

# *THE MIDDLEBY CORPORATION*

1400 Toastmaster Drive, Elgin, Illinois 60120 • (847) 741-3300

## **Jade and Middleby Marshall Named Kitchen Innovations Award Recipients**

March 11, 2013 (Elgin, Ill.) – The Middleby Corporation is proud to announce that two of its brands, Middleby Marshall and Jade, have been honored as recipients of the Kitchen Innovations 2013 Award presented by the National Restaurant Association Restaurant, Hotel-Motel Show.

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.

“We are excited to have two outstanding products representing The Middleby Corporation 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 the opportunity to showcase our new products.”

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

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

An independent, expert panel of judges comprised of internationally recognized food facilities consultants, multi-unit executives, and design experts carefully selected the award recipients. Each of the winning products will be showcased in the interactive Kitchen Innovations Pavilion (Booth 2440) at the **2013 National Restaurant Association Restaurant, Hotel-Motel Show** to be held May 18-21 at McCormick Place in Chicago.

The Middleby Corporation is a global leader in the foodservice equipment industry. The company develops, manufactures, markets and services a broad line of equipment used for commercial and residential food cooking, preparation and processing. The company's leading equipment brands serving the commercial foodservice industry include Anets<sup>®</sup>, Beech<sup>®</sup>, Blodgett<sup>®</sup>, Blodgett Combi<sup>®</sup>, Blodgett Range<sup>®</sup>, Bloomfield<sup>®</sup>, Britannia<sup>®</sup>, Carter-Hoffmann<sup>®</sup>, CookTek<sup>®</sup>, CTX<sup>®</sup>, Doyon<sup>®</sup>, FriFri<sup>®</sup>, Giga<sup>®</sup>, Holman<sup>®</sup>, Houno<sup>®</sup>, IMC<sup>®</sup>, Jade<sup>®</sup>, Lang<sup>®</sup>, Lincat<sup>®</sup>, MagiKitch'n<sup>®</sup>, Middleby Marshall<sup>®</sup>, Nieco<sup>®</sup>, Nu-Vu<sup>®</sup>, PerfectFry<sup>®</sup>, Pitco Frialator<sup>®</sup>, Southbend<sup>®</sup>, Star<sup>®</sup>, Toastmaster<sup>®</sup>, Turbochef<sup>®</sup>, Viking<sup>®</sup> and Wells<sup>®</sup>. The Middleby Corporation has been recognized by Forbes Magazine as one of the Best Small Companies every year since 2005, most recently in October 2012.

For more information about The Middleby Corporation and the company brands, please visit [www.middleby.com](http://www.middleby.com). For more information on Jade or Middleby Marshall visit [jaderange.com](http://jaderange.com) or [Middleby-marshall.com](http://Middleby-marshall.com)

Contact Darcy Bretz [dbretz@middleby.com](mailto:dbretz@middleby.com) 847.429.7756