

What's Cooking with Middleby Brands

MAY/JUNE 2010 | ISSUE 2

Middleby Brands Earn NRA 2010 Kitchen Innovations Award

Southbend and Middleby Marshall have been selected as National Restaurant Association 2010 Kitchen Innovations Award recipients. The Middleby Marshall Mini WOW! (640) Oven and Southbend Ultimate Range were chosen due to the leading innovation they bring to commercial cooking.

The Mini WOW! Oven, the Middleby Marshall PS640, was selected for the award based on its patented sleep technology, which allows the oven to use less power at times when food is not being cooked. More than 6,000 WOW! Ovens are in use around the world, cooking over one million pizzas every day.

The Ultimate Range was selected for offering a five-burner range or a hybrid combination of electric and gas. Southbend's one-of-a-kind website, www.buildmyrange.com, can help customers build a range to suit their needs.

"We are thrilled to be an Innovation Award recipient," said John Perruccio, President of Southbend. "The award confirms Southbend is the most versatile and innovative range in the industry."



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GreenStainless.com features energy efficient products

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Generate the highest return on your investment when you take advantage of Sec 179 incentives

Populate Your Kitchen With Middleby



When you *Populate your Kitchen with Middleby*, you populate your kitchen with innovation, quality, and energy efficiency. For a limited time, receive Middleby's Premier Protection Warranty – an additional year beyond the standard warranty for products on qualifying orders.

Contact pkm@middleby.com to learn more and to find a participating dealer!

THE MIDDLEBY CORPORATION
A GLOBAL LEADER OF FOODSERVICE EQUIPMENT

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Innovation in Energy Efficiency

Middleby brands showcased ENERGY STAR rated and eco-friendly products at the NRA Show, May 22-25 in Chicago.

Middleby brands, such as Blodgett, Southbend, Doyon, Lang, and more, offer the largest selection of ENERGY STAR rated convection ovens in the industry.

TurboChef and Middleby Marshall cooked live, and showcased their eco-friendly products. TurboChef ovens are ventless, and the new Söta is the most energy efficient rapid-cooking oven on the market. The Middleby Marshall WOW! Oven has a patented "sleep mode" which allows the oven to use minimal energy when it is not cooking food. Additionally, Star and Jade offer several grills that are energy efficient.

Populate your kitchen with Middleby, and discover how Middleby's diverse line of energy-efficient products can increase revenue while lowering operating costs. Visit www.middleby.com to learn more!

Advances in Frying Technology

Middleby brands have more ENERGY STAR rated fryers than any other brand, and the recent addition of Perfect Fry and SPINFRESH technologies distance Middleby even further from the competition.



MIDDLEBY ACQUIRES PERFECT FRY

Middleby announced on May 5 that it has entered into an agreement to acquire Canada-based Perfect Fry, a leading manufacturer of ventless countertop fryers for commercial kitchens. With this acquisition, Middleby continues to expand its portfolio of top brands and technologies in the cooking and warming segments.



"We are very excited to add the unique product line of Perfect Fry to complement our industry-leading platform of frying technologies," said Selim Bassoul, Chairman and CEO of The Middleby Corporation. "The compact design and ventless technology of the Perfect Fry product line provides a foodservice operator with the ability to offer fried foods in non-traditional locations utilizing a low cost solution."

Perfect Fry has been recognized by the National Restaurant Association as a recipient of the Kitchen Innovations Award in 2006 and again in 2010. The acquisition complements Middleby brands TurboChef, Cooktek, and Wells, strengthening Middleby as the leader in ventless cooking solutions for the commercial foodservice industry.

MIDDLEBY SPINFRESH

Middleby is incorporating patented SPINFRESH technology in existing Pitco and Anets fryers. The new Middleby SPINFRESH product is scheduled to be introduced in the second half of 2010.



SPINFRESH patented spinning technology is similar to a salad spinner or spin cycle in a washing machine. The fryer lifts the basket out of the oil and spins the excess oil from the product, making it healthier (and better tasting, according to top chefs).

"French fries, seafood, vegetables and everything imaginable tastes better when cooked on a SPINFRESH fryer than in any other fryer," said chef Jesse Sartin, National Director and Master of Taste, Chefs in America Awards Foundation.

SPINFRESH fryers decrease calories from fat by 34% and use nearly 50% less oil than traditional fryers. Additionally, SPINFRESH fryers reduce gas consumption by 13% compared to traditional fryers, decreasing energy bills.

SPINFRESH can also expand the menu in a restaurant, as a greater variety of food can be cooked using SPINFRESH than traditional frying. [Click here](#) for more information.

Industry Veterans Join Middleby

Chuck Freer and David Warneke have joined with Middleby, bringing decades of experience in the commercial foodservice industry.

Before joining Middleby Marshall as Vice President of Sales and Business Development, Chuck was an Area Vice President with Manitowoc, representing all of their brands. His personal experience as a restaurant owner and operator further enables him to provide Middleby Marshall customers with the best solutions for every kitchen need.

David Warneke joins Lang, a division of the Star Group, as Vice President of Sales and Marketing. A foodservice equipment industry veteran of 30 years, David has spent the last year spearheading an industry-wide effort to build a commissary kitchen, bakery, and culinary school in rural Honduras.

Middleby welcomes these industry veterans and the great support they will bring to Middleby customers.

Middleby receives top awards from YUM! Brands

The Middleby Corporation, along with brands Pitco and Middleby Marshall, received top awards at the Star Awards Ceremony from longstanding customer YUM! Brands.

The occasion was especially momentous, as Middleby became the first ever equipment supplier to win overall Supplier of the Year for YUM! Brands. Middleby Marshall was named Pizza Hut Equipment Supplier of the Year and Pitco was named Taco Bell Equipment Supplier of the Year.

"We are honored and humbled by these awards," said Selim Bassoul, Chairman and CEO of The Middleby Corporation. "The team at YUM! Brands and UFPC have always been visionary in terms of their menu items and how to deliver them to customers. They have inspired us to be a better company. We are very proud to be their partner."



WVU Modular Ventless Hoods

Wells is proud to announce the WVU series of ventless hoods to its growing line of modular ventilation products.

The new WVU offers a certified Type I hood that can be used with nearly any light to medium-duty electric cooking appliance, up to a 24" cooking surface. As with all Wells ventless hoods, ANSUL fire suppression systems are standard, offering a safe cooking environment to go along with unbeatable reliability.

Wells modular ventless hoods and cooking systems are the perfect choice for applications where traditional hoods are neither possible nor practical, such as high rise buildings, stadiums, kiosks, historic buildings, leased spaces, and basements.



[Click here](#) for more product information.

GreenStainless.com Features Energy Efficient Products

Going green isn't just about protecting the environment. Going green makes business sense, too. Visit www.greenstainless.com to learn more about Middleby's most technologically advanced and eco-friendly products, as well as facts, tips, and news on going green in the foodservice industry!



Tax Incentives Extended to Help Equipment Purchasers

The Hiring Incentives to Restore Employment (HIRE) Act of 2010 has extended the Section 179 incentives established for the Economic Stimulus Act of 2008 through December 31, 2010. This creates incentives for businesses to purchase equipment in 2010, as these business tax breaks are very valuable and would benefit those purchasing equipment this year. These tax benefits are not scheduled to be in effect past 2010, so to generate the highest return on your investment, make the decision to BUY NOW!

FREQUENTLY ASKED QUESTIONS

What is the Section 179 Deduction?

Section 179 of the IRS Tax Code allows a small business to deduct, for the current tax year, the full purchase price of financed or leased equipment that qualifies for the deduction (up to \$250,000 in 2010). The equipment purchased or leased must be within the specified dollar limits of Section 179, and the equipment must be placed into service in the same tax year that the deduction is being taken (for tax year 2010, equipment must be put into service between 01/01/2010 and 12/31/2010).

What impact did the Economic Stimulus Act of 2008 and the 2010 HIRE Act have on the Section 179 Deduction?

Limits of the Section 179 Deduction have increased. The previous limits were \$125,000 for the deduction and the total amount of equipment purchased or leased for the year had to be less than \$500,000. Today, the deduction limit is \$250,000, and the total equipment purchased or leased needs to be less than \$800,000.

Can I lease (or finance) equipment and still take the Section 179 Deduction?

Absolutely. In fact, this can be a very effective strategy, as the deduction you take may actually exceed the total loan or lease payments you make for the year.

For more information, speak with a tax advisor and review the *Q&As on Section 179* and sample cost scenarios at www.middleby.com.

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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