

# *THE MIDDLEBY CORPORATION*

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## **Middleby Equipment Selected for NAFEM What's Hot What's Cool® Product Showcase**

February 1, 2013 (Elgin, Ill.) – The Middleby Corporation today announced that six of its products will be part of the “What’s Hot! What’s Cool!”® new product gallery display at the NAFEM Show, which will be held Feb. 7-9 at the Orange County Convention Center in Orlando.

“We are proud to have seven outstanding products as part of the ‘What’s Hot What’s Cool’ gallery at the NAFEM show,” said Selim A. Bassoul, Chairman and CEO of the Middleby Corporation. “Innovation and technology are the driving forces behind The Middleby Corporation, and we are excited to put that innovation on display.”

According to NAFEM, the purpose of the gallery is to showcase innovation, one of the main themes of the show. The display will include new products offering benefits such as labor savings, sanitation, food safety and reduced life cycle costs. Products included were chosen by a criteria based on aesthetic impact, cost reduction and new foodservice applications, as well as other factors including environmental impact or technological advancement.

The Middleby family of more than 30 commercial foodservice brands will be represented by TurboChef, Wells, Lang, Star, Magikitch’n, Pitco and CTX/Middleby Marshall as described below:

- Focus Broiler (MagiKitch’n). The Focus Broiler is the next chapter in the long history of MagiKitch’n charbroilers, keeping the reliable, heavy duty features of the standard broiler while improving performance in two key areas. The broiler uses 38 percent less gas than a standard griddle and 46 percent less at high output. The new burner design also allows the broiler to reach higher and more consistent temperatures, ensuring efficiency while improving energy costs and total costs of ownership.
- Low Oil Volume Fryer (Pitco). Pitco’s newest product, aimed at high production operators, shows its benefits from its first use, reducing oil usage by 40 percent on the first fill up and every oil change in the future, which extends the time between changes due to the low volume of the fill. The “Filter Soon” feature takes the guesswork out of when to filter, and can be customized based on need, and filtering and reheating is done in under five minutes. An auto-top-off feature automatically adds new oil when it senses the oil level dropping. These features have a dramatic impact on the taste, smell and overall flavor of the products produced in the fryer.
- Heated Disher Well (Wells). The Heated Disher Well is designed for use in chef’s counters, serving counters, beverage stations and anywhere food portion utensils are

used. Water temperature is held at a preset temperature above 150°F to prevent the growth of allergens and bacteria.

- Electric Induction Top Range with Convection Oven Base (Lang) Lang, the innovation company, has done it again by offering commercial induction cook surfaces to its line of electric oven bases. As a leader in convection oven technology, Lang offers all the benefits of convection ovens with a cooking surface that is 95% efficient. Lang induction surfaces can save 25% or more in energy costs than a typical gas appliance.
- Vent Max Two-Sided Ventilation Systems (Star). The Vent-Max™ Two-Sided Grill Ventilation System provides flexibility in foodservice equipment layout. Designed for the Star Grill- Express® and Pro-Max® 10" two-sided sandwich grills, the vent removes smoke, grease-laden air, moisture and odors, improving the environment for kitchen staff and patrons. The euro design of the Vent-Max Two-Sided Grill Ventilation System encourages placement or visual cooking for front of the house for display cooking.
- Middleby Kitchen Automation Solution (Middleby Marshall/CTX). The Middleby Kitchen Automaton Solution consists of two pieces of highly patented conveyor cooking equipment by CTX and Middleby Marshall. This system is replacing traditional casual dining kitchens in chains around the world, with more than 1,000 units going into major chains in 2012. A combination of highly patented Middleby technologies promises faster cooking time, consistent quality, improved functionality and scalability, while providing huge savings in labor, energy and space.
- G5 Combi (TurboChef). The G5 is the first multi-shelf oven, integrating patented convection microwave technologies that offer superior quality and throughput. It can cook five half-sheet pans simultaneously, at about 3-4 times the speed of a standard convection oven, and notably faster than a traditional combi while eliminating most water costs. The G5 also offers simple and intuitive touch controls, as well as USB menu updates and firmware flashing. Its smart cook compensation feature helps ensure consistent cook results.

All Middleby commercial foodservice technology and brands will be on display at NAFEM in booth Nos. 2822, 3022 and 3222.