

# Middleby Brands NRA Pre-show Issue

MAY 2013

See all of the  
Middleby brands at  
**NRA Booths**  
**#4200 and**  
**#5202**

## Middleby Brands Receive KI Awards

Middleby Marshall and Jade have been selected as recipients of the Kitchen Innovations 2013 Award presented by the National Restaurant Association.

The Middleby Marshall WOW!<sup>2</sup> Oven was selected as a KI Award recipient as well as the Even-Broiler from Jade Range. The prestigious award recognizes the most promising and cutting-edge advancements in kitchen equipment for the foodservice industry.

Each of the winning products will be showcased in the interactive Kitchen Innovations Pavilion, booth #2440. To see the latest technologies from all of the Middleby brands, visit booths #4200 and #5202.

"We are honored to have two outstanding products in the Kitchen Innovations area at the National Restaurant Show," said Selim Bassoul, Middleby Chairman and CEO. "Industry-leading innovation and new technology are the driving forces of our business, and we are excited for everyone to see this new equipment."

An independent, expert panel of judges comprised of internationally-recognized food facilities consultants, multi-unit executives, and design experts carefully selected the award recipients.

The Middleby Marshall WOW!<sup>2</sup> Oven is the next generation of the award-winning Wow! Oven, which is currently used worldwide by top pizza chains. The WOW!<sup>2</sup> conveyor oven allows operators to control bake temperatures and conveyor speed, plus adjust independent airflow to the top and bottom impingement ports for faster, consistent baking and menu flexibility.

The Jade Even-Broiler features a unique baffled charbroiler design that evenly distributes heat front-to-back for zero cold zones and better output, while individually controlled burners and boxes allow operators the flexibility to manipulate individual 6-inch sections.



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 Middleby  
Marshall®



 JADE

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## #1 Roll-in Rack Oven

The Doyon Signature Rack Oven (SRO) is rated the #1 roll-in rack oven in its category by Fisher Nickel. The Doyon SRO is simply the best buy for high volume production. The oven can be used with either two single side-loaded racks or one double rack. Made of stainless steel inside and outside for easy cleaning and durability, the oven comes standard with a digital programmable control which features a high-volume quick draw shot and constant pulse steam injection system. The Doyon SRO series has standard suspended type racks for easy maintenance and cleaning, as well as a stainless steel floating floor and front-mounted panel for easy service and maintenance. Additionally, it ships either knocked down or in one piece. As far as versatility, nothing else compares! Perfect for bread, rolls, buns, pastries, cookies, muffins, pies, cakes, bagels, croissants, sourdough, ryes, pizza and proteins.



## Super Fast Toasting

The Holman Impingement/Radiant Conveyor (ICS) Toaster features high intensity impingement airflow which reduces toast times by 20% while diminishing electricity consumption by up to 90%. Customize the toaster cook settings with six programmable menu buttons for multiple toasting speeds for different food items. This high-speed, energy efficient toaster is designed with a safe load area including full width front burn guard and cool touch exterior for careful toasting.



## Flexibility with Sin Aqua

CookTek revolutionized the steam table with the SinAqua Waterless Induction Food Holding Well, and now it's even better! The new adjustable SinAqua units offer the flexibility to change pan depth as service requires. Now, one unit can accommodate 1.25", 2.5", 4", or 6" deep pans, depending on what food items are being served. The adjustment is easy, and done from above the counter. Plus, these units offer all of the advantages of the original SinAqua – temperature precision, 50% energy savings, no more plumbing systems or the waterborne health risks associated with them.

## Induction Soup Well

The new Induction Soup Well was built to function alongside the SinAqua. This unit completes CookTek's elegant induction buffet holding suite, offering the flexibility to accommodate standard 7 qt. or 11 qt. soup tureens. The tureens sit in a water bath that protects delicate soups from scorching. Like the SinAqua, the Soup Well provides 50% energy savings over traditional electric soup wells while providing greater precision temperature control. Unique to the Soup Well are a re-therm mode and a boil dry indicator.



## Experience the World of Blodgett Combi

Blodgett is taking NRA by storm! Visitors to the booth will see why Blodgett is the industry leader in convection ovens and learn how Blodgett Combi ovens are the ideal solution for any commercial kitchen, large or small. The Blodgett booth will feature all product lines and six different controls: manual, programmable, MenuSelect, SmartTouch, glass control for DFG-100 HE, and the world's first Android touchscreen combi control.



Blodgett has made a considerable investment in its certified chef network and are proud to introduce two highly skilled and talented combi professionals at the NRA Show; Corporate Chefs Jeffrey Pax and Joe Arvin (Yes, Chef Joe from Big Brother 14!). This space will be packed with Blodgett Combi expertise!

Blodgett offers customers three sizes of boilerless mini combi's: 2/3 size pan, 6-pan, and 10-pan. At NRA, the Blodgett chefs will explain how any one of these small ovens can equal big savings in the kitchen. Each oven is available with manual or programmable controls with all the power of a full-size combi in a compact footprint.

The Blodgett Hydrovection unites hot air cooking with moisture to produce a quality product faster than standard convection ovens with up to 15% greater yield. This is the only split-door, continuously humidified oven on the market. Visitors to the Blodgett booth will learn about Hydrovection's shelf-timing feature on the SmartTouch control and how this control "lets the chef be the chef."



## Results from the SPINFRESH Challenge

Pitco put its new SPINFresh fryer to the test at The NAFEM Show in Orlando back in February, and it passed with flying colors!

Attendees to the show participated in the SPINFresh Challenge, where they sampled various foods prepared in both a conventional fryer and a SPINFresh fryer. The attendees were then asked which product they preferred and of the 266 participants, 207 (78%) chose foods prepared in the SPINFresh.

“We already knew of the health benefits from our game-changing SPINFresh technology, but the SPINFresh Challenge confirmed how much consumers preferred the taste of the products from the SPINFresh fryers compared to traditional fryers,” said Steve Spittle, Pitco Vice President of Sales. “We typically expect foods to taste a certain way and it was interesting to see the consumers’ positive reaction to the difference they could taste in the SPINFresh products.”

The SPINFRESH fryers from Pitco and Perfect Fry are a unique technology, which dramatically reduces the fat calories in fried food by spinning off the excess oil from the cooked product. As the SPINFRESH Challenge confirmed, this revolutionary product will also dramatically enhance the flavor profile of fried food.



## TurboChef CONNECTed Oven

Simply scan and cook with TurboChef Connect, a patented technology solution from TurboChef and its partner OvenFeast! TurboChef Connect makes using the Söta oven easier, faster and safer. Once cooking begins, data is collected and stored in a real-time cloud system, ready for simple data retrieval and analysis pertaining to operations and usage.



TurboChef Connect delivers:

- **Consistency:** Cook settings are embedded on a barcode attached to the food item packaging, meaning no interaction with the oven user interface is required. This also ensures brand protection and consistent quality output every time.
- **Traceability:** Real-time data on oven performance is provided by product, including P&L, POS, materials planning, business analytics, and remote diagnostics.
- **Safety:** Food safety is verified in real-time for assistance with HACCP – in case of product expiration, recall, or invalid food item relative to menu or time of day, the oven will not cook the item.

## Middleby China Receives Award from YUM! Brands China

On March 29th, YUM! Brands China awarded Middleby China with the Bridge Builder Award. The award was presented at the 2013 YUM! China Supplier Convention. Middleby China is the only equipment supplier to ever receive this award.

Jerry Koo accepted the award on behalf of YUM! China, which marked a major milestone in 2012 by eclipsing \$1 billion in profits. YUM! China experienced massive growth last year, opening nearly 900 restaurants throughout China, including 4,000 KFC and 800 Pizza Hut locations.



“We are honored to receive this prestigious award from YUM! China and proud to be a partner for more than 20 years,” said Selim A. Bassoul, Chairman and CEO of The Middleby Corporation. “Jerry Koo is an outstanding leader in this market and has been instrumental in our long-standing, successful partnership with YUM! China.”

Upon presentation of the Bridge Builder Award, YUM! China thanked Jerry Koo and Middleby China for their proactive allocation of resources in developing new and energy-saving equipment for YUM!. YUM! also cited Middleby China’s patience, dedication, responsiveness, commitment, and support of YUM! China operations. Additionally, Middleby was praised for its effective communication, smooth and seamless supply and spontaneous reactions to all situations.

## See the Automated Kitchen at NRA!

Middleby Marshall and CTX have changed the casual dining business forever by offering improved food quality and faster cook times while maximizing labor savings. You have to see it to believe it!





## Follow #Middleby Brands on Twitter!

For the last couple of years, the use of social media has been on the rise as companies try to find more ways to reach out to their customers.

Twitter has become a valuable tool as its short (140 character) messaging format is a great way to get information out quickly to followers through text, photos and links to other websites. More than a dozen Middleby brands have joined the "Twittersphere" to better reach customers.

The Middleby brands that can currently be seen (or followed) on Twitter are adjacent. If you are on Twitter, be sure to follow these brands!

Note: Some brands share the same handle.

Middleby – @middlebycooking  
 Beech Ovens – @Beechovens  
 Carter Hoffman – @CarterHoffman  
 CookTek – @CookTek  
 Doyon/NuVu – @DoyonNuVu  
 IMCO – @IMCLtd  
 Jade – @JadeRange  
 Lang – @LangMfg  
 Lincat – @LincatLtd  
 MagiKitch'n/Pitco – @PitcoMK  
 Middleby Australia – @MiddlebyAus  
 Middleby Marshall – @WowOven  
 Middleby Worldwide – @MiddlebyLatino  
 Star/Holman – @StarMfg  
 Southbend – @Southbendnc  
 TurboChef – @TurboChefTech  
 Viking – @VikingRange and @VikingCommercial  
 Wells/Bloomfield – @WellsBloomfield

## Middleby Brands

Visit [www.middleby.com](http://www.middleby.com) to learn more about all of the Middleby brands.

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

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Beech Ph: +61 7 3397 0277	CTX Ph: (847) 741-3300	IMC Ph: 01978 661155	Nieco Ph: (707) 284-7100	Toastmaster Ph: (800) 264-7827
Blodgett Ph: (802) 860-3700	Doyon Ph: (418) 685-3431	Jade Ph: (714) 961-2400	Nu-Vu Ph: (906) 863-4401	TurboChef Technologies Ph: (214) 379-6000
Bloomfield Ph: (314) 781-2777	frifri Ph: +41 32 752 46 52	Lang Ph: (314) 781-2777	Perfect Fry Company Ph: (403) 255-7712	Viking Ph: (662) 451-1720
Britannia Ph: 01926 463540	Giga Grandi Cucine Ph: +39 055 721 305	Lincat Ph: 01522 875500	Pitco Ph: (603) 225-6684	Wells Ph: (314) 781-2777
Carter-Hoffmann Ph: (847) 362-5500	Holman Ph: (800) 264-7827	MagiKitch'n Ph: (603) 225-6684	Southbend Ph: (919) 762-1000	

