

What's Cooking with Middleby Brands

DECEMBER 2009 | ISSUE 1

We continue to heat things up...

Welcome to the first edition of "What's Cooking with Middleby Brands." We are very excited to showcase our outstanding brands and accomplishments through this venue.

You will see this issue is full of new products and customer accolades. Additionally, our brands Nu-Vu and TurboChef received outstanding vendor awards from SUBWAY® Restaurants, and Middleby Marshall was named Supplier of the Year by Domino's Pizza India for the fourth consecutive year. The Blodgett Hydrovection™ is cooking grilled chicken in all U.S. KFC stores, and Dunkin' Donuts has extended its exclusive agreement with TurboChef.

In 2009, we acquired well-known brands, TurboChef, CookTek, Anets, and Doyon to expand and enhance our product offerings. In response to the many who ask about induction cooking, we have included a Q&A from CookTek engineers. This is a technology you have to see to believe, and it is also eco-friendly and very safe for the commercial kitchen. With Anets, we can now offer our pizza customers a one-stop shop, from dough rollers to conveyor ovens to pizza warmers.

Many in the commercial cooking industry have had to "push the reset button" this year and take a good look at business. While it may be challenging for companies in the current economy, in reality there is no better time to fine tune a business. With new products that cook faster, have measurable energy savings and make safety a priority, the Middleby brands are better positioned to support our customers than ever before.

Check out our new website at www.middleby.com for information on all of our products and to view videos on the news page. Also, let me know what you would like to see in future newsletters or give me your feedback at selimbassoul@middleby.com.

Now we're cooking!

Selim Bassoul
Middleby Chairman and CEO

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Hydrovection by Blodgett

Move your product from the kitchen to the table quickly with the NEW Hydrovection™ oven by Blodgett.



The Hydrovection™ oven unites hot air cooking with moisture to produce a quality product faster than standard convection ovens. Our innovative air distribution system combines a multi speed bi-direction/bi-functional blower wheel designed to form a unique air flow pattern, resulting in a high quality bake and increased product yields that generate savings for you.

Eco-Friendly

- Well insulated with up to 2-1/2" of energy efficient mineral wool board insulation that stays in place to eliminate hot or cold spots.
- Saves water by using a thermostatically controlled quench system.
- Full perimeter door gasket keeps hot air and moisture in the oven, right where you need it.

Built to Last

- Fully-welded angle iron frame for strength and durability: Blodgett Hydrovection will maintain its structural integrity.
- Dependent doors: The Blodgett signature turnbuckle support makes it easy to operate the doors simultaneously with one hand.
- Heavy-duty doors are triple mounted directly into the full angle iron frame, creating the strongest door in the industry. Triple mount construction means your doors always stay aligned and seal tight, preventing moisture and heat (and your heating dollars) from disappearing into thin air.

Easy to Service

- Slide-out panel makes service easy. Virtually every component can be serviced from the front of the oven, saving time and service costs.

Contact your local Blodgett sales representative to place your order today.



Middleby Marshall WOW! Oven Selected as GFEN Product of the Year

The gas industry experts of the Gas Food Equipment Network (GFEN) selected the Middleby Marshall WOW! Oven as the sole recipient of the 2009 Product of the Year.

The award is given to the product that is the most advanced in energy-saving technology. Middleby Marshall submitted gas consumption data from actual sites using the WOW! Oven as part of its winning entry.

"We are thrilled to be recognized with this honor from the highly knowledgeable GFEN members," said Mark Sieron, President of Middleby Marshall. "We are proud to be a leader in

energy-saving technology, as it is a win-win for restaurant operators to lower gas consumption and save money on their energy bills."

Middleby Marshall has more than 4,000 WOW! Ovens installed worldwide. The energy-saving, fast-cooking conveyor oven is lowering utility consumption and energy bills in local U.S. pizza shops as well as globally on six continents. The WOW! Oven is also approved and in use by the top five pizza chains in the world. More information on Middleby Marshall Conveyor Ovens and the WOW! Oven can be found at www.middleby-marshall.com.

Pitco Introduces New Hybrid Fryer

Pitco is proud to introduce its new hybrid fryer, the SSH60W, to the frying industry. This latest addition to the Solstice Supreme family of fryers is a cross between traditional 14" and 18" fryers. The frying area is 18" wide allowing simultaneous cooking of three baskets, while the 60-pound frame is typical of most 14" fryers. The Pitco hybrid fryer is fast becoming the new specification for many successful chain restaurants.

These new fryers offer significant economic advantages when compared to existing units. Two hybrid fryers can replace three 50-pound fryers, resulting in 25% oil savings and a seven to eight inch reduction in hood space. Typical energy savings are 30-40%, and the initial purchase price is 20-40% less than buying three 50-pound fryers. An electric version of the hybrid fryer, the model SE184, is also available.

Contact your local dealer or Pitco representative for more information on the new cost-saving hybrid fryers.





Q&A with CookTek

Middleby acquired CookTek, a leader in induction cooking, in spring of 2009. CookTek complements Middleby's current product offerings with eco-friendly, safe, rapid cooking technologies. Below, CookTek engineers answer questions about their products and technologies.

Q What is induction cooking?

Induction cooking is a cleaner, safer, faster, and more energy-efficient way of cooking many favorite dishes. CookTek Induction Cooktops and Woks use an alternating electromagnetic current to heat the pan, which then cooks the food. Induction cooking also offers greater precision and control than any other form of cooking.

Q What are the benefits of induction cooking?

Induction is an inherently green technology. Since 95% of the energy produced by the unit goes directly into your food, cooking times are significantly reduced, and you only heat your food, not the kitchen. As a result, induction delivers considerable energy cost savings. The cooktop surface does not emit ambient heat, which saves on air conditioning costs and also prevents spills from burning on, making clean-up a breeze. And with no exposed flames or hot, radiant coils, the risk of personal injury is greatly reduced.

Q Is induction cooking versatile?

Yes! Anything can be cooked on a CookTek Induction Cooktop that would cook on a traditional gas or electric stove, but in less time and with greater precision. With a temperature range of 85°-500°F (30°-260°C), the CookTek Induction Cooktop is ideal for everything from melting fine chocolate to perfectly searing prime cuts of meat or seafood.

Q How does induction technology fit in with other equipment or improve an existing kitchen?

For anyone looking for ways to make their kitchen "greener," induction technology is ideal. The faster speed and precise control offered by induction cooking will increase throughput and improve quality, which increases kitchen productivity. CookTek induction units are compact and lightweight (single burner units weigh as little as 15 pounds!) designed to fit into just about any kitchen configuration. CookTek units are also durable and resilient – specifically designed to be "kitchen proof" for true commercial foodservice operation. Available in a variety of wattages and voltages, the units allow for a seamless integration to existing space. Whatever the cooking, warming or hot food delivery needs are, Cooktek induction units can fulfill them.

For more information visit www.cooktek.com.

Southbend Introduces the Ultimate Restaurant Range and www.BuildMyRange.com

Southbend is pleased to announce its state of the art Ultimate Restaurant Range, the best restaurant range available on the market. The Ultimate Restaurant Range is competitively priced and backed by the industry's best warranty: a 24/7 "No Quibble" Warranty. For more information, visit Southbend's new range builder at www.BuildMyRange.com. The site allows users to customize a restaurant range and view all available features. To order, contact your preferred dealer. Deliveries are made just days after ordering!



Dunkin' Donuts Extends Exclusive Agreement with TurboChef

TurboChef recently announced a two-year extension of its exclusive agreement to provide NGC "Tornado" rapid cook ovens for Dunkin' Donuts stores. TurboChef began its partnership with Dunkin' Donuts and its franchise-owned supply chain in 2005.

In 2008, TurboChef received the Dunkin' Donuts Vendor of the Year Award due to a seamless system-wide oven rollout and exceptional global customer feedback. "TurboChef and all of the Middleby Corporation brands are proud to partner with Dunkin' Donuts," said Pete Ashcraft, Senior Vice President of Global Sales and Business Development for The Middleby Corporation. "Dunkin' Donuts' menu innovations are outstanding and leading the industry. We are honored to be recognized as their 2008 Vendor of the Year, and we look forward to continuing our exclusive partnership with the company."

Dunkin' Donuts is one of the largest users of TurboChef NGC Tornado rapid cook ovens, with more than 11,500 units placed in Dunkin' Donuts shops around the world. There are more than 8,800 Dunkin' Donuts locations in 31 countries, with approximately 6,400 in the United States. The rest are in fast-growing international markets including Asia-Pacific and Latin America.

Middleby Completes Acquisition of Doyon Equipment Inc.

Middleby recently announced the acquisition of Doyon Equipment, Inc. This addition expands the line of Middleby baking ovens and strengthens the company's product offerings in this area. Doyon also adds leading chain restaurant account customers to the Middleby customer base.

Doyon equipment is popular in supermarket and retail segments. The company has a strong presence in Canada and growing popularity in the United States. Doyon will continue under the leadership of Karl Doyon, as President of the division. He is well-known and respected in the industry and a great addition to the Middleby team. Karl and his team will work to expand the use of Middleby products in supermarkets and retail segments, as well as gain a more prominent placement of all Middleby brands in Canada.

Middleby Brands

Visit www.middleby.com to learn more about all of the Middleby brands.

For general inquiries and questions about all brands contact Dave Brent, 603-230-5542

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