



# MINUTE

**NAFEM SPECIAL EDITION**

## Welcome to Middleby at NAFEM 2023

### WELCOME TO NAFEM, MIDDLEBY-STYLE

We are excited to be with not only our partners and customers at The NAFEM Show 2023, but thrilled Team Middleby will be together, as our staff, brands and booth will all be together on the show floor, highlighting their synergies and solutions. When we asked attendees what they hoped to learn from The NAFEM Show, the message was clear: the latest and most advanced industry innovation that addresses today's challenges. We will deliver all that and then some at NAFEM. Attendees will be wowed in Innovation Alley and be drawn to our specialty booth areas including the Middleby Coffee Café, Middleby Brewing, Automation, Ventless, Frozen, and more. We are proud to highlight the advanced innovation used by industry expert Jon Taffer in his electric, ventless kitchen in our Taffer's Tavern. Also, attendees will want to spend time within our space showcasing new technologies in IoT and electrification. Let's enjoy being together, have fun, and learn something to take business to the next level. We are looking forward to seeing you very soon.



Tim FitzGerald,  
CEO

### IN THIS ISSUE

- Welcome to NAFEM. . . . . 1
- Innovation Alley . . . . . 1
- Middleby Frozen . . . . . 2
- Middleby Automation. . . . . 2
- Open Kitchen IoT. . . . . 2
- Middleby Brewhouse. . . . . 3
- Marco Joins Middleby . . . . . 3
- Middleby Coffee Café . . . . . 4
- Flavor Burst Joins Middleby . . . . . 4
- Middleby Electrified. . . . . 4



The top 50 Middleby food and beverage innovations are together in one showcase at Booth 1657, Innovation Alley. This is sure to be one of the most talked about areas on The NAFEM Show floor, featuring the most advanced solutions in cooking, warming, beverage and more. Many of these Middleby technologies are making their debut at The NAFEM Show and are being introduced to the industry for the first time. "Middleby is known for bringing the most advanced and innovative solutions to market quickly. Our top priority is addressing our customers' challenges in a rapidly changing marketplace with today's most innovative technologies," said James K. Pool III, Middleby CTO and COO. "Visitors will see fifty innovative solutions from dozens of Middleby brands, all in one place. Experience the future of foodservice in Middleby Innovation Alley."



**Booth 1657: Innovation Alley and Frozen/Ice Solutions**

**Booth 1457: Automation, Robotics and IoT**

**Booth 1257: Coffee Solutions, Brewing and Dispensing, Ventless and Electric, Taffer's Tavern, Coffee Café**

Located in the heart of the NAFEM Show. 

## MIDDLEBY FROZEN

While we are in the land of Disney, “Frozen” takes on a different look and meaning within booth 1657.

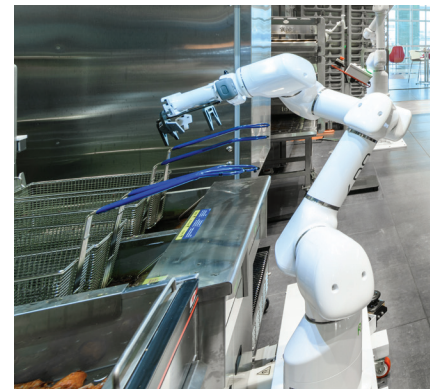
Middleby has the most trusted, well-known and sophisticated brands in ice and frozen beverage. Together in our “32 & Below” display next to Innovation Alley, visitors will experience the depth and breadth of Middleby frozen and ice solutions. If you see the giant ice sculpture, you’re in the right place.

“Middleby added well-known brands Icetrio and Kloppenburg to our beverage portfolio last year and it’s been a great fit. Their products highly complement our Follett, Taylor and U-Line offerings, and booth visitors will see this first-hand at NAFEM,” said Korey Kohl, President of Middleby Beverage. “We are excited to introduce our latest acquisition, Flavor Burst, as well.”

Visit the Middleby “32 & Below” section in booth 1657 at The NAFEM Show and learn about the latest ice innovations, see the varieties of available ice and the most advanced frozen beverage solutions.

## MIDDLEBY AUTOMATION. ALWAYS ON. ALWAYS DELICIOUS.

Middleby is proud to bring the latest in automated commercial kitchen solutions to The NAFEM Show in booth 1457. Let Middleby show you how to take labor out of the kitchen while delivering exceptional quality food. We will showcase the Middleby solutions as we cook live in both our burger-wings bar and our mobile pizza pod.



With labor challenges showing no signs of relenting, operators are prioritizing the addition of automated solutions within their operations. With innovation in the Taylor Crown Series and Nieco Ventcore, proteins cook evenly and perfectly every time while RAM fry dispense and L2f robotics cook spectacular fries every time (in a Pitco fryer of course). Productive Robotics and L2f highlight other robotic solutions for guests looking to advance their operations and take labor out of the kitchen.

## OPEN KITCHEN IOT. PROVEN COST REDUCTION.

# OPEN KITCHEN



How can the Middleby Open Kitchen IoT Solutions streamline your business? The team is ready to answer that question and more in booth 1457 across from Innovation Alley. Open Kitchen can retrieve data from equipment in

the commercial kitchen to ensure the optimal operation for energy, cost and labor savings. Operators also have the ability to get a snapshot of their entire operation on one screen.

“Open Kitchen has proven cost and efficiency savings,” said Jay Fiske, President of Powerhouse Dynamics, developers of Open Kitchen. “In the current marketplace operators are looking to scale back labor and energy costs, and Open Kitchen delivers automation and data to help them optimize their operations.”

## MIDDLEBY HIGHLIGHTS BREWING AND DISPENSE INNOVATION

We are excited to showcase our latest brewing and dispense technology at the Middleby Brewhouse, located in booth 1257. Featuring advanced dispense innovation from Wunder-Bar and brewing technology from Ss Brewtech, join us to learn more about the two state-of-the-art dispensing units that are featured in the Middleby Brewhouse. The first is NexDraft technology by Wunder-Bar, which will be dispensing nonalcoholic (NA) beer that could prove to be the most delicious our guests have ever experienced. With proprietary box beer innovation, the product can be shipped anywhere without issue since it is NA, has a long shelf life, and the “nested fermentation” process



which allows brewers to make best in class, great tasting, award-winning NA beer.

On the other side of the bar is S-tap by Wunder-Bar. With bottom fill technology the dispense nozzle activates a 4-second pint pour with up to 98% keg yield. Visitors will see a digital keypad with indicators which provide the operator with information for maintaining efficient service. The integrated web server provides quick, real-time data anytime and anywhere. There's a lot of technology behind a perfect pour. The centerpiece in the Middleby Brewhouse is in fact, a Brewhouse: the Ss Brewtech 3.5 bbl Brewhouse. This unit maximizes system efficiencies and offers touch screen controls for all brewing functions, including automatic controls for key functions. The system ships fully assembled allowing for easy setup and perfect vessel alignment. This Brewhouse incorporates prolevel features not often seen on systems this size, including a grain-out door, milled false bottom, and a temperature-controlled mash. Visitors can see all the innovative features and discuss their needs with our experienced staff, so make sure to see it at Booth 1257.



## MARCO JOINS MIDDLEBY



Marco is a leader in innovative beverage dispensing systems. We are thrilled to have Marco and their award-winning technologies in the Middleby Café and Innovation Alley at The NAFEM Show. Marco complements to our growing beverage portfolio, and their product line further expands our offerings in coffee brewers, cold brew dispenses, and a variety of hot, cold and sparkling water dispensers. On display will be Marco innovation FRIIA, ColdBru, MIX and POUR'D cold coffee on tap which recently received the Best New Product 2022 award from the Specialty Coffee Association.

## BARISTA CHAMPION FEATURED IN MIDDLEBY COFFEE



U.S. Barista Champion Morgan Eckroth will be a guest in the The Middleby Coffee Café in booth 1257! Morgan (@MorganDrinksCoffee) knows coffee, holding the titles of 2022 U.S. Barista Champion and 2022 World Barista Champion Runner-Up. You may know Morgan already from social media, with more than 7.5 million followers across TikTok, YouTube, and Instagram. Daily programs in the Middleby Café with Morgan include Latte Art (10 am), and Espresso Flights in the afternoon.

Ongoing demonstrations throughout the day will continue featuring new Middleby brand Marco, as well as Synesso, Concordia and Joe Tap. Did we mention lots of coffee sampling? Stop by Middleby Coffee Solutions to start, rejuvenate or end your day. We promise you a great cup of joe and coffee solutions for your business.

## MIDDLEBY ELECTRIFIED (AND VENTLESS!)



Middleby ventless solutions will be on full display in both a re-creation of Taffer's Tavern, and in our Ventless & Electrified space. Stop by Thursday afternoon and learn more from an FCSI roundtable taking place in our booth. Ventless equipment continues to be in high demand, turning dead spaces into profit centers and meeting the sustainability initiatives of our operators.

"Demand is very high for ventless equipment, and Middleby has the broadest solutions for any operation with grills, fryers, convection ovens and more," said Scott Heim, President of



Middleby Ventless Solutions. "Visitors can see a great example of ventless in use in a full, busy kitchen like Taffer's Tavern, where food quality is of utmost importance, then they can see everything Middleby has to offer in the ventless section." See Taffer's Tavern and all Middleby ventless electric solutions at Booth 1257.

## FLAVOR BURST JOINS MIDDLEBY



We are pleased to announce new innovative technology in the Middleby portfolio. Flavor Burst provides flavoring systems to enhance customer offerings for soft serve, shakes, slush, smoothies, frozen carbonated beverages, frozen coffees, and frozen cocktails. This technology complements and extends the existing product offerings from our beverage group. Join us in Innovation Alley to find out more about Flavor Burst.