointed US-national Robert Gehl as commercial brand ambassador in November 2014 to help boost the Group's customer focus strategy and enhance its ability to further satisfy clients.

"Ali saw that there was a need for a position where someone could respond, on a group level, to key accounts and commercial matters. It's kind of the final puzzle piece," says Gehl.



it with a smile on their face and they know that this is a good thing. It's really related to entrepreneurial spirit. Everyone in the company, at every level, has that. It's really fostered here," he says.

A CUSTOMER-CENTRIC CULTURE

"In foodservice, Ali Group is a unique company. With size and 'sophistication', companies can unintentionally put distance between themselves and the customer and process takes over. That doesn't happen here. Ali has built a business customer-centric culture. It's a DNA thing. Ali Group companies hold themselves to a very high bar. Customer satisfaction is about meeting expectations, but success is about delivering on the business outcomes we have promised. Customer success: that is the metric."

"Each Ali brand has a 'story' to tell. We develop new business opportunities by listening to our customers"

What specific challenges then does Gehl face to make 'success' happen? "It's about setting priorities, because there are so many moving parts. We are a collection of 58 manufacturing companies and 77 brands, so it's quite a task to work for the benefit of all. We could introduce the idea of time horizons and it could be tempting to go for quick wins or to buy business, but Ali doesn't do that. It's about having a methodology behind building all those relationships. That is another key success parameter."

There is, says Gehl, a high degree of commonality across Ali Group brands. "One of my jobs is to look for natural alignment within the company and then serve those platforms. If you look at the brands, some of them compete, but there are really some common links

between them. If I can serve multiple brands by weaving some of that together, I think we'll make progress much, much faster."

THE PEOPLE BUSINESS

One of the main things Gehl missed when working away from the foodservice business was the people. "Foodservice is a business that reminds us that people do business with people...not companies. I wanted to get back to the industry and also back to the people that are driving the industry, and that's really Ali. We are unique in the fact that we're privately held. We're not spending all day talking to our banks or any other stakeholders about delivering value; we're focused on delivering customer value. We invest in the future capabilities of our companies and their

ability to serve customers.

"Without exception, each Ali brand has a 'story' to tell. We develop our new business opportunities by listening to our customers. All of these companies are successful in their own right and they've got their own business plans and initiatives. My job is to understand how to make those happen, help them find the gas pedal and push on it a little harder. Help them to work more closely with our distributors, consultants and service partners."

COLLECTIVE NETWORK

So how is Gehl able to draw on the correct resource at the right time? "I don't need to be the smartest guy in the room. We've got over 10,000 people who on any given day can be the smartest guy in the room. I need to draw on the

expertise and the collective network of Ali. There is an amazing resource and huge wealth of knowledge inside the company."

One particular business unit within the Ali Group that is well placed to unite that 'commonality' is Alicontract, says Gehl. "Alicontract really gives us a window into the industry, what customers demand and what kind of innovation they're looking for. I've spent a good bit of time understanding how Alicontract operates and how they've been successful."

This ingrained industry expertise is a huge value when supporting big operators such as hotel or fast food chains, says Gehl. "We are getting a lot of leading global players asking us to approach them with a single voice. I cannot think of any other business



GEHL ON DOWNTIME

"My family and I live in Switzerland, in the French-speaking part between Geneva and Lausanne. It is a wonderful place to live. I get my batteries charged by spending time with my family and thankfully, my eight and 10-year-old sons still listen to their father! We ski, mountain bike, hike and travel. That's a lot of fun and that's how we relax and take advantage of our adoptive country."

that knows more about gelato, coffee, or pizza than the Ali Group companies. You find yourself peeling the onion further back and just finding more knowledge. There's a lot of value to be unlocked. We might communicate softly and conservatively, but, boy, when you really get into the technology or see how some of our plants are operated, there's just so much more there."

EVOLVING BRANDS

It is essential though, says Gehl, all customer communication is kept within the original spirit of the Ali ethos. "We respect the natural evolution of each brand and stay humble. Mr [Luciano] Berti always says that we need to be humble 'because every day we can be a little better'. That is central to the Ali Group culture." ■



Marco Rivola (seated) with the team. From left: Pietro Marino, Luigi Aguzzi and Claudio Leidi.

Marco Rivola, new product development manager at Burlodge, talks about the innovative Multigen product, why he came back to the business and his goals for the team

THE INDEPENDENT ENGINEER WHO LOVES TEAMWORK

by Donna Brown

THE VALUE OF TEAMWORK

Team members and teamwork are very important to Rivola. While he considers himself a reserved and even a solitary person, he believes that teamwork is absolutely fundamental, not just for the success of a company, but also for the satisfaction of the individuals that work there. “If people are free to share their own experience and knowledge, the end-product is bound to be better. The result of the group is more than the sum of its individuals. I would like to encourage people to go beyond their comfort zones,” he says.

Rivola is working towards a more open collaboration amongst his team members who comprise of an electronic engineer, a mechanical draughtsman, a refrigeration engineer and himself. While Burlodge has always encouraged the free exchange of ideas and collaboration, Rivola hopes to bring this concept even more into play, by involving all departments within the company, suppliers, the sales force, after-sales service and key end-users. “The emphasis is less on independence and more on interdependence,” he says.

“In Burlodge I feel I have found the place where I can be myself, be secure, yet creative. One of my goals is for all of my team members to feel the same way”

THE DESIGN PROCESS: GOOD DESIGN IS SIMPLE

Rivola’s eyes light up when he starts to talk about product development. “The thing I like to do most is create something that did not exist; to see people use it and have their lives improved by what we have managed to create,” he says.

While Burlodge is headquartered in the UK, Burlodge Manufacturing is based just outside Bergamo, Italy, in a typical industrial area. However, the perfect sunny day and the view of the mountains make it seem more like a vacation spot. A smiling and relaxed Marco Rivola, the new product development (NPD) manager at Burlodge, welcomes me at the door. Young, athletic, kind, but reserved, Rivola shows us around the manufacturing site with quiet confidence and enthusiasm as he introduces us to his team and shows us the Burlodge product range, in particular, the new Multigen.

With obvious pride he explains that Burlodge produce high-quality food regeneration and meal delivery systems for hospitals and institutions that are sold in Europe, North America, South America, the Middle East and Asia Pacific. Founded thirty years ago by Bruno Speranza and his son Angelo, the present CEO, this family-run business became part of Ali Group in 1998 and is a major player in its sector.

Even though he arrived as head of NPD only a few months ago, Marco Rivola isn’t new to Burlodge. After his studies to become a mechanical engineer, his first position was with N&W Global Vending, a world leader in the production of automatic snack and beverage vending machines. Shortly afterwards, he enjoyed an “extremely positive experience” working with Burlodge. Following that he then went on to work for Imetec, a globally-renowned Italian company delivering innovative solutions for cooking and personal comfort, where he gained experience in designing and producing in Asia.

“Since Imetec was a consumer-based business, there was a particular emphasis on design and the user experience that I would like to further develop in Burlodge,” he says.

When asked why he returned to Burlodge, Rivola answers: “I do my best work when I feel at ease. Here I feel I have found the place where I can be myself, be secure, yet creative. One of my goals is for all of my team members to feel the same way.”

Each new Burlodge product will be used to serve better quality meals, bringing a moment of pleasure to patients as well as making work easier for the personnel that take care of them.

“Good design, or a good project, means to create functional things with simplicity,” says Rivola. To arrive at this simplicity is not necessarily in itself a simple process. The design process at Burlodge has several key phases. The first is to listen carefully, with humility and an open mind to end-users and the sales network because they can bring valuable insights on how to improve existing products. They are also able to bring into focus a perceived need within the market place. “Feedback from our sales network and after-sales service is vital; they are our antennas in the world,” he says.

“The result of the group is more than the sum of its individuals. The emphasis is less on independence and more on interdependence”

After this input has been gathered, the next phase is a feasibility study that involves feedback from production and the technicians as well as a cost analysis. “Together we identify the priorities: which specifications are most important to maintain while keeping the finished product competitively priced and with the same high-quality Burlodge customers are used to. It is not an easy equation and one that takes constant adjustment,” he says.

Only once this process is at a fairly advanced stage is the first prototype made. The creation of a prototype is a delicate phase. “It is at this point that we are able to verify or discover any ‘pressure points’ of our design that we were unable to foresee,” says Rivola.

The prototype is shared with all departments of the company and some end-users for further input. Field tests are then carried out so that all aspects of the product’s use and design can be considered. “Coordinating all these people with their specific areas of expertise is rather like conducting an orchestra,” says Rivola.

THE ROLE OF THE DESIGNER

The aesthetics of the equipment improves the user experience, and in the case of Burlodge, the people being served benefit as well, whether they are in a hospital, clinic, prison or school. The role of a designer is not merely to provide aesthetic input, says Rivola. “They are able to look at problems from a wider perspective and are often ahead of the times or the market. They are able to bring new ideas from many different sectors.”

The same can be said for suppliers, says Rivola. “They too often have a much wider experience with materials and technologies than we could possibly have because they work with them in other



Preparing meals for field tests in Burlodge’s demo kitchen

sectors. Their expertise is a valuable resource that allows the NPD team to resolve problems more quickly.” Effective design, says Rivola, communicates quality, professionalism and reliability.

SHARED VALUES AND VISION FOR THE FUTURE

“Working in a company and with people who share the same values makes all the difference,” says Rivola. When speaking with him about the people who have influenced him the most as a person and a professional, he is quick to mention his parents, particularly his father, and Angelo Speranza.

“From my father I learned how to do a job responsibly and with humility. At every place I have worked, there has always been someone who became a point of reference, an example to learn from and of course Angelo Speranza is one of my most important mentors. Angelo and his sister Ellen, general manager of Burlodge Italy, are willing to share their vision and know how to motivate and empower you to do your best and to stretch your limits,” he says.

“My job is to keep my eyes and ears open, to look for new opportunities, trends and product ideas. To achieve results you need



If people are free to share their knowledge and experience the end result is bound to be better, says Rivola

to be curious, but also flexible and versatile. As Clint Eastwood says in *Heartbreak Ridge*: ‘Improvise, adapt and overcome’. I love this aspect of my job: being able to influence and evolve the market and create new standards.

“Burlodge is expanding globally and by developing successful products there is also the immense satisfaction of creating new jobs and synergies. It really doesn’t get much better than that,” says Rivola.

“I would like to further develop a particular emphasis on design and the user experience”



Having a shared vision and values is essential to Marco Rivola and the team at Burlodge



TAKE TEN: MARCO RIVOLA ON...

Favorite musicians: Bruce Springsteen, U2

Favorite film director: Clint Eastwood

Reads: the newspaper from back to front

Book that has influenced him most: Stephen Covey’s *The Seven Habits of Highly Effective People*

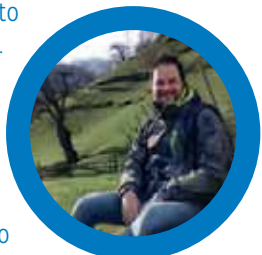
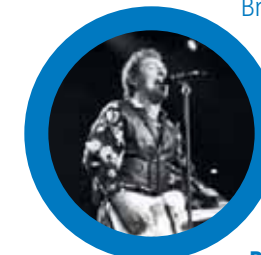
Would like to: take life a little less seriously

Likes to be: outside and in contact with nature

Enjoys: running, to relax and to think. My favorite sports are hiking, skiing, and walking

Key challenge: to improve people’s lives, by creating something that does not already exist

First product design: a slide-in and compact refrigeration group for vending machines



THE GAME CHANGER IN MEAL DELIVERY SYSTEMS

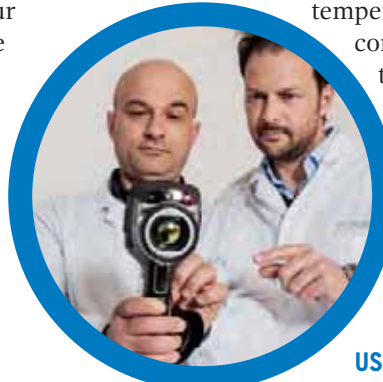
The new Multigen from Burlodge boasts stunning looks, high performance and an incredible user-experience. It is set to take food distribution systems to new levels, finds Donna Brown

A REVOLUTION IN THE SECTOR

When I walked into the showroom at the Burlodge manufacturing site I couldn't believe my eyes. The new Multigen for food regeneration and distribution is beautiful, sleek and would be an asset to any restaurant, hotel or catered event operator as well as a sophisticated addition to more traditional sectors such as hospitals, clinics, prisons, schools or large institutions.

"I could tell by the look on my customers' faces when they first saw the prototype and its features that we had achieved our goal to produce something revolutionary for this sector," says Marco Rivola, new product development manager at Burlodge.

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



CONTEMPORARY DESIGN, SPECIAL MATERIALS

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

The attractive and modern choice of black and white is a trend for institutions globally. Black is used for the functional parts of the trolley such as the handles and the heated top, white for the decorative and robust side panels.

The sleek, borderless design of the matte-finish, scratchproof, heated glass top is a nod to the world of home cooking and induction, making it both modern and welcoming. "It is velvety to the touch and the special finish ensures that it will retain its good looks over time."

"With this revolutionary change of materials and its contemporary design, the new Multigen will undoubtedly open new markets"

ERGONOMIC AND FLEXIBLE TO MEET YOUR NEEDS

Much was done to improve the ergonomics of the new Multigen, making it more comfortable and easy to use for the operator. The handles are practical and comfortable; the electrical cable is easy to reach, while the scratch-resistant finish is easy to clean.

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

CUTTING-EDGE TECHNOLOGY

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

USER INTERFACE FOR IMPECCABLE FOOD QUALITY

The user interface is so new and innovative that there are only rumors as to what the new system will be like when it launches. "The new stream-lined color touch display will be a benchmark for Burlodge and the sector. It will be easy to program and user-friendly, because the new Multigen is not only surprising from a design point of view, it also provides new solutions of connectivity and online integration with the world around it. Do not be fooled by its simplicity: it is a sophisticated and revolutionary product," says Rivola.

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

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

"The new Multigen line reflects the Burlodge company values clients have come to expect: reliability, ergonomics, hygiene and food safety. With this revolutionary change of materials and modern design, it will undoubtedly open new markets," says Rivola. ■



ELECTRONIC CONTROLS WITH HACCP AND/OR ONLINE MONITORING SYSTEM

DUAL OVEN TECHNOLOGY

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

HEATED GLASS TOP WITH TWO SEPARATE HEATING AREAS

SCRATCH-RESISTANT, EASY TO CLEAN

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



REDUCED ENERGY CONSUMPTION

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





LUXURY GETS THE GREEN LIGHT ON RED SQUARE

Behind the reconstructed façade of one of Moscow’s most famous buildings lies something new – a luxury hotel experience that brings the Four Seasons brand to the edge of Red Square. Jim Banks checks in to the Four Seasons Moscow

The history and the mythology of the Hotel Moskva, which now houses the Four Seasons Moscow, are sometimes hard to separate. The possibly apocryphal story about its design, in which the façade has two distinctly different wings around the central structure, serves only to add to the mystery of this unique and beautiful building.

“The original hotel was commissioned by Stalin and opened in 1935. It was built as a statement about Russian culture and it is an outstanding building that is less than 100m from Red Square. It was also the last air defense site before the Kremlin. Dignitaries have always stayed here, including during the Second World War,” says Max Musto, general manager of Four Seasons Hotel Moscow, which opened in October last year.

“The story of the two designs is interesting. Two architects were commissioned to design the façade but Stalin signed the plans exactly in the middle of



Four Seasons Moscow boasts five restaurants including the Italian restaurant Quadrum and the Moskovsky Bar



"It is very different to anything else in Moscow, not only because of its incredible location but also because of the high quality for which the brand is known and the true Russian hospitality our staff provides"

the page, so no one knew which design he preferred. Afraid to question him, the architects decided to build both. Another interesting detail is that the profile of the building appears on the label for Stolichnaya vodka, so many people are more familiar with it than they realise," he adds.

The building – overlooking Manezhnaya Square and a short walk from St Basil's Cathedral, the Kremlin and the Bolshoi Theatre – was demolished in 2004 and over ten years the façade was built, remaining faithful to the original design. Inside are 180 luxury rooms and suites, five restaurants and lounges including the Italian restaurant Quadrum and the Moskovsky Bar.

"In the old days the hotel had 1,000 rooms, so now that we have only a fraction of that even the entry-level luxury rooms are very large. It is very different to anything else in Moscow, not only because of its incredible location but also because of the high quality for which the brand is known and the true Russian hospitality that our staff provides. I am very proud of the many guest comments received on the friendliness of our team."

FROM DESIGN TO REALITY

The lengthy renovation process posed many challenges to engineers and suppliers. The location near Red Square is one of the hotel's main advantages but it also imposes restrictions on the construction process. This is why the project demanded experienced and flexible partners such as Alicontract [see sidebar], which delivered the hotels high-end kitchen equipment.

"We worked with the construction company to deliver the right kitchen in full compliance with the standards required and expected by the operator. There were many difficulties managing the construction site but we can always adapt to its needs and co-ordinate with everyone involved to ensure that the equipment, ventilation, plumbing,

MARK WOOD, ALICONTRACT SALES AND PROJECT MANAGER

What was your biggest challenge in executing this project?

I couldn't just say one because I faced many challenges. As the project manager, I was responsible and in control over all phases of this large project. This meant I had a varying and exciting role, managing every aspect of the process to ensure a successful delivery for a world-renowned first class operator, Four Seasons.

Why was this such an exciting project?

This hotel was the most anticipated hotel project in recent years in Moscow, and was very high profile

because of its location in the heart of Moscow, next to Red Square and the Kremlin.

This led to very high expectations from the investor, so the quality of the installation for the equipment had to be first class and all equipment supplied and installed went through very thorough tests and inspections. There were many hurdles to overcome in order to achieve the required standards.

Which aspects are you most proud of?

The proudest aspect for me on this project was the client's satisfaction with the finished kitchens. Seeing all the kitchens

and their equipment in full operation, producing top-quality, first-class dishes was a very proud moment for me. To top this off I received compliments and thanks from both David Hemmerle, executive chef, and Matteo Guida, executive sous-chef, for achieving such a high standard and quality finish in all the kitchens. They had both been on site for many months as part of the hotel's pre-opening team, so had seen at first hand all the difficulties Alicontract had to overcome in order to develop from a building site to fully operational kitchens.

electricity supply and everything else fits the solution," says Enrico Giulietti, general manager of Alicontract.

"We focus on extreme integration with the building because we understand the needs of the operator, so even with a 10-year construction process such as that required for the Four Seasons Moscow we know where to push, and we put in the maximum effort to meet the opening date. Through a single point of contact, our clients get an end-to-end service on big projects, from the plan on paper to its execution and beyond into the after-sales service," he adds.

For Musto, the adaptability of Alicontract has been a real benefit. "When I arrived two years ago Alicontract was already working for the hotel owner in our laundry and kitchens. We quickly built a very healthy relationship based on mutual trust. They are just a phone call away and they are very receptive to feedback. They share our values and they are flexible in their approach," he says.

HIGH-END BRANDS

The kitchen design was developed by the foodservice consultants Burmistrov and Partners,

After its opening the Four Seasons Moscow became one of the city's premier hotels and has seen the world's political elite and a host of celebrities pass through its doors



and executed by Alicontract, featuring high-end equipment from Ali Group brands. It has been welcomed by executive chef David Hemmerle, who brings an artistic French touch to the hotel's restaurants and whose skills help define their superior quality.

"The Four Seasons Moscow is an overall experience where the culinary identity and service will develop the art of life in the hotel. We propose many options for our guests, which is very important. It has to not only be top notch but also cater to the diverse tastes of our guests, who include international travellers and Russians. The signature Four Seasons service, the best attention to guests, the best chefs and team in town are what guests will experience," he explains.

The essential equipment in the four kitchens includes Friulinox refrigeration and blast chillers, Wexiödisk washing machines (rack conveyor machine, undercounter glass and universal pot washers), Eloma baking ovens, a Carpigiani batch freezer, Williams' heated banqueting trolley, Ambach's one-piece hygienic top cooking suites, and much more.

"These help us to create dishes that reflect the destination and have an authenticity to them. I am very proud here of the Russian menu offering that we have, combining both contemporary vision of the cuisine along with the well-known classics, but I always look forward to the process of creating something new."

THE VIEW FROM THE TOP

After its opening the Four Seasons Moscow immediately became one of the city's premier hotels and has seen the world's political elite and a host of celebrities pass through its doors. During 9 May parade alone it saw three presidential visits.

"In six months I've seen more VIPs and heads of state than in any of the other hotels I have worked in," says Musto.

Musto's wide experience of travel and hotel

management has been essential to the property's success. Italian by birth, he traveled the world to learn English before joining Four Seasons in Bangkok in 1998. So far, he has worked in ten of the brand's properties from Hawaii to Tokyo, learning every step of the way.

"Working in different cultures not only increases your knowledge, but also teaches you how to adapt. Russian culture is very different to Egyptian or Thai culture, but while each is unique the service delivery at Four Seasons is the same in each country. The brand needs adaptable people to be 'culture carriers' to ensure that our brand competes with the top tier in any market," explains Hemmerle.

"We want to constantly develop the brand in Russia and the CIS [Commonwealth of Independent States]. We would not be at the top of the game if we ever thought we had reached where we want to be," says Musto.

This year Four Seasons Moscow will add an exclusive spa featuring a naturally lit indoor pool, and to enable people to enjoy the light nights of Moscow's summer, a new terrace will open outside the bar overlooking Red Square. No doubt there is much more to come. ■



Ali Group brands in Four Seasons Moscow in Red Square include Friulinox, Wexiödisk, Eloma, Carpigiani, Williams and Ambach



THE ADDED VALUE OF ALICONTRACT

Alicontract played a vital role in realising the high-end kitchen design specified for the Four Seasons Moscow. Working with kitchen designers, construction teams and hotel owners it provides bespoke turnkey solutions through a **single point of contact** to help its clients improve their workflow, boost their efficiency and ultimately achieve greater profitability.



"We are the contracting division of the Ali Group, which is a leader in kitchen equipment, and we focus on the delivery and execution of kitchen designs. We handle everything from manufacture to implementation and through our commitment to local after-sales service we are a one-stop shop for kitchen

solutions," says **Enrico Giulietti**, general manager of Alicontract (left).

The company supplies brands from the whole range of Ali Group companies - such as Ambach, Scotsman, Bongard and Amana - and manufacturers outside the Group where necessary. It operates on a truly global basis through a vast network of local partners - from sub-Saharan Africa to Kazakhstan, from Indonesia to Afghanistan - and has over 20 years' experience of major projects.

"We ensure that restaurant and hotel chains or large operators get a unique contact person to manage a project professionally and effectively from start to finish, giving our clients the added advantages of working with a hugely experienced and reliable partner that innately understands different regional markets across the globe. Alicontract can supply everything for the kitchen and laundry services. We provide the complete solution on a truly global basis and we stay very close to our customers to help them remain responsive as their business changes. What's more, our commitment to after-sales service is beyond compare," says Alicontract's Giulietti.

SECTORS ALICONTRACT OPERATES IN

- Hotel
- Marine
- Airports inflight catering
- Oil, mining and construction
- Canteens and large communities



The restaurant serves 700 covers every day

ART OF THE POSSIBLE

Williams innovation takes center stage at the The Mondrian London at Sea Containers, reports Tina Nielsen

London's South Bank river walk saw the addition of a new imposing reference point last year. The Mondrian London at Sea Containers, a five-star boutique-style luxury hotel owned by Morgan Hotels, opened its doors following a lengthy and complex reconfiguration of the famous building.

It is an impressive structure, inside and out. British designer Tom Dixon took inspiration from the 1920s luxury cruise liners and there are plenty of features to reinforce that nautical feel, from the gigantic copper-clad hull-shaped wall, which dominates the lobby area, to the smooth dark wood panels and the port holes giving diners a behind-the-scenes insight into the kitchen.

The site has returned to its original purpose, as it was intended to be a hotel when it was constructed in 1970, but at the time of its construction a struggling economy meant that it made financial sense to deploy the building as rented office space.

EFFICIENT AND RELIABLE

The Mondrian features 359 beds, three restaurants, two bars and a spa. The Sea Containers restaurant is open for service from 6am to midnight every day and serves up to 700 covers every day. It means the kitchen needs sturdy, efficient and reliable equipment that can withstand heavy usage.

The big open restaurant area is supported by a main basement production kitchen, which does most of the heavy lifting, and a smaller show kitchen at the back of the restaurant. Foodservice consultants Tricon found plenty of challenges along the way when they embarked on the kitchen design.

The biggest problem was always space in the subterranean kitchen. "When we met the developer for the first time, we walked into what was the car park, which had a very heavy structure and very low ceilings. We were told 'there's your kitchen,'" explains managing director Mike Coldicott FCSI.



The kitchen at The Mondrian London needs sturdy, efficient and reliable equipment that can withstand heavy usage

"Your first point of reference is that kitchens need to be well ventilated and they need to accommodate lots of mechanical electrical services. All of that has to happen out of sight, above ceiling and below floor." The solution was ventilated ceilings as opposed to ventilated canopies and ensuring many of the services were integrated so they didn't impact on the footprint.

THE CHALLENGE FOR WILLIAMS

The space and more specifically the issue of height posed the biggest challenge for Williams Refrigeration when they set about fitting the kitchen. "We had to adapt some of the cabinets to roll-in type units to maximize the useable space," says business development manager Toby Magness. A slightly unusual requirement by the Mondrian was the cold room walls with a 30-minute fire rating because they sit right next to a fire corridor.



TOBY MAGNESS TOP PROJECTS

I really enjoyed working on The Shangri-La at The Shard. It's such a landmark building

Northern General Hospital in Sheffield, UK, was a much less glamorous scheme, but an equally challenging project in design, operation and innovation

There are some great fast casual operators in the UK who are very switched on with design and equipment

Height posed the biggest challenge for Williams, who adapted cabinets to fit the space



Coldicott has noticed a real trend in kitchen spaces getting tighter, especially in London due to increasing cost per square meter. It means that operators and developers want to create as much front of house space as possible and give as little space to back of house as possible.

"We are seeing operation management procedures that mean restaurants might be running shift systems where the kitchen is operable 24 hours a day. The pastry bakery might start at 2am and go until 8am when the main shift starts for the day. In the evening it might be banqueting or conferencing," he explains.

"Mondrian as an operator is creative with the way they use space and the ability to fit within tighter areas enables us to take a more creative approach in how we deliver the back-of-house kitchen operation," says Coldicott.

He sees the spatial restrictions as a challenge



"The kitchens get squashed into smaller spaces so we need to be more innovative with our refrigeration solutions"

rather than a problem – the only way to deal with this is with pragmatism. "You can stick your head in the sand and say 'the kitchen should be 500 square meters'. If the client only has 350 it doesn't matter how many times you bang your head against a brick wall it won't happen," he says.

DRIVING INNOVATION

For manufacturers the lack of space helps to drive innovation. "The kitchens get squashed into smaller and smaller spaces so we have to be more innovative with our refrigeration solutions," says Magness. These include mobile prep station units and reduced depths counters. "We even provide an external cold room so restaurants can move it into the car park."

Industry trends include front of house refrigeration, such as wine displays and patisserie display chillers, becoming more relevant, energy

and environmental issues becoming more important and the problem of smaller spaces. "But, above all, life-cycle costs are still the main factor," he says.

At Mondrian the bulk of the food preparation takes place in the basement kitchens but, at the back of the restaurant space upstairs, is the show kitchen. How did the challenge of designing the two differ? "No doubt, downstairs needs to be robust, durable and practical," says Coldicott. "Upstairs you have to consider diners looking into the kitchen so it has to look considered in design. There's no point in having a beautifully designed dining room and when you look back of house at something that looks like stainless steel bashed together."

When it comes to the equipment that goes into the kitchen the criteria is very clear – above all it has to deliver to the F&B brief, do the job properly, perform well, be durable and have the life expectancy that reflects the ROI that developers



"The beauty of the Williams equipment is that it is highly environmentally efficient and has excellent recovery time"

are looking for. More recently sustainability has come into the mix too. "Utility costs are increasing so kit that uses less energy has a major impact on the overall design. We are constantly telling clients that if you select and specify your kit appropriately there is a significant percentage gain to be benefited from," says Coldicott.

He also adds that Williams refrigeration met the essential requirements for Mondrian. "The beauty of the Williams equipment is that it is highly environmentally efficient, it has excellent recovery time and is a very well engineered product. For that particular site and the nuances in the design it ticks so many boxes," he adds.

It is an exciting time to work in the industry. Magness points to the fast casual dining sector as one that is performing strongly. "It is a real scramble at the moment," he says. "They all seem to want to open sites in the same place at the same time." ■



The commercial shipping industry is truly global and success
CROSSING
 in the shipbuilding sector often requires knowhow, products and skills
THE
 from very different cultures to come together seamlessly.
CULTURAL
 Jim Banks looks at a successful business partnership
DIVIDE
 that brings together Finland and South Korea



South Korean company Jeitek is at the heart of Asia's shipbuilding industry and supplies some of the world's busiest shipyards

The world of international trade is supported by the keels of the huge commercial ships that plough the oceans. Shipping lanes are the arteries of trade through which flow some of the biggest structures that human industry has produced and the shipbuilding industry that creates them is spread across the globe.

Even with the dip in the global economy, commercial shipping is still big business, carrying 90% of world trade. A world fleet of approximately 55,000 merchant ships registered in over 150 nations and manned by over one million seafarers of virtually every nationality transports all manner of cargo used in everyday life, from food, to cars to clothing.

It is an industry that hinges on geopolitical and economic trends, but also on the vision, determination and co-operation of individuals with long-term goals and the drive to reach them. Taina Salonen, director of Metos Marine, from Finland, and Jong Chan Park, president and CEO of Jeitek, from South Korea, are from different corners of the world but have created a consistently successful business partnership spanning two decades.

South Korean company Jeitek is at the heart of Asia's shipbuilding industry and

supplies some of the world's busiest shipyards. Park has spent his career building the business from his hometown Busan, the second largest city in Korea and center of the country's marine and offshore business. Busan is also the fifth busiest container port in the world.

In the early 1980s Park worked for a company that acted as a local agent for many European suppliers, then in 1988 he started Jeitek, which manufactures stainless steel furniture for commercial ships as well as supplying turnkey galley and laundry equipment, and other essential elements for ships' public spaces.

The company has taken on some huge contracts, including offshore projects such as Mariner for Statoil in the North Sea, growing from just two people to 150 staff. That success has come from Park's vision, optimism and hard work – the qualities that still serve him well at a difficult time for the global market.

“Shipbuilding in Korea is down, partly because of the financial crisis in Europe and in Greece in particular,” he says.

“Even so, I want to keep up our annual sales volume by increasing our share of the market. For that we need special equipment and to provide better service. We have the strongest

manpower of any vendor and some good partners, so I am still very positive,” he adds.

A HISTORY OF SUCCESS

One of Jeitek's key partners is Metos Marine, for which Park is the agent in Korea. Today, he brings in around 50% of Metos Marine's business.

Metos has a long history in Europe, where it sets the standard for the manufacture and distribution of professional kitchen equipment. It supplies high-quality products, comprehensive service and kitchen intelligence consultancy to an international client base. Its core principle is continuous innovation and development to better understand and serve the needs of its customer.

Park began working with Metos in the late 1980s and since then they have worked together on 3,145 ships. It took almost 20 years to get the orders for the first 1,000 ships, but only five years later the total reached 2,000, and

(Above right) Jong Chan Park, president and CEO of South Korean firm Jeitek

50% Half of Metos Marine's exports go to Korea, around 20% to China and 7% to Europe. Its turnover is growing by €1m each year and it is expanding into new markets like Dubai and Brazil where shipbuilding is growing fast.

Metos has the lion's share of the Korean market (40%). Key customers in Korea are Hyundai Heavy Industries (HHI), Daewoo Shipbuilding and Marine Engineering (DSME); and Samsung Heavy Industries (SHI).



Taina Salonen of Metos Marine (left) has worked with Jeitek on over 3,000 ships since the two companies began collaborating together since 1988



“It is a niche area that requires technically different equipment, so you need to have specific marine knowledge”

surpassed 3,000 by 2014.

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

BRIDGING THE WORLD

The relationship between the two firms has been very positive from the beginning. Taina Salonen, director of Metos Marine based in Finland, has witnessed much of the company's development in her 20 years with the business. Metos began selling marine equipment in the 1960s and formed the separate business unit Metos Marine in the 1970s. It focuses on the

commercial shipping sector where it is known for its commitment to forming close long-term partnerships with its customers.

“I am in for the long term, like many of the people who work here,” says Salonen, who joined the company in 1984 after her studies in marketing and economics.

“The marine sector has changed a lot, so our focus is on commercial shipping and some cargo ferries that operate in Scandinavia. Every kind of ship has a galley and a crew that needs to eat. There are very few competitors in

“Metos is very flexible. It is different to many European companies”

our market as it is a niche area that requires technically different equipment, so you need to have specific marine knowledge. Our brand is very well known among international customers because our equipment is very high quality and we are also able to compete on price with suppliers in Korea and China,” she adds.

Long-term relationships are essential. Orders for ships are placed a long time in advance, so Metos Marine may be brought in 18 months ahead of delivery rather than three months for Metos' land-based business. The company's key selling points are its guarantee of high quality products, the easy availability of spare parts, long warranties and excellent after-sales service.

Equally important is its



understanding of Asian culture and how to get deals done in Korea. As a Finnish woman Salonen had to bridge a cultural divide but she is determined, independent and thinks long term, which made the transition simpler.

“When I started out in this industry I was the only woman, so people remembered me. But business is business and for a Westerner in Asia you are always different whether you are a woman or a man. I got a lot of help from JC Park to

adapt to Asian culture where it is important to listen and give people room to speak. As a Finn I fit in well with Asian culture, where tolerance of silence is higher than that of Europe or America. In Korea people like to say 'yes' rather than 'no', and it is important to be polite,” she remarks.

“Shipyards are very tough buyers and they are good at creating competition between the big global suppliers and smaller local companies. It is good to be part of the bigger Ali Group company,” she says.

“It adds stability and helps us to secure finance. So, we have strong back up and that makes us a good partner. Mr Park has been vital for the development of Metos Marine. He's been there from the beginning and we have worked with him through the impressive

growth of his own companies,” says Salonen.

PARTNER UP

Metos Marine and Jeitek remain true partners in a world where business relationships can be fickle. “Metos Marine understands our business and our culture,” says Park.

“Taina is a person well suited to understanding Korean habits. If you get a question from a Korean customer about whether you can supply something and you say 'no' then it is seen as impolite.

You must always start with a positive answer, so you never say 'no' but you say 'yes, but...' Taina and Metos understand this, and they are prepared to help us fight hard to gain market share.” ■

HEAVY DUTY
Metos Marine's equipment is, says Taina Salonen, “Very robust to start with”, whether that's for land business or for installation at sea. “The equipment has to be really heavy duty and hard-wearing.”

“The equipment has to be really heavy duty and hard-wearing”

Having equally robust fittings for the equipment, capable of withstanding rough conditions at sea is essential, says Salonen, particularly for installations on icebreaker ships facing hazardous transit. “Everything has to be marine fitted to the deck or the wall on board the ship, so the fittings are very important. We install the equipment with stoppers on guide rails so that they glide very easily and containers don't fly out. Storm rails in front of the equipment ensure the equipment is safe to use when the ship is rolling at sea.”

“Everything has to be marine fitted to the deck or the wall on board the ship”

Operating in a humid country like South Korea also presents problems that Metos Marine have to consider when packaging and installing their equipment. “Humidity is a problem for electrical equipment in Korea,” says Salonen. To deal with that Metos Marine ensure that the equipment is labeled with very clear instructions to the operators so they can ensure any trapped humidity in the equipment is handled correctly before use.

ON THE RISE

The global demand for donuts continues to soar and **Frank Chandler** of Belshaw believes his firm, along with partner QualServ, is perfectly placed to rise to the challenge, learns Sue Holaday

Producing donuts in today's world has little to do with the old Dunkin' Donuts commercial in which a chubby little chef rises in the early hours of the morning, declaring: "It's time to make the donuts."

At Belshaw Adamatic Bakery Group in Auburn, Washington, USA, the 92 year-old company, a member of the international Ali Group based in Milan, Italy, manufactures donut production equipment for retail and wholesale companies worldwide. Clients range from fast food chains to supermarkets and large-scale food processing plants.

President Frank Chandler, who joined the company in the fall of 2013 from a post as general manager of ITW Vulcan's Charlotte, North Carolina, facility and, earlier, was manager of Wolf Range, brought his vision to the company where he calls his tenure "great". The Ali Group, he declares, lets its management "run the business without micromanaging".

The brand, with its strong customer base and people, has an experienced staff that includes 10 people honored this year for their 30-year tenure. "Our main strengths are the brand and our people. That separates us," he says, from the competition.

A BRIGHT FUTURE

Belshaw, Chandler explains, was a family-owned company for many years with "few systems in place, little or no competition and no drive to change. Since I've been here, we've been upgrading."

The vision for the future is bright, he notes. "The plant and operations are moving toward being world class. However we can't grow and win through just our operational excellence, we must also identify high-growth markets and try to get there first. We are currently in 120 countries."

Among the growth areas Chandler

sees are stores, supermarkets, chains and unique independents. "The average donut costs 10 to 15 cents to produce, but has very high margins. Donuts are a separate niche," says Chandler.

Next year, Belshaw will focus on expanding its line of large fryers, allowing them to move into new markets. The company's largest machine makes 30,000 donuts an hour. "We want to offer one-stop shopping," says Chandler.

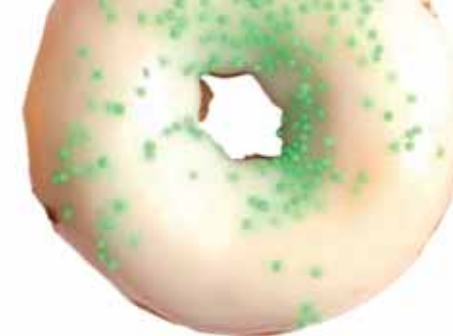
This year, the company has improved its

capacity, allowing the manufacture of three Century Donut product lines per month. A new Jelly Filler auto-fills 1,200 pieces an hour with jelly, jams, crème or custard.

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

The company's 'hero products,' he explains, are the donut Robots Mark 2, capable of 400 donuts per hour; Robots

"Since I've been here, we've been upgrading both products and systems"





“Belshaw robots have a reputation for durability and dependability, and can be found throughout the world”

Mark 5 which handles 600 an hour and the Mark 6, 1,000 per hour. “The donut robot is the product Belshaw was built around. It is used everywhere, allows for hands-free operation and dramatically reduces labor. The sizes vary based on need from the ones listed, all the way up to our large industrial fryers. Belshaw robots have a reputation for durability and dependability, and they can be found throughout the world.”

In his first two years as president,



Chandler learned that the company’s brand is recognized worldwide as the leader in the industry.

“However” he observes, “competition is growing and Belshaw needs to continually improve and upgrade its offering to stay ahead of it. Product development is a key to future growth.

“The manufacturing model is too complex. We are simplifying the process, creating documentation, verifying processes, creating procedures and repeatability.”

He sees a great opportunity to grow internationally, noting that “as Dunkin’ Donuts, Krispy Kreme, Mr. Donut and others expand, the donut is gaining international acceptance. We not only

have an opportunity to grow with the giants, but also to provide equipment to the entrepreneurs that arise after the introduction of donuts to countries throughout the world.”

PERFECT PARTNERS

The company’s partnership with QualServ, a single source solution company providing major chains such as Dunkin’ Donuts, Baskin Robbins and others with manufacturing and consolidation services, has proven beneficial to both. It began with Dunkin’ Donuts doing a major new product rollout and QualServ joined Belshaw in servicing the chain.

EJ Morrow, president and CEO of



“The donut robot is the product Belshaw was built around”

QualServ, believes his company’s biggest assets are listening, meeting what it has to deliver and being cost competitive. The ‘golden rule’ for QualServ starts with listening to the customer and understanding how it can provide value solutions.

“Most important,” Morrow notes, is to “pick a partner that best serves the end-user. What’s most important is getting satisfaction from servicing needs and being part of a value chain.”

Among the challenges in partnering with Belshaw, he recalls, was the “exceptional demand from the end-user. We worked with Belshaw to smooth its production and overcame challenges with planning, constant communication and transparency, plus having a game plan. It came down to having common goals.”

Morrow sees partnerships as a mutually beneficial relationship in which “everyone delivers for the end user. That’s a common

theme with the Ali companies. It comes from their leadership.

“Our products and services aim to offer total services such as custom millwork and wood and metal fixtures, installation and distribution, equipment and supplies, smallwares and custom stainless steel fabrication,” he explains. “We are part manufacturer and consolidator.”

The “total solutions” are designed to include engineering, design project management and more.

Foodservice, Morrow believes, is evolving rapidly and will continue that growth. “In the US, half the dollars spent on food are outside the home. The industry is pretty steady. In 2008 when the economy collapsed, it remained pretty stable compared to other industries.”

Menus, he declares, “drive the need for equipment. We see proliferation of chains that need remodeling, more competition and new markets. We look for emerging chains that will grow.”

Morrow believes there will always be cost pressures. “That’s where QualServ comes in. We have to understand value and supply chains and leverage the latter. We look at which products and companies are best for the end user and we are facilitators, trying to mitigate logistics, costs and do field service installations, design, engineering and procurement.” ■



FRANK CHANDLER IN PROFILE

Belshaw’s Frank Chandler likes the fact that “no two days are alike” about his job, and that it is “not about doing the same thing over and over”.

He joined Belshaw “because Ali Group allow you to make decisions and that attracted me. I prefer to be in a business that’s quick and lets you be responsive to customer needs.”

In his free time, Chandler enjoys the outdoors, travel, family and sports. “I have three children. My oldest son has been in the NBA for 15 seasons and will play for the Phoenix Suns next year. His success comes through teamwork, as does Belshaw’s. We’ve got a winning team in place.”

He says he is driven, strategic and open to new ideas. “I grew up playing sports and always wanted to win, and I treat my business the same way.”

Chandler restructured Belshaw’s manufacturing operations to eliminate non-value-added tasks and separated R&D from engineering to focus on the future, as well as segmenting the business into three segments - Industrial, Retail and Parts - to allow focus.

Chandler outsourced the majority of retail parts to fix lead-time and capacity issues, redefined roles to create focus and end overlap, and eliminated the Adamatic Roll line that was draining resources and not profitable. He also restructured the sales team to create accountability.

BELSHAW IN NUMBERS

NUMBER OF BELSHAW EMPLOYEES:

109

SIZE OF THE MANUFACTURING FACILITY:

85,000 SQ FT

NUMBER OF MACHINES PRODUCED EACH YEAR:

4,500

NUMBER OF DONUTS MADE WORLDWIDE:

5 BILLION



MAKING ICE FOR AIRLINES

Scotsman is one of the biggest names in the ice machine industry, the quality of its machines matched by the quality of its service. The firm forms close ties with its customers and nowhere is this better demonstrated than with Singapore Airlines, Scotsman's **Alessandro De Blasio** tells James Bennett

Singapore Airlines uses ice machines from Scotsman in its premium lounges

In the aviation business the quality of passenger experience is the biggest differentiator between airlines. The environment that an airline creates on its plane and on the ground in its lounges leaves a lasting impression on passengers, so a lot of time and effort goes into planning the details.

In the airport lounge there are many details that come together to create a luxurious and relaxing environment and for Ali Group company Scotsman it is a ringing endorsement to have been chosen to supply its machines to Singapore Airlines, which has an established reputation as one of the world's best carriers.

"Nugget ice is very popular in coffee chains and bars, but is also why some important clients such as Singapore Airlines chose to work with us. The airline uses our machines in its premium lounges – for

"The environment that an airline creates on its plane and on the ground in its lounges leaves a lasting impression on passengers"

First Class, Business Class and Gold Class – because they have an attractive appearance and are good dispensers for the kind of ice they want. The appearance is very important for this client because it pays a lot of attention to detail in its lounges and everything has to fit well with the larger design," says Alessandro De Blasio, vice president of sales and marketing for EMEA and Asia Pacific at Scotsman.

De Blasio, who has been back in his native Italy for the last year after working in Singapore and other key markets, is in charge of marketing for every

region outside the Americas. During his 20 years with Scotsman he traveled everywhere to get to know the company's clients, feeding back their needs to help shape its global strategy and ensure that the brand keeps evolving.

"We are one of the most prestigious brands in the market but we need to stay fresh. One of our main targets is to push the brand further in terms of recognition and we will achieve that with the changes we have made to the roadmap for new products. It is relatively easy to plan for the next five years, so now we have to implement that plan with a lot of energy," he says.

Scotsman is a truly global brand and has three main factories – located in the US, Italy and China. Staying close to its key customers around the world is an essential element of its strategy and it is vital for Singapore Airlines.



“The relationship with Singapore Airlines is built on quality, reliability and service”
Alessandro De Blasio



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

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

“We have the best network in the world and we were the first to be present in so many countries. We can install and maintain our machines anywhere in the world and that is important because our machines must always have the best service wherever they are used,” says De Blasio.

NO COMPROMISE ON QUALITY

The relationship with Singapore Airlines, which has two Scotsman ice machines in each of its premium lounges, is built purely on quality, reliability and service.

“Singapore Airlines is one of the best airlines in the world. It has achieved that status by setting very high standards. Our products are now installed in all of its premium lounges and that process was very straightforward. We do all of the servicing and maintenance – that is one of our competitive advantages because the airline will not allow any mistakes or faults,” says De Blasio.

“There is no corporate agreement between Scotsman and Singapore Airlines. It is not a partnership. It chose our machines because they provide the right type of ice, they dispense it efficiently and they look good. The airline wants the best and has very strict criteria for choosing its suppliers. It is for that reason that its choice of Scotsman is a strong recommendation for our products,” he adds.

When it comes to providing after-sales service, Scotsman emphasizes responsiveness. Its service network includes

key hubs – such as Singapore, South Africa and Dubai – as part of a strategy that allows it to stay close to its customers.

“We have service managers in key centres around the world to ensure best practice in service and maintenance in every region. That is how we ensure that customers such as Singapore Airlines feel they are being well looked after. We don't need to supply the airline with any customized products, just our standard high-quality products backed up by the best after-sales service,” De Blasio says. “Singapore Airlines uses the same style and equipment in all of its premium lounges, providing a consistent passenger experience all over the world. We have over one million products installed around the world and they are our best advertisement. I see them everywhere I go. We work closely with our customers, and service is our value-add. That works very well with a client such as Singapore Airlines that has such high standards,” he says.

BUILDING FOR THE FUTURE

Scotsman continues to innovate and will soon be launching its latest suite of new products, which includes the MXG premium gourmet cube machine that can make a crystal-clear cube of ice in any size or shape that is required. The new machine will receive a grand unveiling at Host 2015 and is the first step of a huge renovation program De Blasio has started towards renewing all Scotsman products.

“The market penetration for ice machines is very low. Only 10% of the foodservice market in Asia uses them, although that figure rises to 30% in Europe and 85% in the US. That is why a focus on Asia can give us sustainable growth in the future,” says De Blasio.



“Singapore Airlines wants the best and has very strict criteria for choosing its suppliers”

“We focus on using less energy and less water to make ice. Also, premium ice is becoming more popular as customers are becoming more sophisticated in how they make drinks. Mixologists in bars want to use different ice that is very clear, so that is something we can provide,” he adds.

Scotsman's focus on quality, consistency and reliability makes it the ideal partner for customers such as Singapore Airlines, and the company will keep on pushing standards higher in the years ahead. ■

Scotsman's TC180 uses less energy and less water to produce ice, making them an ideal partner for Singapore Airlines



SINGAPORE AIRLINES INDUSTRY TRENDSETTER

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

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



**PIZZA
LIKE YOU'VE
NEVER TASTED
BEFORE**

It is no easy feat to reinvent Italy's most famous dish, but YouPizza has done just that and in a short time has become a roaring success. Jim Banks speaks to the founder, **Corrado Cerri**, about bringing his idea to new markets

Corrado Cerri, the founder of YouPizza, is in his own words "a man of finance" and not a chef, but he has always retained an abiding passion for food. At the relatively young age of 39 he has had many different chapters in his career, beginning as an auditor for KPMG, before deciding to go from business analyst to entrepreneur and to create a new approach to Italy's most famous cuisine: pizza.

When he left KPMG Cerri got his first taste of the restaurant business when he became CEO of a fast food company in Milan, making gourmet panini. As he watched that company grow from one shop to ten branches he gradually built a new concept of his own and in 2011 YouPizza was born in the heart of Milan, just a few steps away from the world famous Duomo.

"I wanted an easy cooking process but a very high quality product," Cerri explains. "I travelled a lot in Italy and in the US to understand the type of pizza I wanted to make and to find suppliers. There is something similar in Milan, but it is ancient and I wanted something new, not only in the kind of pizza we would make, but also in the design of the restaurant."

Cerri has reinvented a classic Italian dish – a pizza with a thick, crispy base that is soft on the top. The secret is in the dough, which is made with organic flour and has no additives at all, and in the fresh, high quality ingredients that go into the topping. Everything on the menu is prepared in full view of customers, who can enjoy their meal in an atmosphere that blends the best of fast food with the best in fine dining.

"The pizza is very light and easy to digest. We opened first in downtown Milan, so we

are near many businesses and hotels. Most of our customers are people who work nearby, as well as tourists, and we wanted to give them something they could eat every day without the heaviness of a traditional pizza. We start with breakfast from 8am and close at midnight, so people might even come in for two meals in one day. It took a lot of work to find the right suppliers and the right location for the first restaurant, and it took ten months just to get to the final recipe. It might look like other thick pizza, but ours has a very different taste and is much lighter," explains Cerri.

"The restaurant is very different to the traditional pizzeria that you find in the southern part of Italy, which tend to be really old-fashioned. We have a very international atmosphere with high-quality table service and also fast turnaround for lunch. We have a more modern design and young, energetic staff. From the first moment we opened we have had a good response to our food and the style of the restaurant," he adds.

"I wanted an easy cooking process but a very high quality product"

Oem exports to
125
countries and has a
Pizza Institute



MOVING ABROAD, USING OEM

Making a success of a restaurant selling a very Italian dish is not easy. The world's biggest markets for pizza sales are the US first and France second. 'Why not Italy?' you might ask. The answer is that Italians make a lot of their pizza at home. Standards are very high, so creating a new restaurant and a new recipe popular with Italians is a great achievement, and that is just what YouPizza has done.

Cracking the domestic market has created the ideal platform for taking the YouPizza concept overseas and Cerri has quickly found a lot of eager customers abroad. His current goal is to open a string of restaurants in the Middle East.

Cerri is keen to grow the brand. "We always wanted to expand outside Italy, but right from the very start there was interest from the investors in the United Arab Emirates. We have explained our idea to foreign investors at international trade shows and now we are in partnership with Oem, which has helped us to

move towards signing a joint venture agreement with a company in Dubai for a franchising deal," says Cerri.

"To get the crispy base and the soft top you need a premium oven"

"We will own and run our own flagship store in Dubai, but there will be more franchises. When that happens it is essential that we maintain the high quality of our food in all our restaurants all over the world, which is why the partnership with Oem is very important," adds Cerri.

HIGH STANDARDS

Oem's Pizza System [see sidebar] makes it easy to maintain consistently high standards because its products are designed around a deep understanding of what makes pizza such a tasty and satisfying meal. But Cerri did not choose the partnership without first doing his research. He is, after all, a numbers man.

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



Corrado Cerri, YouPizza founder



Corrado Silvestri, Oem general manager

Triple chamber digital oven - Energy series, model 63SL/3



**OEM:
THE PERFECT PIZZA SYSTEM**

Oem, which is part of Ali Group, has developed its own Pizza System, which has taken the knowledge from the long history of Italy's finest pizza makers and distilled it into a range of equipment that is simple to use and guarantees the level of quality that is especially important to a restaurant chain that is looking to grow quickly and open up new international market.

"It is a complete system to control food, energy and labor costs. It is as simple as ABC. You don't need a pizzaiolo or any other specialised staff. The machine can make the dough to your recipe, refrigerate it then prove it in the open air. The pizza press gives you the same size and thickness every time, so all of the pizzas you make are of exactly the same standard," says Corrado Silvestri, general manager of Oem.

"Because you know how many portions you will get from a certain amount of dough you can easily control your costs. Anyone can use it with just a little practice. Yes, it is standardized, but there is never any compromise on quality. It just ensures that you get the same taste, no matter where you are."

Good pizza is all about the quality of the flour and the cooking process. The right temperature is the key to getting the right crispiness on the outside while keep the softness in the middle. The Pizza System gives people the freedom to adapt their own recipes with confidence, knowing that the preparation of the dough and the cooking process will be consistent each time.

"You get the same taste, no matter where you are"

Oem already exports to 125 countries, so it has the international reach to help YouPizza open up in the Middle East and in other new markets.

"At our factory we also have a Pizza Institute where people can learn how to make pizza and where we can train dealers in the technical issues. We are very strong on training and after sales service. Oem is the best name in the market and that means we can motivate our customers and work with them to realize exciting new ideas, such as YouPizza," says Silvestri.

YouPizza is looking to expand in Italy, through Dubai into the Middle East and perhaps further into other European markets. Whatever form this expansion takes everything is built on the core concepts for the flagship store in Milan – the quality of raw materials and the service. Cerri certainly has a lot on his plate, but he has the right ingredients and the right fuel to keep him going.

"The food business is very tough, so you need perseverance to reach your goals," he says. "You must understand what customers want and you need passion. I love pizza and I am always trying to make small improvements to the recipe." ■

"The atmosphere blends the best of fast food with the best in fine dining"



Rolleston currently operates at **29,000 UNITS PER YEAR**

Moffat moved to Rolleston **DEC 2014**

Rolleston currently has **180 STAFF MEMBERS**

Moffat invested in technology to increase capacity, with new high-speed laser cutting and folding systems

TOP OF THE RANGE

Cooking manufacturer Moffat's New Zealand manufacturing plant was severely damaged in the 2011 Christchurch earthquakes. Jacklyn Lloyd speaks with Moffat's Greg O'Connell about how the company rebuilt and became a global force

Looking range manufacturer Moffat's partnership with the Ali Group was formed on the 1st of July 2000 and celebrates a 15-year anniversary this year. Group managing director, Greg O'Connell praises their unique partnership. "Part of the strategy for the partnership was a developing presence in the US and Europe, and the Group wanting to have a greater presence in the Asia-Pacific region. Moffat was able to help establish this."

QUALITY PRODUCTS AND SERVICE

O'Connell sees this partnership as providing invaluable support and global exposure, "The Ali Group is absolutely committed to the foodservice sector and as a result significant synergies exist. We're part of a large group but each company is run as an independent organization." This allows for local management owners who know their market to run their own businesses. and in turn, "improves the quality of products and services we provide our customers," says O'Connell.

While Moffat's partnership with the Ali Group has enabled greater opportunities in the foodservice sector, in February 2011 the devastating earthquakes that hit Christchurch really impacted Moffat's Phillipstown facility. "The city was pretty much destroyed," O'Connell sadly reflects. "Our plant was severely damaged and capacity was reduced for some time. We were able to salvage the plant in terms of making it safe for all staff to continue production and maintain our high standards for quality products. We immediately commenced to plan our relocation. We considered a number of local and overseas locations and with the total support of the Ali Group decided to remain in Christchurch. This was the best economic solution for our business."

As a consequence of the quake, the Phillipstown facility suffered a problem with liquefaction that O'Connell describes as "wet grey mud that comes from deep below the grounds surface and comes through the floors and affects the landscape." The Phillipstown plant had more than 300 tons of

this liquefaction. To help rid the plant of this 'mud' O'Connell acknowledged the considerable efforts of all the staff, many of who were also dealing with their own personal circumstances resulting from the earthquake.

A STATE-OF-THE-ART FACILITY

In December 2014 Moffat moved into the new Rolleston plant in Christchurch – almost four years after the earthquake. Prior to securing the new location extensive research was carried out to ensure the best possible site was selected. "We engaged experienced partners to design and build a state-of-the-art facility," says O'Connell.

The new facility is 14,000 square meters and is designed to improve productivity and quality. The development of the new plant enabled Moffat to carry out a review of their manufacturing processes and as a result O'Connell also invested in new technology. "New high-speed sheet metal laser cutting and loading systems and an automated sheet metal folding cell will significantly increase capacity. Also coming later this year is a continuous Porcelain Enamel Plant to insure the very finest of finishes."

The Rolleston manufacturing facility produces Moffat's Waldorf and Blue Seal range of heavy-duty cooking equipment and Turbofan convection ovens. Currently operating at 29,000 units per year increasing to 33,000 units in 2016. The expansion of Moffat's capacity

The new Rolleston plant in Christchurch is 14,000 square meters and is designed to improve productivity and quality

GREG O'CONNELL: PROFILE

What motivates you?

"To create the best working environment for our people. They're our greatest assets. I'll personally never forget everyone's involvement in helping the company get us through what was a very difficult period."

What do you do in your free time?

"My family is located around the world and I enjoy visiting them and spending time with the grandchildren. Together with my family and friends I enjoy my involvement in Thoroughbred horse racing."

Are you a foodie?

"I'm not great in the kitchen but I'm married to an Italian so I like Italian food, but I like to try most things if they're not too spicy."



The Rolleston facility produces Moffat's Waldorf and Blue Seal range



Manufacturing capacity will increase from 29,000 to 33,000 units in 2016



Moffat engage with the rest of Ali Group to implement best practice



"We've invested in a new facility and continue to invest in research and development and good staff"

reduces their reliance on their subcontract network resulting in significant savings.

O'Connell continues, "We work closely with the Ali Group in procurement of raw material and components to ensure we leverage our spend with suppliers. We also engage with the Group to implement best practice for our manufacturing operations. We are fortunate to be able to share our experience and that also really improves our productivity."

Research and development has always been at the core of Moffat's business. O'Connell chairs meetings with the team, consisting of managers representing all areas of the business. "New products are developed to add real benefits for our customers and lead the expansion in all markets for us."

NEW IDEAS, NEW TRENDS

Working closely with stakeholders is paramount for O'Connell. "We engage with all stakeholders involved in the markets. Regular meetings are held with consultants and major customers to discuss new product ideas and market trends. We visit and exhibit in the major international exhibitions to keep fully aware of all global market developments."

With 180 staff at the Rolleston plant, rebuilding staff morale and a skilled team following the earthquake has been crucial to Moffat's continuing success. Personal circumstances forced many staff to leave the business at that time. A strong management team together with the pastoral care available on-site to speak with staff to assist and understand the issues they're facing has been a major part of Moffat's rebuilding program. "Our commitment to the region has paid off and I am very proud of the team effort," he says.

The future looks bright for Moffat. O'Connell plans to continue to exceed customers expectations. "It's in our DNA. We're passionate about our business and we're always looking for opportunities to add value for our customers."

In a global economy O'Connell is ready to face its challenges. "We've invested in a new facility and continue to invest in research and development and good staff. We also partner with our major customers as they grow their businesses. As the global markets expand we are well positioned to be part of the growth." ■



The Ideatre concept can bring new life to a gelateria, bakery, pastry shop or bistro, Carpigiani's **Enrico Amesso** tells Donna Brown

Open kitchens give consumers visual access to the food preparation process. Ice cream machine manufacturer Carpigiani's revolutionary new Ideatre production and conservation concept aims to bring the theatricality of show cooking to the world of gelato. Ideatre is the perfect solution to boutique gelaterias, patisseries and bakeries.

"This new, operational console gives gelato artisans, bakers and chefs new freedom to create hot and cold preparations in front of their customers," says Enrico Amesso, sales director of Carpigiani. "Imagine the smell of warm chocolate, poached fruit and pastry creams as well as savory recipes in a setting that normally has very little fragrance. It makes the gelato shop even more appealing. Bakeries and pastry stores can prepare their own jams and chocolate spreads to fill croissants on request. It gives clients the opportunity to explain more to customers about their ingredients and products."

Each module of Carpigiani's Ideatre is compact: four cylinders in a 1 x 1 meter space

THE SHOW BUSINESS

SHOWING PRODUCTS AT THEIR BEST

Each single Ideatre production module, composed of four independent cylinders and one complete refrigeration unit, provides temperatures that range from -15°C to +105°C (5°F to 221°F). During the production cycle, a special algorithm calculates the perfect serving and conservation temperature for each cylinder. "Every single recipe will be served at its optimal temperature for flavor, texture, food safety and hygiene," says Amesso.

DRAWING IN CUSTOMERS

The cylinders contain the traditional 3.5 kg of mix and can produce a full batch of gelato in four to four and a half minutes. "But why wait?" asks Amesso. "The advantage of being able to prepare gelato in front of your customers is a big selling point. There is no need to wait until you have completely finished your flavor. We recommend adding gelato mix often, usually when the cylinder is half-empty. This way more customers can enjoy the process, taste and texture of freshly-made gelato. It also takes a mere two to two and a half minutes."

DRESSING TECHNOLOGY TO SUIT THE CUSTOMER

Ideatre, says Amesso, is an unusual product in this sector. "We supply the technology

and clients and their designers provide the aesthetics for the cabinet, except for the top in Corian. This way we are able to concentrate our efforts on what we do best." The refrigeration unit may be installed up to ten meters away from the console, saving precious space in the storefront as well as the laboratory.

BUILT TO GROW WITH THE CUSTOMER

The modules can be added to suit your needs, but being built to grow with you is really about replicability and repeatability. The touch panels program cylinders for specific flavors, making it easy to have a central laboratory to prepare mixes and have them frozen on-site by non-specialized personnel. Teorema technology allows you to collect data about temperatures and how much of each flavor is made in each location. "This may seem like a small thing, but if you are planning to have a chain, this kind of information is vital to your business," continues Amesso. "We put Ideatre to a stress test at peak hours and it passed with flying colors: serving 300 portions per hour, while producing new gelato as needed."

EASY TO CLEAN AND MAINTAIN

Each cylinder becomes a small sink when empty and can be rinsed, washed and drained without having to remove it from site. The agitator and cover are easily removed and washed. "Anyone who has had to prepare a traditional gelateria in the morning, knows exactly how much time it saves by being able to wash the containers where they are," says Amesso.

NEW BUSINESS MODELS

Ideatre, says Amesso, has opened up "a whole new world of businesses and applications for chefs, artisans and investors. Carpigiani has anticipated a real market trend."

IDEATRE: DISCOVER THE ADVANTAGES

- Contemporary management of four or more different processes: freezing, cooling, heating and cooking
- Easy to use, complete control of processes and high-quality results as keys for investors looking for new, easily-replicable concepts
- The product is stored where it is made: every single recipe will be served at its optimal temperature for flavor, texture, food safety and hygiene
- Holes in cover and funnel allow for inclusions of nuts, chocolate and biscuits
- 7" touch screen with simple intuitive icons and display production information
- Hygiene: direct draining of washing and rinse water



Carpigiani's Ideatre introduces an element of show cooking to the gelateria



www.carpigiani.com

Giorgio Ballabeni is an extremely successful gelatiere in Munich, Germany. Enrico Amesso, Carpigiani sales director, invited him to test the new Ideatre prototype.

HOW DID YOU TEST OUT THE FIRST PROTOTYPE?

When Enrico came to visit me and spoke about a new machine that would be able to produce gelato in front of customers, make hot sauces, creams and maintain each type of product at the perfect serving temperature and consistency, I was really curious and excited.

When I arrived at Carpigiani in Bologna and tried the machine with two of my own recipes - chocolate and mango - I was thrilled with the results. The texture of both the gelato and the sorbetto was perfect. Moreover, it was done with ease and simplicity by a technician, not by a gelato artisan.

WHAT KIND OF LOCATION DID YOU WANT TO OPEN?

I wanted to create an exciting engaging place that would show off this machine at its best. Because only the technology and cylinders are provided, there is complete design freedom as to how to insert this machine into your overall vision for a store. We

have created a bistro that is an extension of our living room. We want people to feel at home.

HOW IS IDEATRE ABLE TO KEEP UP WITH DEMAND?

We serve gelato in cups only, no cones, and can easily keep up to our peaks of over 100 kg of gelato in one hour. With Ideatre, anything is possible. Gelato is made and served immediately. I was involved in the development of the software and touch panel and they are incredibly easy to use. With one touch, the machine knows which gelato it is making and the perfect time and temperature to receive the maximum quality and results. This means personnel don't have to be experts. Results are guaranteed.

HOW DO YOU WORK WITH CARPIGIANI?

My relationship with Carpigiani is incredible. I give them a lot of respect but they give me even more. I couldn't be happier. In the end, any business is made of human relations. With Carpigiani it is like family.

This machine means that formats can be produced all over the world. It is truly a revolution in the production of gelato. ■



"THIS MACHINE MEANS THAT FORMATS CAN BE PRODUCED ALL OVER THE WORLD. IT IS TRULY A REVOLUTION IN THE PRODUCTION OF GELATO"



Giorgio Ballabeni, left, pictured with his son Alberto

**BALLABENI ICECREAM WERKSTATT
MUNICH, GERMANY**

CASE STUDY



SILKO

IDEAS. WELL DONE

Silko has been creating great kitchens for years. Donna Brown speaks with brand manager **Adriano Cenedese** about the restyling of the Essence and Evolution series and what working with a design studio is really like

Silko has always produced high-quality dependable kitchens, but brand manager Adriano Cenedese, who has a background in technical design, wants to make good, beautiful design an integral part of the Silko message.

"Silko looks ahead, experiments and innovates. We are always looking for new solutions that anticipate lifestyle trends and the evolution of professional kitchens to be responsive to the market," says Cenedese.

The first goal was to choose a new slogan for Silko that would represent its core values and put them to the forefront as well as bring the brand image into the future. The new pay-off sums up Silko perfectly: Ideas. Well done. "This is the perfect slogan for us. Ideas are what we do; well done is how we do them. Every product is the result of an idea, a concept, a perceived market need. Well done is not only a fun, gastronomic play on words, it also represents how we work, our attention to detail, to performance and to our clients," continues Cenedese.

"The restyling of our visual image as well as the Essence and Evolution series is a natural consequence of this commitment to interpreting evolving styles of how, when and where we eat," he says.

SPEAKING TO THE END-USER

For the first time Silko chose to work with a design studio to send out a strong, new message. The focus of communication changed from distributor to end-user. The choice to start a dialogue with the end-users is aimed at stimulating an emotional reaction to the products. "We want to bring warmth to professional kitchens," says Cenedese. "When a customer sees our products, they should get butterflies in their stomach – just like when you fall in love."

EVOLUTION AND ESSENCE: GOOD DESIGN IS FOR EVERYONE

Cenedese believes that "Good design should be available at all price points. It is not something meant only for luxury products. This is one of the reasons we gave such a strong design imprint to our visual identity and Evolution and Essence lines."

The design process is a true collaboration with Hangar Design Group (HDG). The renewal of the Essence and Evolution series was a collective process. HDG developed the design while the Silko technicians created working prototypes to test function and ergonomics. "Ergonomics and design go hand-in-hand. Design is important but it must be functional, intuitive and easy to clean

ESSENCE, EVOLUTION, EXCLUSIVE, EXTREME: FOUR LINES FOR CONTEMPORARY KITCHENS

Essence: This solid kitchen series is the core business of Silko and it is designed to meet the needs of traditional restaurants. Offering a complete range of functions and modules and flexibility for the experienced chef that knows what he wants, whether it is for a small restaurant, large hotel or for a large hospital cafeteria. Each kitchen is a custom solution suited perfectly to your needs and output.



Evolution: As well as bringing the cooking block into view as part of the décor, many new locations are run by entrepreneurs who do not have foodservice experience, so they need equipment that is plug-and-play. Three simple, compact units: one for pasta, one for seconds and one slightly larger model that does both. The Evolution series can be personalized with different finishes to suit your décor.



Exclusive: This beautiful series is meant for a wide range of businesses. From catering companies who provide al fresco service, hotels by the sea, show-cooking or even high-end private homes, the Exclusive series offers small work stations designed for outdoor cooking.



Extreme: This robust, high-performance series is the perfect solution for quick service restaurants, chains and businesses that require very high output. Extreme is a range of seven models that have been studied to have very precise characteristics for this growing market.



and maintain to be a successful product," says Cenedese.

TRENDS IN FOODSERVICE: SILKO ONE STEP AHEAD

The current trend is to bring the cooking block into the customer space, in a sort of show cooking atmosphere, adding theatricality and emotional engagement for the customers. "Working in a more beautiful space increases productivity and satisfaction," says Cenedese.

Technology is also making its way into the world of foodservice, with tablets to order at the table and touchscreens for the cooking process that are already here. Silko will be ready to interact with these devices.

Silko is planning for the future by reducing its product range and developing highly specialized and innovative machines for niche products and markets. Fewer references make the company more competitive and mean lower prices to the end user. With the incredible improvements in food preparation, conservation and regeneration, in the future central production centers will produce fresh, high-quality food that will need to be finished at the place where it is served. This means fewer machines will be needed for the restaurant or location itself. All the Silko lines: Evolution, Essence, Extreme and Exclusive are built and designed to be globally appealing, innovative products that will absolutely answer these needs.

TEAMWORK: THE RECIPE FOR SUCCESS

The best results come when people work together. "I would like to thank all the people who work with me every day. Without their ideas, enthusiasm and support this project would not have been possible," says Cenedese.

Thanks to the work of the entire team, Silko will continue to grow. "Nicoletta has helped me with the rebranding project. Antonio and Annamaria bring Silko to the world. Elisa, Valeria, Sabina and Monika do their utmost to satisfy clients and answer requests quickly and efficiently. Maurizio assures efficient after-sales service, Rosanna develops wonderfully professional product layouts and Valentina looks after deliveries." However all of this would not be enough if Alberto and the entire production team were not punctual and precise. "I would particularly like to thank engineer Oscar Imazio and the entire R&D department that worked day and night to bring our ideas to life." ■

HDG helped rebrand Silko as a design oriented company in the market



A DESIGNER'S INSIGHT

Michele Bicego of the award-winning Hangar Design Group (HDG) talks with Donna Brown about his firm's collaboration with Silko

CAN YOU TELL US A BIT ABOUT THE HANGAR DESIGN GROUP?

HDG is a design collective, founded thirty years ago and run by architects Alberto Bovo and Sandro Manente. I am the creative director and I coordinate a team of about thirty people in Italy, New York and Shanghai. We work 360 degrees in all sectors and accompany brands in their international communication and product development.

WHAT IS YOUR COLLABORATION WITH SILKO?

With Silko there was an immediate feeling and sharing of ideas and objectives that has developed into a close working relationship. After getting our brief from Adriano Cenedese, we settled a strategy for art direction from top to bottom. We redesigned the logo, the communication strategy, focused on rebranding Silko as a design oriented company in the market and within Ali Group.

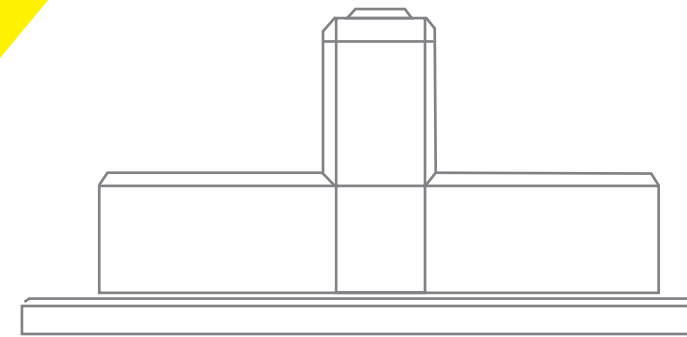
WHAT WAS YOUR WORK ON THE EVOLUTION AND ESSENCE SERIES?

The Silko vocation for design, quality and performance made it easy for us to restyle these products for a contemporary target.

HOW DID YOU RESTYLE THE ESSENCE SERIES?

This series represents the essence of design. When restyling Essence we took advantage of certain necessary inclinations to give a visual rhythm to the series. We also improved access by having more drawers and sliding doors.

The knob was an interesting aspect of this project. Our goal was to design the archetypal knob. We developed design prototypes with our 3D printer and, when everyone was satisfied, Silko made



working prototypes. We then integrated this manual command with an electronic control panel. Chefs are generally conservative and the sense of contact and control is important. This is why we combined futuristic technology with a traditional tactile experience.

AND WHAT ABOUT THE EVOLUTION SERIES?

For me Evolution is maximum synthesis and maximum performance in a cooking block. It represents the new softness in professional kitchen design, where the exterior brings a different feel that is less edgy but underneath products are high-performance, reliable and solid. This product has finishes that make it a functional but decorative part of any location, it becomes a place where end-users and consumers can meet and exchange their experiences.

The aspect of show cooking, seeing the chef actively preparing food is a growing trend, especially for places such as cocktail bars. The wide range of materials used guarantees a contemporary look suited to the latest trends in interiors.

HOW WOULD YOU DESCRIBE YOUR RELATIONSHIP WITH SILKO?

What started out as a traditional designer-client relationship transformed itself into a partnership very early on. There is an excellent connection with Adriano Cenedese and his team. Everything we have achieved was really done as a team. Silko looked after the technical back-end of the product and we gave it its looks.

Every client is different. With Silko it is an on-going project that is an extremely positive and enriching experience for both of us.

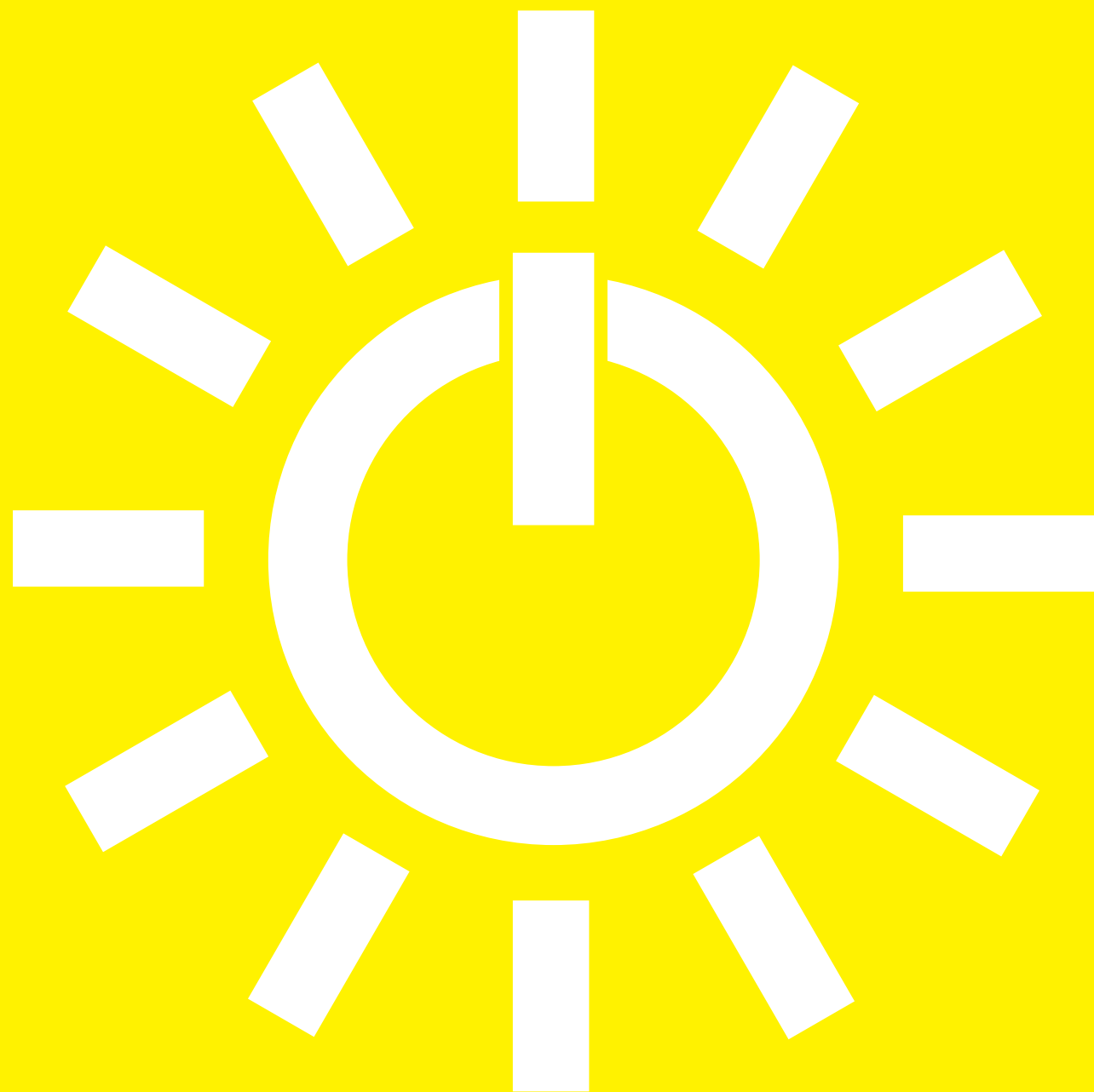


Right:
The Evolution series can be personalized with different finishes to suit the décor of any restaurant, bistro or cocktail-bar. Designed for front of the house, it combines aesthetic, performance and functionality

Below:
The new knobs of the Essence line have been restyled to match with the new range

“Working in a more beautiful space increases productivity and satisfaction”





POWER UP

Both the new, compact WD-4S undercounter dishwasher and the WD-18CW trolley washer from Wexiödisk deliver big results, learns Jane Salvia

THE WD-4S DISHWASHER

The WD-4S undercounter dishwasher delivers everything Wexiödisk is famous for in a compact, hard-working machine. It is the ideal solution for small but demanding kitchen and bar set-ups. Three different models ensure that the perfect Wexiödisk dishwasher is available for your needs.

QUICK AND QUIET
This compact, high-quality machine with clean, modern lines and easy-to-use touchscreen can wash 1,000 plates or 900 glasses per hour, every hour, all day every day. The low noise levels (61 db) also contribute to an improved working environment.

PERFECT RESULTS EVERY TIME
The stainless steel wash arms are emptied of washing water before the final rinse, ensuring no drips or spots on clean items. The automatic temperature and quantity controls ensure impeccable hygiene and the limited number of components

ensure it is easier to dismantle and clean. Putting the door in a space-saving position improves ventilation and inhibits the growth of bacteria when the machine is not in use.

HIGH-QUALITY SWEDISH DESIGN
The high-quality Swedish design for the exterior and interior in stainless steel is clean and functional. The smooth, rounded corners of the interior mean, not only improved hygiene, but increased machine life. The tempered glass display, with intuitive icons, makes it easy to use and great to look at.

IT'S COOL TO SAVE THE ENVIRONMENT
Saving energy and resources is a priority at Wexiödisk. The new airflow system recovers heat from the previous washing and reuses the energy to partially heat the water for the next cycle. At the same time cold air is blown into the dishwasher drying items quicker than traditional systems. The heat recovery system improves the user experience by reducing steam when the door is opened, saves energy and improves the working environment. In a nutshell, it represents the values at Wexiödisk.



The WD-4S undercounter dishwasher

This compact, high-quality machine with clean modern lines and easy-to-use touch screen can wash 1,000 plates or 900 glasses per hour, all day every day

WEXIÖDISK AT A GLANCE

1972

was when Wexiödisk was founded. Some original machines are still in use



160

employees in 2015



sold in
over 40
different countries



All parts, sheet metal, welding, assembly and final delivery in one site

10,000m²

The size of the manufacturing site



4,500

units produced per year



Products: pre-rinse machines, pot washers, single-tank dishwashing machines, rack conveyor machines, trolley washers, flight-type machines, under-counter dishwashers, cutlery sorters, cutlery and tray dishwashers

THE WD-18CW TROLLEY WASHER

TAKING THE WEXIÖDISK TROLLEY WASHER FOR A SPIN

The WD-18CW trolley washer from Wexiödisk is different to related models on the market because it uses centrifugal force to wash and dry the trolleys. This machine is extremely effective and competitive, offering impressive advantages for large production centers such as flight kitchens and hospitals.

Primarily designed for the stringent requirements of the health, transport and catering markets, the WD-18CW trolley washer is flexible and efficient, with high capacity, low operational costs and a compact footprint. The combination of a quiet operation with enhanced ergonomics and easy operation mean the trolley washer is versatile and robust, providing fully flexible cleaning of many different items such as trolleys for catering, tray-and-rack and dispenser trolleys, mobile work stations, crates, boxes and stands.

WASH AND SPIN TROLLEYS DRY

Large institutions need to clean quickly and thoroughly to the highest of hygiene standards. In a footprint of

The combination of a quiet operation with enhanced ergonomics and easy operation mean the trolley washer is versatile and robust, providing fully flexible cleaning

just 4.5m² and with as little a 6 liters of water per cycle, the WD-18CW washes and dries 30-40 cycles per hour. The shortest cycle is a mere 75 seconds so is packed with efficiency.

The spacious internal dimensions of the washing compartment means that several trolleys can be washed at the same time, all within a size of 1030 x 1070mm. However, should it be necessary, bespoke solutions can be designed for customers with specific needs.

The unique washing process of fixed rinse arms combined with rotating items during the wash cycle ensures that every corner of your items will be perfectly clean. During the drying phase, the centrifugal action of the spinning action whisks away water without the use of heated blowers. Trolleys are dry and ready to use, while at the same time keeping the working environment virtually steam free.

THE UNIQUE WEB TOOL MONITORS AND IMPROVES OPERATION AND EFFICIENCY

The unique monitoring system, WEB Tool, has been developed to make washing more efficient while reducing environmental impact and operating costs. WEB Tool connects the individual dishwasher to the network and PC, providing HACCP (Hazard Analysis and Critical Control Point) information, costs, water and electricity consumption. The washing data is documented and saved in the machine to be printed as needed.

This machine is extremely effective and competitive, offering incredible advantages for large production centers such as flight kitchens and hospitals

QUIET AND EASY TO USE

Ergonomics and operator comfort are a priority. The machine is easy to load and operate, with a simple display that also indicates the progress of the cycle. By not having a ventilation system for drying, the machine is very quiet, improving noise levels in the workplace.

The WD-18CW is available in single or pass through versions. For larger operations the pass through model has two doors that allow operators to load dirty trolleys on one side of the machine and unload them directly on the other side in the clean room, ready to use. ■

The WD-18CW trolley washer



FOCUS ON POTENTIAL

Magnus Titusson speaks to Jane Salvia about why he joined Wexiödisk and his plans to develop its exciting potential



Magnus Titusson joined Wexiödisk as general manager just under a year ago. Titusson studied as a mechanical engineer and has over fourteen years of experience as plant manager and managing director with Rapid Granulator, a machine producer for the plastics recycling industry. He was also part of the R&D team for a company that produces blowers for tunnel ventilation.

WHY DID YOU JOIN WEXIÖDISK? WHAT DID IT APPEAL TO YOU?

Wexiödisk is a good, stable company with lots of potential and opportunities, and is well-known for innovative high-quality products. Being part of Ali Group brings a huge added value. It is very useful and stimulating to exchange ideas and information about production, distribution and material sourcing with other companies within the Group.

WHAT HAVE YOU LEARNED ABOUT WEXIÖDISK DURING THIS FIRST YEAR?

I have come to understand that Wexiödisk is well-known and respected in the Nordic countries and Holland, but I would like to study these markets more in depth so that we can become even more relevant and competitive. Even though we sell in over forty countries, increasing our market presence on a global level is obviously a priority.

To achieve this I am developing a new, comprehensive business plan that brings our team together with common goals and objectives.

HAVE YOU IMPLEMENTED ANY CHANGES IN YOUR DAILY OPERATIONS?

As far as changes within the company are concerned, I have introduced daily steering meetings in different production areas with day-to-day follow-up of status and work-flow. This is a

“I really like working for a company with a complete production chain. I enjoy all operations, from business plans to sales and marketing”

lean concept that impacts production organization. All the decision-makers are present, so decisions can be made and implemented quickly and easily. The improved communication is definitely an asset.

WHAT TRENDS ARE YOU SEEING EMERGING WITHIN THIS SECTOR?

I believe that today's main trends in dishwashing are to reduce energy and water consumption and increase food safety. Wexiödisk is committed to safeguarding the environment and reducing running costs.

In addition to this, I believe that to satisfy market needs, machines are increasingly complex yet at the same time they must be easier to use and service. Our attention is focused on constantly improving the user experience.

COULD YOU TELL US WHAT YOU LIKE MOST ABOUT WORKING FOR WEXIÖDISK?

I really like working for a company with a complete production chain – that is to say, from R&D to the finished product. I enjoy all operations, from business plans to sales and marketing. I think it gives me the chance to use my strengths. I am a good listener, down-to-earth and committed to what I am doing.

WHAT DO YOU DO IN YOUR SPARE TIME?

My free time is spent mostly with my wife and three sons. I enjoy working on the house – there is always something to do! If we are not at home, I also enjoy hunting and traveling. ■

GIVE YOURSELF A HI

Five functions in one high-performance product? Tara White speaks with Gianni Monai, export sales manager for Friulinox, about how to cook, proof, chill, freeze, thaw and conserve your way to more profitability



HI5 is a state-of-the-art blast chiller and freezer that also thaws, cooks and proofs



At first glance, the new HI5 series seduces you with its good looks, but it is definitely not just another pretty face. This machine is multi-faceted and hard-working - a real ally in your kitchen. "Chefs are looking to their machines to be their partners, something that will help them express their creativity to the fullest, without losing sight of the bottom line," says Gianni Monai. "By studying refrigeration and conservation, by challenging ourselves and what we know at every step, by sharing ideas with customers, we translated market trends and the dreams of our clients into HI5."

A MULTI-TASKER BY PROFESSION

Not only is HI5 a state-of-the-art blast chiller and freezer, it also thaws, cooks and proofs, saving valuable space in your kitchen. "Chefs are able to organize their work in cycles, reduce waste and increase profitability - while guaranteeing the quality they are known for," continues Monai. A well-organized kitchen is like clockwork: precise in its movements.

This flexible, high-performance product is suited to all sectors, and the wide range of sizes means that there is a perfect one for your business. From gelaterias

and fine pastry shops to bistros, restaurants, hotels and any place where food is prepared, HI5 is there to add new nuances and quality to your cooking preparation.

FIVE FUNCTIONS, ONE MACHINE

As well as being a traditional blast chiller and freezer, HI5 offers three valuable functions. The cooking function cooks food that remains moist, nutritious and flavorful, with almost no weight loss at temperatures that do not exceed 100°C. This method opens a whole new world to the adventurous chef. The complete cycle cooks, blast-chills and conserves foods, freeing precious time for kitchen staff. "HI5 works overnight. When you arrive in the morning your dishes are perfectly cooked and conserved", says Monai.

The same can be said of the proofing

retarder function. Unlike traditional blast freezers, HI5 has a water intake, allowing your breads and pastries to rise at the perfect temperature and humidity. They are then conserved in ideal conditions until you are ready to bake them.

Foods that have been cooked and blast-frozen can also be thawed gently, with total respect for food safety, quality and flavor with the thawing function.

Blast freezing and blast chilling are the traditional functions of this product, but by no means less important. Flavor, nutrients, texture and humidity are safeguarded while avoiding the reproduction of bacteria.

"By using each of the programs and planning the work cycle independently from service, HI5 works for you 24 hours a day," comments Monai.

DESIGN AND TECHNOLOGY AT THE HEART

The entire series was designed by Francesco Costacurta of Studio Volpi. "So many chefs now have open kitchens. It is important for them to be proud of their kitchen and to enjoy working there. The designer was able to combine beauty and functionality in the clean lines. We feel that this really makes a difference, the icing on the cake," says Monai.

The icons, colorful photographs of

"BY USING EACH OF THE PROGRAMS AND PLANNING THE WORK CYCLE INDEPENDENTLY FROM SERVICE, HI5 WORKS FOR YOU 24 HOURS A DAY"

food, are in contrast with the sleekness of the stainless steel panels and shiny black of the touch panel. It is possible to memorize personalized programs made-to-measure for your recipes or use programs developed by the chefs at Friulinox.

REFRIGERATION AND THE ENVIRONMENT

"Refrigeration plays a crucial role in a successful business. Normally, when our products are installed no one gives them a second thought. They take for granted that our machines will do the job and do it well," says Monai. "There is an increased emphasis today on products



“THERE IS AN INCREASED EMPHASIS TODAY ON PRODUCTS THAT ARE EFFICIENT AND HAVE REDUCED ENVIRONMENTAL IMPACT”

that are efficient and have reduced environmental impact. Friulinox is committed to safeguarding the environment. Our manufacturing site is ISO14001 approved and our products have the ISO9001 rating. We use environmentally friendly refrigerants such as glycol, R290 and CO2.

TRENDS FOR THE FUTURE

“Our customer’s clients have become increasingly aware of what they eat. There is a search for quality, whatever the price range. Food is a social experience profoundly linked to emotions. Eating together is a moment to share, do business and, why not, to fall in love. People in the food industry understand this and want to give clients a memorable experience. HI5 helps them do just that,” says Monai.



PRODUCT FOCUS

FIVE FUNCTIONS, ONE MACHINE, 24/7

BLAST CHILLER: brings foods from +90°C to +3°C, then conserves them at +3°C

BLAST FREEZER: takes foods from +90°C to -18°C, then conserves them at -20°C

QUICK THAW: respects all HACCP and food safety regulations

PROOFING-RETARDER: allows you to set the time, temperature, humidity of proofing, then maintains the product that also has a water intake

LOW-TEMPERATURE COOKING: cooks foods at a temperature of 80-85°C without an operator needing to be present. Then chills and conserves at +3°C



ANGELO BOSCO, CHEF CONSULTANT, ON NEW KITCHEN TECHNOLOGIES



How does HI5 contribute to enriching the menu and meeting client needs?

A chef can increase the number of dishes on the menu by organizing the week’s production by process and not by dish. It is difficult to forecast the amount of food that will be needed for each service. By being able to prepare and conserve foods ahead of time, the kitchen is always ready. This is fundamental for the customer experience and work flow in the kitchen.

How does HI5 save money?

A chef can concentrate the week’s production in phases and processes, rather than by days or meals. For example, this means that roasts can be prepared for the week and regenerated. This frees up the oven for other recipes, so the chef can expand their menu and use the kitchen and staff efficiently.

How does a blast freezer maintain the food?

As food is cooked, it undergoes a pasteurization process and the pores of the food open. When foods are cooled at room temperature, the open pores means that humidity is lost, foods dry out and they start to oxidize. Flavor and nutrients are also lost and bacteria “moves in.” They reproduce every 15 minutes, so at the end of a normal cooling period of 2-3 hours there are millions of bacteria. This can be a health risk for the consumer and a waste for the chef.

How does a blast freezer lengthen the life of food?

The blast chiller-freezer is substantially an evaporator, a compressor and a large fan that “pulls” the heat out of products without dehydrating or damaging them. It avoids the proliferation of bacteria and foods that have been cooled this way have a shelf life of five to six days, during which it retains its flavor, nutrients and texture. If the food is vacuum-packed immediately after chilling, the duration can be up to two weeks.

How is HI5 different to other products?

With HI5 it is possible to prepare raw foods with the necessary flavors and condiments in a vacuum-sealed bag. It can then be

“NOT ONLY DOES IT KEEP MY KITCHEN TIDY, IT IS A PLEASURE TO LOOK AT AND USE”

cooked at a low temperature then chilled to +3°C and conserved for up to 21 days. All of this with one program in one machine.

What about the design?

I think it looks incredible. The colorful icons are easy to read from far away, making it more comfortable to program. It’s a seductively beautiful new machine and answers the needs of a creative, demanding chef. Everyone should have one. ■

PAVAILLER'S RUBIS NEO OVENS STACK UP

Pavailler has introduced a new line of electric modular deck ovens for bakery, fine pastry and pizza. Donna Brown learns more from Lucia Nicolai of Pavailler

The Rubis Neo line of electric modular deck ovens combines flexibility and good looks with the famous Pavailler quality. "This new series is suited for hotels, cafés and bakeries. The new Rubis Neo line meets the latest trend in bakeries and pastry shops for reduced floor space but increased wow-factor," says Lucia Nicolai, marketing manager for Pavailler.

"In many new locations bakers and chefs are showing off their ovens and work spaces with open laboratories. They are also bringing ovens into the customer space, as the design focal point of the store. Through our market research, it became apparent that there was a need for an elegant, flexible, modular oven, capable of baking fine pastries, genoise, macarons, meringues, breads and pizzas, all with the same Pavailler quality our customers have come to expect," says Nicolai.

RUBIS NEO GROWS WITH YOU

Pavailler quality is evident in every detail of the new ovens, from design to materials and from technical details to performance. Fine pastry, bakery and pizza modules can be added at will. The ovens are stackable from one to four modules, in any configuration, so that Rubis Neo grows with a customer over time, according to evolving needs.

Each oven, or group of ovens, can be mounted with an optional condenser or extractor hood. Fast removing steam gives a better finished product, especially for fine pastry. Condensing it instead of releasing it into the air improves comfort for personnel and increases the oven's lifetime - it does not rust because of the stainless steel material.

The steam generator included in each bakery deck can also be added to the fine pastry oven, either before or after purchase. "This means you are free to buy additional decks or steam generators as your business expands or changes. With our new



"Bread is a simple product: flour, water, salt, yeast or leaven. It's the know-how that makes the difference"



steam generator the footprint of the ovens is much smaller and the different models available mean that you save even more space compared to a series of traditional ovens," says Nicolai.

ENERGY EFFICIENCY AND HIGH PERFORMANCE

"Bread is a simple product: flour, water, salt, yeast or leaven. It's the know-how that makes the difference. For a crisp outer crust, something French bread is famous for throughout the world, steam is essential. That is why we put so much effort into designing a compact high-efficiency steam generator for the bakery and fine pastry modules," says Nicolai.

"We measured the yield and 97% of water injected becomes steam, compared to a traditional generator that might only reach 70% efficiency. This result is significant for many reasons, but definitely there are savings on resources and energy."

Pizzas have to be baked at higher temperatures than bread or pastry consuming more energy. "To achieve the desired results for the pizza oven, the ceiling was lowered, so the same amount of energy required to heat one of the other modules to 250°C can heat the pizza oven to 350°C," says Nicolai. "At year end, this can mean significant savings."

DETAILS THAT MAKE THE DIFFERENCE

Every effort has been made to make work easier and results consistent. The spiked black steel bottom in the pastry oven makes removing items with a peel easy and simple. This also promotes more even heat distribution for perfect results, whether for a tart, macaron, genoise or any type of biscuit. "To further guarantee even baking results, we've embedded the electrical resistances in a specially designed metal plate to provide even heat distribution and ensure homogeneous baking," says Nicolai.

Every rounded corner of the interior of Rubis Neo has been studied to avoid capturing and retaining flour or other food products. It is so easy to clean, with a vacuum or a broom, hygiene is guaranteed.

BRINGING CUSTOMERS THE VERY BEST

Pavailler is committed to offering what the customer wants at the price they are willing to pay. Once R&D and product managers define the new product, and the designers give it their special touch, the pre-series is field-tested with customers who purchase the machines, rather than having them on loan or free of charge. This way they are more demanding and really test all aspects to the fullest, says Nicolai. "Field testing is the most significant improvement we have made to our product development. For the pizza module, we had a French pizza champion come and bake for an entire week with the oven." 'Le Lab', Pavailler's fully equipped showroom, has working models for customers to try their recipes and gain direct experience with products. ■

MIX AND MATCH FOR THE PERFECT COMBINATION

All models

- Possible stacking of one to four levels
- An exclusive heat distributor on the roof and deck
- Double-glazed doors with heat-reflective coating
- Digital controls
- Standard manual steam vent

Pastry module

- Black spiked sheet deck for effective loading and unloading
- New steam generator as an optional add-on, before or after purchase
- Double-glazed doors insulated by a layer of air

Bakery

- 13mm deck in high-density refractory material
- New steam generator fitted as standard
- Optional integrated lift and loader

Pizza

- 14mm ultra-high temperature slab
- Double-glazed doors insulated by a layer of air



SOMETIMES BIGGER IS BETTER



IS Ice-O-Matic's Grande Cube Maker keeps drinks cooler, with clear large cubes, learns Jane Salvia

The global trend in ice is for larger cubes and the Grande Cube Maker by Ice-O-Matic answers this need, while earning the ENERGY STAR®. The new machine, launched at NAFEM in February 2015, produces a large, cold, clear cube that is twice the size of a standard cube. At 31 x 29 x 22mm (1 1/4 x 1 1/8 x 7/8") it brings a note of sophistication to drinks and cocktails.

Suitable for bars, hotels, discotheques, clubs and fine dining establishments, but also for bagging, this large format cube will help increase profits. "Ice has become a design element. Drinks look more appealing with this larger cube," says Scott DeShetler, marketing director at Ice-O-Matic. "The growing markets for this product, for the moment, are Australia, Asia, South America and the USA, so it is a truly international trend."

INNOVATION AND PROVEN TECHNOLOGY ARE A WINNING COMBINATION

Ice-O-Matic is a global company known for solid, reliable products that are easy to use and maintain and the Grande Cube Maker is no exception. "We consulted with experts in the large format business and combined innovation with proven technology

and existing design to get our new product on the market in record time," continues Scott DeShetler.

The machine is only 30" wide and has the same hygienic and rugged stainless look aluminum exterior as other Ice-O-Matic products so that it also looks attractive placed on top of Ice-O-Matic's storage bins. "Customers need a machine that they can rely on. It can't break down during a Friday night rush," says DeShetler. With a capacity to produce up to 397kg (873lbs) of ice a day, Grande Cube Maker can keep pace with the operator, even on their busiest day.

EARNING THE ENERGY STAR® IS A MUST

One of the reasons the Grande Cube Maker earned the ENERGY STAR® was due to its usage of 20 gallons of water for 100lbs of ice, compared to the standard 23 gallons per 100lbs (75 liters for 45kg). The dual path evaporator loop technology means more uniform ice formation, increased energy savings and improved quality of ice.

The Grande Cube Maker's Harvest Assist function provides consistent ice production for the

"This large, cold, clear cube will bring a note of sophistication to drinks and cocktails"

life of the icemaker while reducing energy consumption and increasing capacity.

BUILT TO LAST: RUGGED AND RELIABLE

The strength of Ice-O-Matic products is that they are simple, purpose-built machines without extra devices or controls that can break down when you need your machine the most. Controls are electro-mechanical so are easy for a technician to understand and stock. Ice-O-Matic train service people worldwide, so competent service is always close by.

Pure Ice®, exclusively from Ice-O-Matic, is a built-in antimicrobial protection for the life of the icemaker that inhibits bacterial growth on its surfaces. The optional water filtration system protects against unpleasant taste, odors and scale formation.

Ice-O-Matic stands behind its products with the longest warranty in the industry: three years for parts and labor and five years for the evaporator and compressor worldwide. The evaporator coverage is extended to seven years in Canada and the USA if an Ice-O-Matic water filter is installed.

ICE IS A FOOD

"Businesses are finding that the same customer will ask for chewable ice in a soft drink or juice in the morning and prefer a large clear cube for their cocktails in the evening," says DeShetler. "Ice is a food, we build our machines with that in mind." ■

"Ice is a food and we build our machines with that in mind"



CUSTOMER FOCUS GREAT COCKTAILS NEED GREAT ICE

BSide in Denver, Colorado, is a satisfied Grande Cube user

When their customers speak, Ice-O-Matic listens. BSide is a bar and restaurant in Denver that offers quality nostalgic food, uniquely curated craft beer and inspired cocktails.

As a new location, BSide needed to stand out from other restaurants offering innovative, on-trend cocktails. The industry veteran and BSide co-owner Justin Lloyd understood that a great cocktail begins with great ice, so choosing the right machine was an important factor in his latest concept.

Lloyd wanted a machine that could produce the larger cubes that are better suited for craft cocktails. "Our cocktails are created to use a lot of ice, and even though our Ice-O-Matic machine works well for all applications, it is particularly great for our cocktails. No matter if a customer asks for their drink shaken or with a little or a lot of ice, our Ice-O-Matic works very well to accomplish what we need it to do, when we need it to do it," he says.

"Ice-O-Matic is particularly great for our cocktails. It works very well to accomplish what we need, when we need it"

Ice-O-Matic's Grande Cube Maker was the perfect solution for the new establishment. On average, BSide uses a minimum of 300lbs (136kgs) of ice per day, with more than 300 cocktails being served to thirsty patrons on a busy night. Lloyd reports that the Ice-O-Matic unit keeps up with demand during peak hours and consistently produces beautiful looking ice in the appropriate amount for his business.

"We've had a great experience working with Ice-O-Matic, from our early stages of talking to their team members about our needs up until the machine being successfully installed. And the machine itself? It's performing exactly like we wanted."

AROUND THE WORLD



Esmachlab has helped Autogrill free up space and time

AUTOGRILL CHOOSE ESMACHLAB FOR NEW BISTROT INSIDE 'IL MERCATO DEL DUOMO'

Esmach, Europe's leader in bakery solutions, are also continuing their fruitful collaboration with Autogrill. Following the opening of the first Bistrot at the central station in Milan, Italy, Esmach's innovative EsmachLab format was chosen for the new Il Mercato del Duomo location. The Autogrill flagship store introduces a standard of excellence to a covered market of local products chosen along with the University of Gastronomic Sciences of Pollenzo (UNISG).

Esmachlab revolutionizes the baker's job, freeing it from night production. With only five machines in less than 25 square meters, EsmachLab adapts production from breakfast to lunch and right through to cocktails in the evening.

www.esmach.com



EGRO BREWS UP WITH AUTOGRILL

Coffee machine Egro ONE Top-Milk XP NMS was the perfect choice for multinational foodservice firm Autogrill's operations in Switzerland, Greece, Germany, Slovenia and Belgium, where it has the monopoly on the coffee corners in Brussels Airport. Egro, founded in 1849 and part of Rancilio Group, is famous for its unique innovations and high-quality results. The Egro service center in Belgium guarantees real time assistance for impeccable after-sales service.

Egro, together with CP Retailink Company Limited, has also supplied the ONE Top-Milk XP NMS to the iconic coffee corners of 7Eleven stores across Thailand.

www.egrocoffee.com



Eloma celebrates its 40th anniversary

Eloma, a leading manufacturer of premium combi-steamers and bake-off ovens in over 65 countries, celebrates 40 years this year. In 1975, three young German entrepreneurs founded Eloma GmbH. Since then the company has developed an extensive product range, including the state-of-the-art combi-steamer GENIUS MT as well as energy- time and water saving systems.

www.eloma.com



Egro has also supplied coffee corners at 7Eleven stores in Thailand



Shell chose the JET514 for its speed and versatility

Shell selects ACP's Jetwave

Shell Oil Company recently installed over 100 of the newly redesigned high speed combination Jetwave™ ovens in Germany. German ACP distributor NordCap uncovered the opportunity at a convenience store and petrol market trade event. European sales and logistics agent for ACP, Culimat, played a critical role in supplying the Jetwave™ oven to Shell Select stores. The JET514 was chosen for its superior speed and versatility over competitor models. Shell Select stores use the JET514 to rapidly toast sandwiches and heat other savory offerings.

www.acpsolutions.com



CHAMPION'S 'PARTNERSHIP OF EXCELLENCE'

For decades, Champion Industries has partnered with the landmark Waldorf Astoria New York hotel through foodservice consulting firm Clevenger Frable LaVallee, Inc., providing high-quality service in the dishroom. In 2003, Champion installed one door-type and two flight-type machines, along with two more flight machines in 2009. This year, Champion plans to install another rack conveyor in the hotel and continue the partnership of excellence in the dishroom.

www.championindustries.com

Expo Milano 2015 expects to welcome 20 million visitors



Le Cordon Bleu chooses Mareno

World famous cooking school, Le Cordon Bleu, which has trained 22,000 students over the last 120 years, has opened its first school in Shanghai, China. The school installed Mareno in its kitchens, praising its innovation, reliability and high performance. "We offer students the very best in high-performance innovative equipment", says Li Xiao Hua of the school. Mareno, with its sleek, contemporary design, fulfils a versatile solution for the school's demanding training program.

www.mareno.it



MAGNIFICO'S ICE CREAM STORE KEEPS IT SWEET WITH ELECTRO FREEZE

Gary Magnifico, owner of East Brunswick, New Jersey's Magnifico's Ice Cream Store was looking for a new machine that could take his business to the next level. He opted for The Sweet Choice™ freezer, Electro Freeze's new pressurized, nine-flavor soft serve machine, which produces the highest quality, most consistent and profitable product that can be served. Featuring Fuzionate™ technology, the machine is perfect for high-volume establishments wanting to serve superior-quality, smooth and creamy ice cream, frozen yogurt or gelato. "It's truly incredible. I would highly recommend this to anyone looking to increase their selection of flavors and sales while using only one machine. My sales have increased dramatically. This is the best machine I've ever used," he says.

www.electrofreeze.com



Bongard bakes up at a storm in the French Pavilion at Expo Milano 2015

Bongard, the Alsace-based bakery equipment manufacturer, has been chosen to equip the bakery at the French pavilion at the Expo Milano 2015 exhibition. Until 31 October 2015, visitors to the Expo are able to watch the daily production of bread, traditional French baguettes and pastries and then enjoy them in the bakery. Coupled with Bongard's rich heritage in

French bakery since 1922, the Expo's organizers requirement of setting the bakery in a restricted, glazed surface was also a key factor in choosing Bongard's Paneotrad® process.

Paneotrad® combines compact size, comfort and hygiene thanks to its closed work process, without flour projection. Paneotrad® also allows artisan bakers to develop a wide range of quality products, both in terms of recipes and desired shapes.

www.bongard.fr

(Above) Bongard has a rich heritage dating back to 1922

RANCILIO CLASSE II USB XCELSIUS WINS RED DOT DESIGN AWARD

Espresso machine Rancilio Classe II USB Xcelsius has won the prestigious Red Dot Design Award 2015 in the Product Design category. For over 60 years the competition, in Essen, Germany, has brought together the world-famous designers to judge the best objects in design.

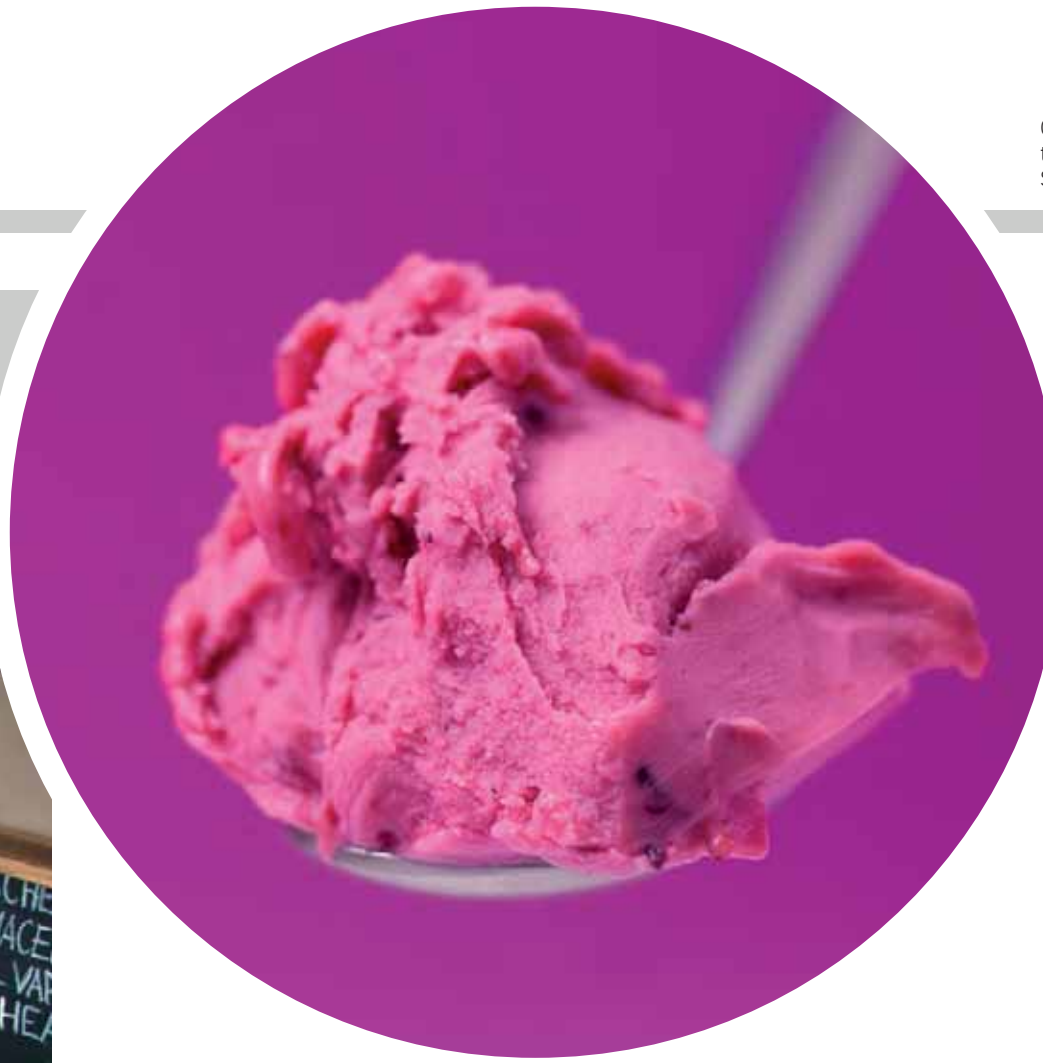


The Classe II USB Xcelsius was praised by the judges for its innovative aesthetic and stylistic qualities. It is the only one of its kind in the field of professional coffee machines. The model is characterized by its ease of control, with a user interface similar to that of the latest generation of smartphones.
www.ranciliogroup.com



FARM FRESH CHAIN MODMARKET GETS HEALTHY WITH ELOMA

Boulder, Colorado-based restaurant company Modmarket, has opted to use the Eloma Combi Steamer to help it deliver scratch-made, farm-to-table fare across its 14 restaurants. Modmarket owners Anthony Pigliacampo and Rob McColgan had the challenge of producing quality, healthy meals within a confined kitchen and needed to maximize space and obtain ROI. "We had to find equipment which could be versatile in cooking applications, be easy to use by our team members and also help reduce the footprint and energy waste of traditional cooking equipment. It was clear Eloma Combi Steamers would exceed all of our goals," says Pigliacampo and McColgan.
www.eloma.com



Carpigiani impressed at the McDonald's Global Supplier Summit



Carpigiani scoops Innovation of the Year award

Carpigiani has received the prestigious 'Innovation of the Year' award at the McDonald's Global Supplier Summit Awards. The award, given to the supplier that has brought the single greatest innovation to McDonald's, was recognition for Carpigiani's Next Generation Frozen Dessert Machine, which includes a new, three barrel design that will allow McDonald's to expand menu offerings. "Carpigiani's goal is to continue to be the leader in exceptional, cutting-edge, customer centric, relevant innovation," says John Babila, president of Carpigiani North America.
www.carpigiani.com

Ice-O-Matic delivered a cost-effective ice system for FBC



ICE-O-MATIC TEAM UP WITH FBC

Foundation For Blind Children (FBC) is the largest non-profit agency of its kind in the United States serving the blind and visually impaired of all ages. The foundation had a wide range of services, programs and state-of-the-art facilities to bring its mission to life, but what happens when the facility's foodservice equipment isn't making the grade? Students and staff asked for an ice machine for cooling drinks, filling coolers during special events, and for soothing the occasional bump, bruise or scrape; but on such a tight budget, CEO Marc Ashton chose to install a cost-effective ice system that could meet the needs of the students and staff with minimal breakdowns or maintenance issues over the lifetime of the machine. He selected an Ice-O-Matic GEMD270 - Nugget Ice/Water Dispenser and water filtration system and was not disappointed. Since installing the ice system, students and staff are notably happier. "This machine has boosted our morale tremendously. We never thought in a million years that an ice machine would do that," says Ashton.
www.iceomatic.com



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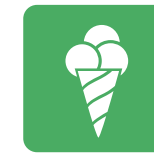
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A GLOBAL LEADER

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

Ali Group designs, manufactures, markets and services a broad line of equipment used for commercial food cooking, preparation and processing. With 58 manufacturing sites, over 10,000 employees in 29 countries and 77 brands, it gives life to the most extensive product portfolio in the industry, operating in almost every hospitality and catering sector.

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