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Wayne Froehlich Promoted to President of Automatic Bar Controls

Elgin, Ill. – Wayne Froehlich has been promoted to President of Automatic Bar Controls, part of the Middleby Beverage Group. In this role he will oversee all aspects of the beverage brands Wunder-Bar, JoeTap, Starline, and Bloomfield.

“Middleby has considerably strengthened its position in commercial beverage, and Wayne is one of the reasons for our success. His leadership and experience not only benefitted his team, but our entire organization. We are gaining significant traction with customers who want our innovative beverage offerings in this fast-growing segment of commercial foodservice,” said Korey Kohl, President of Middleby Beverage. “When Wayne joined Middleby two years ago we had just invested in a new Vacaville, California facility. His operations expertise was extremely valuable in quickly ramping up manufacturing while capitalizing on efficiencies. Under his direction, technology development and product launches have accelerated while delivering outstanding quality to our customers.”

Before his promotion, Froehlich was general manager of the group. He will continue to oversee the day-to-day sales, operations, engineering and accounting functions at the brands while becoming more deeply involved in strategic corporate initiatives.

Froehlich joined Middleby and Automatic Bar Controls nearly two year ago. He brought decades of experience to his position, primarily from the commercial foodservice industry. Previously he was VP/GM at Guardian Equipment, a manufacturer of emergency eye wash and showers for the industrial chemical industry. Prior to that he was with Prince Castle LLC, where he directed operations at the main company facility, Silver King’s Refrigeration in Plymouth Minn., as well as their offshore facility in Ningbo, China. In this role he was responsible for all aspects of the manufacturing business units that were under his leadership.

About Automatic Bar Controls

Automatic Bar Controls is a Middleby Corporation company with manufacturing facilities located in Vacaville, CA, and Ensenada, MX, and additional sales offices in the UK and Czech Republic. For more on Automatic Bar Controls see www.wunderbar.com, for more on Middleby and its companies, see www.middleby.com.

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