

News From



1400 Toastmaster Drive, Elgin, Illinois

## **Middleby Marshall Wins the UK 'PAPA' New Equipment Award for the WOW! Oven Technology**

Elgin, Ill., November 16, 2007—The Middleby Marshall has been named the recipient of the prestigious 2007 PAPA New Product Equipment Award for the WOW! Oven. The award was presented by the Pizza and Pasta Italian Food Association (PAPA), which represents the pizza, pasta and Italian food industry in the United Kingdom.

The Middleby Marshall WOW! Oven is the fastest-cooking conveyor oven in the world. With its patented technology, including a “sleep mode” and energy saving eye the oven reduces energy costs for operators up to 30 percent. Middleby Marshall just completed the installation of its 1500<sup>th</sup> WOW! Oven in November. The oven was introduced to the market in 2006 and is now available in three sizes to fit any kitchen.

“We are honored to have our WOW! Oven technology recognized at the best in the industry by a top global association like PAPA,” said Middleby Marshall division president Mark Sieron. “Both restaurant owners and customers benefit from the fastest cook time available and the most consistent product. Operators all over the world can attest to significant energy savings using the patented WOW! Oven.”

The PAPA Award recognizes suppliers who support the pizza/pasta market through the development of exceptional and innovative new equipment that makes a significant contribution to the industry. To access award information visit [www.papa.org.uk/awards/2007/index.htm](http://www.papa.org.uk/awards/2007/index.htm).

The Middleby Marshall WOW! Oven was previously recognized as an Innovation Award recipient by the Chicago Sun-Times. For more information about the WOW! Oven visit [www.middleby-marshall.com/wow](http://www.middleby-marshall.com/wow).

