

News From



Middleby Marshall to Debut WOW!² Oven at International Pizza Expo

March 13, 2013 (Elgin, Illinois) – Middleby Marshall, the world leader in conveyor ovens, proudly announces that the WOW!² Oven will make its debut, cooking live, at Booth No. 801 at the International Pizza Expo, held March 19-21 in Las Vegas.

The WOW! 2 is the newest generation of the original WOW! Oven, which since its creation in 2006 has won numerous industry awards and bakes billions of pizzas worldwide every year.

The technology in the WOW!² Oven allows the user to independently control the amount of air flow to the top air impingement ports and to the bottom air impingement ports. The variable air flow technology allows for a more rapid and consistent bake performance on a variety of food products, which allows customers to expand their menus.

The variable air flow can be directly accessed by the user through the control on the front of the oven. It is adjusted using the control to set unlimited speed settings on the independent inverters that control the top and bottom circulating blower motors. The control also allows for setting bake temperatures and conveyor belt speeds.

With this full range of possible adjustments at the operator's fingertips, optimal baking results can be achieved, with baking speeds 30 percent faster than standard conveyor ovens. Also new on the WOW! 2 is the cool skin technology which keeps the surfaces of the oven that the operator encounters cool to the touch.

"We are thrilled with the initial reception of the WOW!² Oven," said Middleby Marshall President Mark Sieron. "The WOW!² takes the best of the original and makes it better, with many enhanced features that add to the oven's versatility. We are excited that operators can now expand their menu as well as save time, money and energy while improving product performance and food quality."

The WOW!² has already captured some high-profile attention, having been named one of the recipients of the **2013 Kitchen Innovations™ (KI) Award** from the National Restaurant Association, which honors the most promising and cutting-edge advancements in kitchen equipment for the foodservice industry.

Middleby Marshall is a division of The Middleby Corporation (NASDAQ: MIDD), a world leader in commercial cooking. Middleby Marshall is the #1 global manufacturer of conveyor cooking ovens, including the WOW! Oven, the fastest and most energy saving conveyor oven in the world and CTX, the only infrared conveyor oven in the commercial cooking market. Information on Middleby Marshall is available at www.middleby-marshall.com or www.wowoven.com.

Middleby Marshall is on Twitter (@wowoven) and Facebook (<http://www.facebook.com/pages/WOW-Middleby-Marshall-Ovens/327952847770>). Contact: Darcy Bretz (847) 429-7756