

News From



Middleby Marshall WOW! Oven Awarded the National Restaurant Association 2010 Kitchen Innovations Award

Elgin, Ill. (March 22, 2010) – The Middleby Marshall 640 "Mini" WOW! Oven has been selected as a recipient of the 2010 Kitchen Innovation Award from the National Restaurant Association. This is one of many recognitions the WOW! Oven has received for its patented energy-saving, fast-cooking technology.

The WOW! Oven is in use in more than 50 countries around the world, cooking over one million pizzas per week in 6,000 ovens in use around the world. In 2009 the WOW! Oven received the highest honor from the Gas Food Equipment Network (GFEN), selected as their sole "product of the year. In 2010 the WOW! Oven was selected as the U.K. Caterer and Hotelkeeper Equipment & Supplies Excellence Award winner as well.

"The WOW! Oven continues to lead the way in conveyor technology, and the recent awards continue to endorse the fact that it is the best oven on the market today," said Mark Sieron, President of Middleby Marshall. "The WOW! Oven guarantees operators cost savings on utility bills, has the fastest and most consistent bake of any conveyor oven."

The 70-inch WOW! Oven was introduced to the market in 2006, and due to the demand for a smaller oven the "Mini" 40-inch WOW! Oven was introduced in 2008. Today, the WOW! Oven is in use by the top five pizza chains in the world.



2010 Recipient

