

ALI WORLD

THE ALIGROUP MAGAZINE

ISSUE 1 | 2012

THE TORCH

Qatar's iconic landmark

COVER STORY

ALI RECEPTION 2011

Sharing the culture of food

The latest trends in

KITCHEN DESIGN

Derek Horn shares his vision with us

The latest scoop on

CARPIGANI

Jason Fish at

BARNESLEY COLLEGE

The most advanced training kitchens in the UK

Saving power:

POWERFUL SAVINGS



ALIWORLD IS A MAGAZINE PUBLISHED BY ALI GROUP
Issue 1 | May 2012

I am very happy to present the first issue of *AliWorld*, the magazine by Ali Group devoted to the Hospitality and Foodservice industry.

We have dedicated time and passion to this first issue and we count on improving this "work in progress" with your suggestions. I say "we" because everyone in our Milan office has contributed to this exciting first edition.

I would like to extend a special thank you to Mr. Berti, the heart and soul of *AliWorld*, who has been untiring in following and contributing to every step of the process. All of my colleagues worldwide have been a great help: their advice, information and explanations have made my job an easy one.

I hope that many of you will write to make a contribution or give suggestions for future articles. Any and all ideas to make *AliWorld* even more interesting and relevant are welcome. To make your contribution, feel free to contact me at: elena.faccio@aligroup.it. It will be a pleasure to speak with you and share your ideas and information.

AliWorld is available in both digital and print. Please write me to indicate the version you prefer.

I hope that *AliWorld* will become an important part of your world.

Enjoy reading!

Elena Faccio
Corporate Communications Manager

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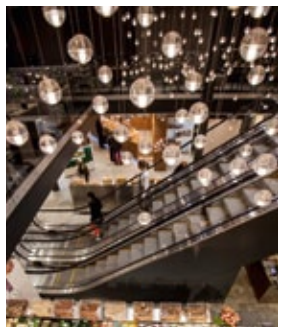
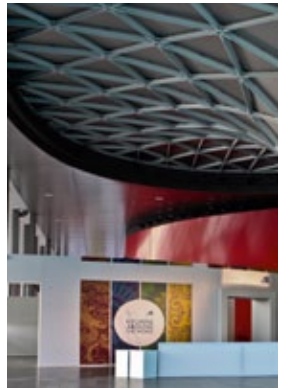
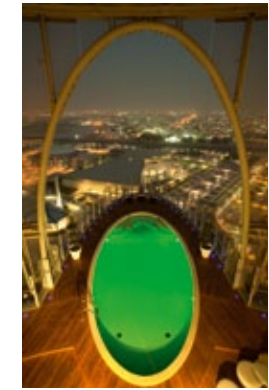
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THE STRENGTH OF A WORLDWIDE GROUP

It is with great pleasure that I present the first issue of *AliWorld*, our new magazine designed to share not only new products and initiatives of the various brands of our Group, but also success stories and trends that can be of inspiration and help to stimulate the market.

Ali is an international Group where **exchanging ideas** and **discussion** are essential elements of our growth and development. It is also important for us to listen: to the market, to our customers, to kitchen consultants and chefs. I am convinced that new ideas, new solutions and innovative products are born this way.

Over the years, we have always relied on the independence and enterprise of our companies and encouraged the **multicultural nature** of our Group and experience. Brand managers have always enjoyed ample autonomy in the decision-making process with the intent to develop an entrepreneurial spirit. It is this independence of thought and action which has guaranteed the constant growth of Ali Group over the years.

The freedom to act and to innovate with meticulous financial control has been refined over the years to provide us with more accurate and reliable data regarding the performance of the

company. Numbers are the platform from which the market must be interpreted and which guide strategic choices and decisions.

“It is this independence of thought and action which has guaranteed the constant growth of Ali Group over the years”

Today, Ali Group has **48 manufacturing sites** and **67 brands** that operate in almost every sector of the Hospitality and Catering market; from cooking to bread-making, from patisserie to dish washing and refrigeration; from ice cream making to meal delivery and distribution. From the very first acquisitions, we have always promoted collaboration between our companies with the sharing of projects and successes. To be part of a Group such as ours assures **financial strength** and a **wide range of expertise** in various sectors of business, as well as the possibility to exchange knowledge, to develop synergies with other companies and to make large investments in innovation and technology.

“In the future, I would like *AliWorld* to become a vehicle for ideas, a place to develop and promote the culture of the foodservice industry. We look forward to having your success stories, your contributions and suggestions”



This is a wonderful advantage for us as a Group and for each individual brand, but most of all for our clients, who benefit directly from the value of this sharing of ideas and experience. Over the last two years, we have been facing an economic crisis considered the worst since the Great Depression of 1929. We are still working our way through this downturn, but I am proud to say our Group is extremely solid. Increased globalization is the direction for the future, in a world where all economies are connected. This is the strategy and the reality which all companies must face; there are obvious risks and difficulties, but also infinite opportunities to strengthen and grow.

We are investing progressively more in **energy saving technology** and **product efficiency**. This is a responsibility we have to ourselves and our environment, while at the same time offering the best possible products to our clients allowing them to remain more competitive and cost-efficient.

It is extremely important for a Group such as ours to understand and anticipate future market trends and the evolution in lifestyle that see the number of meals consumed outside the home increasing rapidly, while at the same time more attention is being paid to eating healthier and higher quality food. A

thorough analysis of these changes will allow us to produce innovative products and technology to respond to consumer trends and new eating habits.

I would like to **thank our clients** for their faith and trust in us, our suppliers for their precious contribution and all the people who make up Ali Group for their determination in striving for excellence. Because of the suggestions that come to us from the market and our clients and the commitment to innovation of all the people who work for us, our brands are able to grow and expand to satisfy the changing demands of the Hospitality and Catering sectors worldwide.

In the future, I would like *AliWorld* to become a vehicle for ideas, a place to develop and promote the culture of the foodservice industry. We look forward to having your success stories, your contributions and suggestions to truly make *AliWorld* your world.

Enjoy the read!

Luciano Berti
Ali Group Chairman and CEO



Interview with the architect Karim Azzabi, interior designer of The Torch, Doha.

THE TORCH, DOHA

THE NEW ERA OF LUXURY HOTELS HAS BEGUN.

At 300 meters in height, the Torch is the tallest building in Qatar.

Built for the Pan Asian Games of 2006, as the name suggests, it symbolizes a hand holding a torch.

At tower 300 meters in height, with a spectacular view of the entire region of Doha, The Torch Tower is home to an **exclusive five-star hotel**, the perfect refuge for the discerning traveller, whether they be a businessman, a sportsman or an international globe-trotter interested in their health and well-being.

Inspired by the most sophisticated international standards, with modern sports, spa, wellness and leisure time facilities at its feet, The Torch is in the center of the **Aspire Zone**, the magnificent Athletes Village of Doha, created to attract sports fans worldwide.

Completed in 2006 for the Pan Asian Games, The Torch Tower is an extraordinary example of contemporary architecture and of what engineering and human inventive can achieve. The inauguration of the hotel is more recent and took place in October of 2011. Its uniqueness has made this 5 star hotel an important point of reference in the world of luxury and wellness.

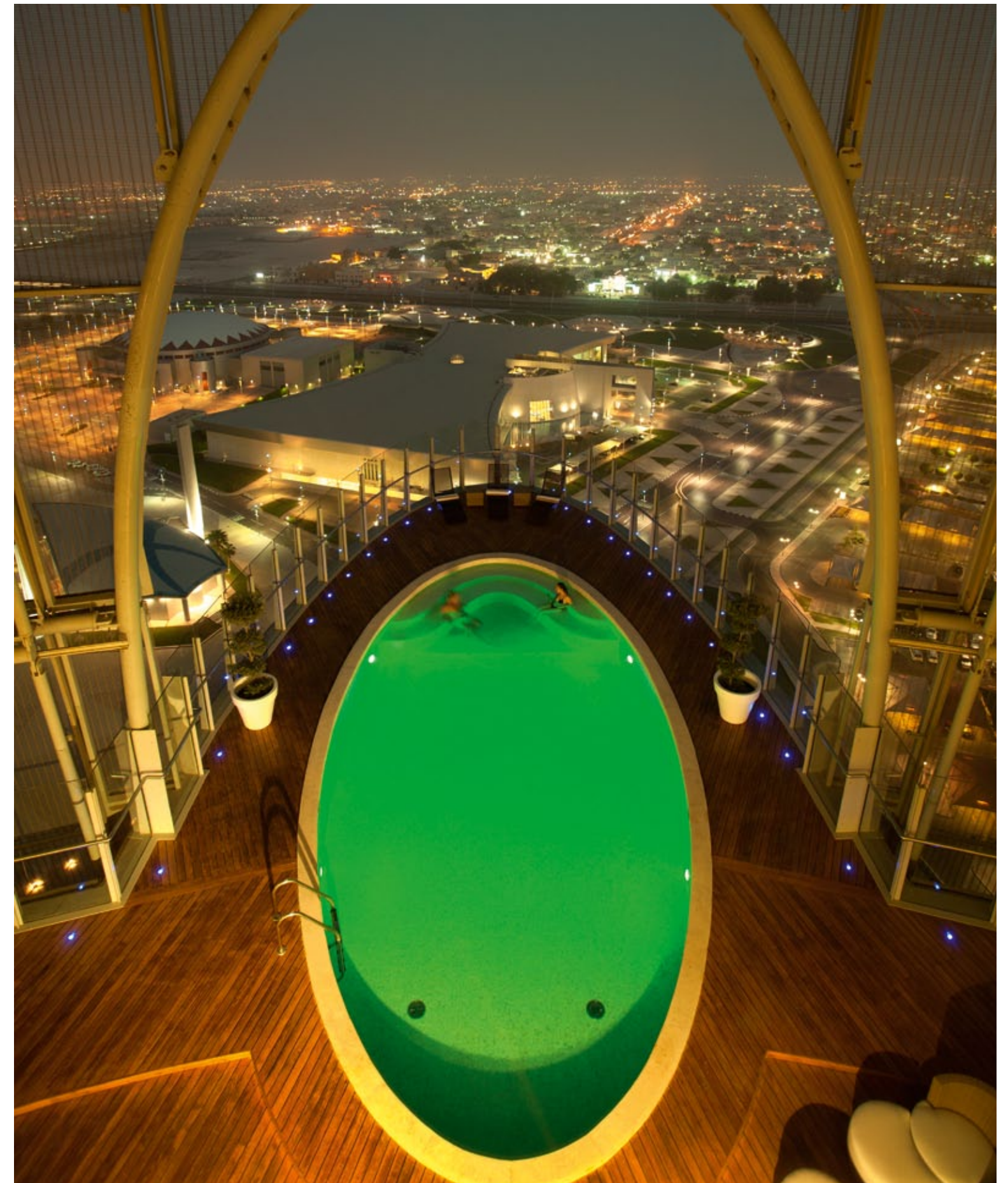
Ali Group had the honor of contributing to this ambitious project by creating the main kitchens in collaboration with Besix, one of the largest groups worldwide operating in the construction of buildings and infrastructures. After several months of work, the end result is three complete kitchens that are able to produce up to **eight hundred meals** a day and that allow chefs to create a wide

range of dishes from all culinary traditions, from international cuisine to Asian fusion.

The hotel is in a strategic position, 30 minutes north of the Qatar International Airport and 20 minutes from downtown. A lovely private walkway allows guests to reach the Villaggio, the largest shopping center in Doha, full of life, stores and restaurants. Breathtaking beaches to the north and south of the city are merely an hour away.

Come discover everything that this pioneer in the world of luxury has to offer.

“The Torch is the experience of a lifetime. Everything we offer is so that our customers will have an unforgettable luxurious and unique experience”



From a height of 80 meters (263 feet), the pool of The Torch reaches out towards Doha offering a breathtaking view of the city.

THE AUTHOR OF THIS PROJECT IS THE ITALIAN-LIBYAN ARCHITECT KARIM AZZABI, WHO CREATED AN ARCHITECTURAL SYMBOL THAT COMBINES SOME OF THE MOST INTERESTING ASPECTS OF ITALIAN DESIGN WITH ELEMENTS OF ARAB ART AND CULTURE.

ALI WORLD HAD THE PLEASURE OF MEETING HIM AND SHARING HIS VISION.

The Torch has just been inaugurated and it has already become an icon...

The architecture of the building itself, which resembles an Olympic Torch, has its own iconic meaning. It is the emblem of brotherhood between the West and the Orient, united together in the name of sport and shared values.

What inspired the project?

I wanted to create a place which is unique, where there is a **surprise around every corner**. From the suites to the Spa, from the overhanging pool to the revolving restaurant, every space has something unusual and individual to offer while at the same time maintaining the same spirit and style of the project.

Is it true that you can personalize the rooms?

Yes. I wanted to create a hotel that was elegant and a pleasure, that **interacts with the guests**. Technology has given me the chance to offer guests the possibility to personalize their room according to their personal tastes.

Every room of The Torch is **like a scene that you can control to your heart's desire**: changing lights, colors, wall décor, background music and even the perfume in the room. This way the rooms are more welcoming and the hospitality is more intimate...

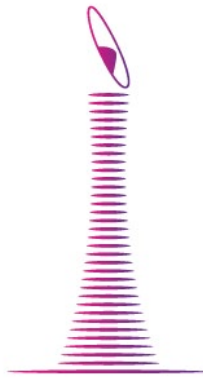
How did you choose the materials and the décor?

The idea was to use traditional, precious materials such as marble, leather, rare wood and to mix them with modern ones such as Corian, steel and other metals.

This mix creates an interesting contrast and gave me the chance to create a space which is **innovative** yet **warm** and **luxurious**. Many of the decors are oriental in inspiration, such as the Arab calligraphy that makes up the texture in the front hall with a text dedicated to sport and the human body.

How many guests may the hotel hold and what are the facilities it offers?

The Torch offers 167 deluxe rooms and suites, three exclusive restaurants, different business centers and meeting rooms as well as a wide range of leisure facilities such as a four level Healthy Club and a pool which overhangs the Aspire Zone from a height of 80 meters. Most importantly, it is one of the few hotels in the world to offer the latest in technology such as the **i-Pad** interface for all in-room and in-hotel services. Through the tablet it is possible to order your dinner, book a table at one of the restaurants or make an appointment at the Spa.



The sleek Panorama Restaurant, at 200 meters (656 feet) over the Aspire Zone, and the chefs at work in the kitchen at Three Sixty.

“Ali Group created the three efficient and well-equipped main kitchens of The Torch that allow chefs to create dishes from all culinary traditions for up to 800 meals a day”



A truly unique visual experience is created by the room's mood lighting system which features 12 different colors for the guests to choose from.

THE RESTAURANTS AND THE LOUNGE

The Torch is proud to offer the very best in food. The chefs' creativity treats guests to an incredibly sophisticated dining experience, using the best from international cuisine. In keeping with Islamic culture, the hotel does not serve alcohol.

FLYING CARPET

A wonderful place to have a snack or a meal any time during the day. A coming together of Asian, Arab and international cuisine, all with a modern twist. The open kitchen connects the chefs, waiters and clients.

THREE SIXTY

A revolving restaurant on the forty-seventh floor that extends a breathtaking view of Doha. A must-do when in town. The Three Sixty offers impeccable international cuisine with a Mediterranean flair.

PANORAMA

Soon to open, on the fiftieth floor, an incredible offering of Asian fusion awaits.

KUFIC

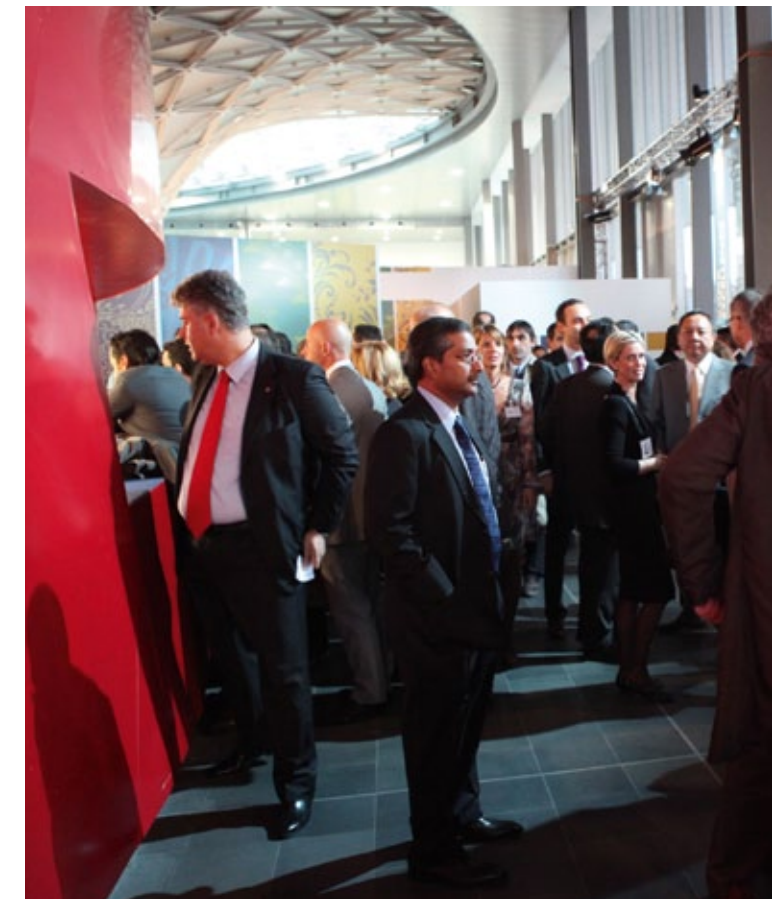
It is a trendy lounge with great design and natural lighting. Away from the hustle and bustle of the city, it is the perfect place for a reception or for a business lunch.



Everything is ready and the guests are on their way. The space designed by Massimiliano Fuksas, one of the most expressive of the entire Fair, created a spectacular setting for the evening.



The hostesses as they welcome the guests, eager and curious to start the evening festivities.



KITCHENS
AROUND
THE WORLD

ALI RECEPTION 2011

Ali Group celebrates its clients and companies worldwide with a multicultural fusion of food, music and people.

Once again Ali Group was a major presence at the **international foodservice show** in Milan Italy, **Host**. With the participation of over thirty of its 67 companies from all over the world, Ali Group continued to prove its commitment to quality, innovation and customer service worldwide. What better way to show the breadth and strength of its companies, but to host a multicultural evening dedicated to **Kitchens Around The World?**

The colorful and evocative set design by **Karim Azzabi**

showcased the various continents and cultures in which the Group has created some of its most significant projects. Azzabi used color and graphic motifs to represent five continents and the evocative panels listed some of the major projects of the Group in each region.

The atmosphere was relaxed yet full of the energy and enthusiasm, of the meeting of old friends and clients, of new business being done and of new friends and partnerships being made. **Marco Detto** and his group supplied a wonderful jazz counterpoint to the evening.



Old friends got together and new friends were made. Everyone felt very much at home and part of the Group.



The finger food was extremely tempting: sweet or savory, everyone found his favorite.



Massimo Giussani with some of the guests.

Foods from the **Americas, Asia Pacific, Europe, Africa** and the **Middle East** took guests on a culinary trip around the world, highlighting the richness of local cuisines and reflecting the truly multicultural spirit of the Group.

Four food stations, impeccably prepared and served, treated guests to a cornucopia of flavor ending with the dessert station in traditional, grand hotel style offering us a symphony of tastes created to delight the eye as well as the palate. The real stars of the evening, however, were the clients, the kitchen consultants, the directors, the managers and all those who contribute every day to the success of Ali Group throughout the world with their passion and commitment. The multitude of talents, the independent spirit of each company, the ability to operate autonomously in accordance with local markets and needs has been a successful strategy for the Group and has allowed for solid growth even in these challenging times.

“The real stars of the evening, however, were the clients, the kitchen consultants, the directors, the managers and all those who contribute every day to the success of Ali Group throughout the world with their passion and commitment”



In his closing speech, Luciano Berti thanked all the members and customers of Ali Group, wishing them the very best for the future.



Over 800 guests enjoyed the evening.

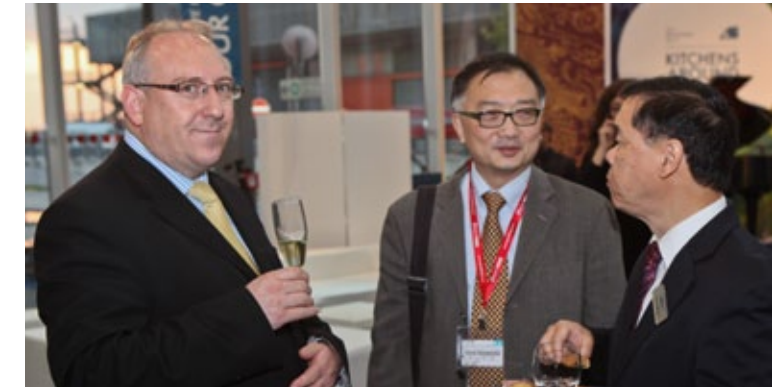
The President and Founder of Ali Group, **Luciano Berti** and the Executive Vice President, **Massimo Giussani** were the hosts of the evening and welcomed over 800 guests, inviting them to celebrate the team spirit, the commitment to innovation and the excellence in design and customer service that are the cornerstones of Ali Group's success.

In his speech, Berti thanked the clients for their trust in the Group's products, people and service; the managers for their dedication and the technicians for their forward thinking in product development.

He presented new partnerships with emerging countries such as India and China, which will allow for continued growth and last but not least, he thanked his wife, Giancarla Berti, for her undying support in his endeavors over the years and wished the very best to all for the future of Ali Group and the foodservice industry.



Andrew Shearing, Neil Richards and Tim Tindle.



Tim Smith with Alexis Suen and Richard Wong.



A suggestive view of the party from the garden.



The pianist and the singer performing during the event.



Interview with
the kitchen consultant Derek Horn.

THE ART OF KITCHEN DESIGN

AliWorld had the pleasure of speaking with Derek Horn of SeftonHornWinch SHW-CKRC London, one of the foremost global experts in kitchen design, about trends, energy, chefs, innovation and the wonderful world of food in general.



Blending the kitchen design with the dining room décor and lighting enhances the diner's experience. Bar Boulud at Mandarin Oriental Hyde Park, London.

What are the main trends in the catering and hospitality world?
With international groups moving into every corner of the globe, they bring with them the introduction of world cuisines to each location. The trend in hotels is towards a series of **small, multiple, very specialized restaurants** that provide customers with international food styles with a local flair.

We find that the upper end of hotel restaurants in Europe and America are becoming more inventive with the standards set by **Ferran Adrià** and **Heston Blumenthal**. Asia, which embraces a massive range of food styles, is also developing inventive ways to deliver their flavors. Middle Eastern standards are also being overhauled, experiencing growth and greater acceptance in Europe and America.

The real trend, the thing which is changing kitchens and my work

by leaps and bounds, is the **attention to energy consumption** and environmental issues. There is a major effort to make all equipment more energy efficient and induction cook tops have become extremely widespread.

They are changing the look, feel and the design of kitchens in a significant way.

How important is green thinking in a project?

It has become the driving force behind many remodels and is one of the guiding factors in a new project.

Over the past twelve months the need for green thinking has developed exponentially to the point that we have set up a focus group within our company. We have two projects now where large, existing and historic kitchens are under review and with just changing the ranges, ovens, ventilation and better design of the preparation areas (reduced cleaning times), the capital cost return is less than 6 years. This means **capital is paid for in energy savings alone**.

“The real trend, the thing which is changing kitchens and my work by leaps and bounds, is the attention to energy consumption and environmental issues”

What are the golden rules for achieving great kitchen design?

It is absolutely necessary that the design embraces the correct flow through the unit from storage to pass counters with everything each chef needs when on station to efficiently and without much

movement complete his task. Lighting is an important aspect of any project. **Natural lighting** makes for a contented chef team. Restaurants are also subject to change so the kitchen needs to be flexible in order to suit each chef's personal style.

Often kitchen designers ignore one major issue: clean down after service. Equipment must be designed with this function in mind to include sealed plinths under, or mobile tables, or cantilevered units which give good access under preparation and sinks. At 11 pm, after the last meal has been sent, every chef hates the next hour plus when he must clean his station and floors before he can leave. Those restaurants who employ contract cleaners can halve their employed time by good hygienic design.

Show kitchens introduce another level of responsibility, still providing the above but adding visual and emotional experiences for guest enjoyment. It is always exciting when the request is to deliver **“Visual Magic”** which we relish greatly.



Mandarin Oriental Hyde Park, London.



The prestigious wine wall at Bar Boulud at Mandarin Oriental Hyde Park, London.

**How important is the foodservice equipment partner?
What qualities do you look for?**

Good foodservice equipment partners can make any kitchen and are so important to the final delivery.

We require kitchen contractors to have a good understanding of their subject, good project management skills and ownership of the site once appointed.

Good communication with the builder, site project managers and the foodservice designer is fundamental as is the skill to resolve problems, turning them into opportunities. Once the kitchen is finished, there must be thorough handover training to the operator, seamless engineering and service support as well as an eleventh month visit to settle any warranty items which should be resolved before the twelfth month termination.

*“Good foodservice equipment partners
can make any kitchen and are
so important to the final delivery”*

**What is your secret to combining functional needs and
interior design ambitions?**

Working with interior designers is very routine for ourselves as we have this interface with so many of our open kitchen and chef stage projects.

Probably 50% of our design work is **show kitchens** and **wine walls**. Blending in with the dining room décor and lighting is essential to maintain the mood established by the interior designer. Many of us also have an interior design and

architecture background so we enjoy greatly being able to put these elements into the kitchen. Picking materials that are environmentally correct for hygienic operators, yet embracing the interior design mood is an art in which we pride ourselves.

**Which famous chef, from the past or the present, would
you love to design a kitchen for?**

I think it would be a wonderful challenge to work for **Tetsuya Wakuda** and **Thomas Keller**. Tetsuya's food is fusion, but he is probably the Japanese equivalent of Ferran Adrià. He uses the same basic products as for traditional cooking, but does something completely new with them.

The word “twist” is very relevant for all of the top chefs; they have moved food to another stage of experience. With Thomas Keller, he just seems to have all the basics together very well and I would love to work with him.

What is your favorite dish?

Anything Japanese without recognizable body parts, accompanied with Atsukan “Go-Shu” sake... oddly produced in Australia.

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GOOD FOOD BY DESIGN, NOT BY CHANCE

Alicontract: turnkey solutions for high level foodservice facilities. Bringing your vision to life through project supply, installation, commissioning and training.

The job of kitchen consultants knows no bounds. They are architects and experienced connoisseurs of the needs of professional kitchens, creating made-to-measure projects anywhere in the world. Whether for a prestigious hotel group, a cutting-edge restaurant, the catering service for a school, hospital or a new airport, kitchen consultants need to be able to choose the most appropriate equipment for the job.

This is where **Alicontract**, the **international contract and engineering company** for Ali Group, gives its best: working worldwide to provide creative and efficient solutions. The great advantage of belonging to such a large Group, is that there are over 66 brands to choose from, guaranteeing that the perfect product for each and every function will be in the right place for your work flow.

Alicontract represents a **single point of contact** for the consultant and the customer and is able to follow every single phase of even the most complex project. This is an incredible advantage for kitchen consultants, distributors and hotel chains that have to guarantee the same impeccable service worldwide and need to be sure that the kitchen project and service areas will be completed easily and efficiently.

With over 20 years of experience gained in countries all over the world, only Alicontract can offer you an international turnkey service with technical competence, knowledge of local laws and great product know-how. Even the most ambitious design concepts will be brought from paper to working kitchen. With the strength of a wide distribution network to support them, Alicontract assures their clients an efficient and complete after-sales service. Expert technicians are available to answer your every question and parts and support for repairs are a phone call away.

Alicontract is a reliable partner able to provide competent solutions to the most demanding situations of the Hospitality



1. Four Seasons Hotel in Mumbai, India
2. Ritz-Carlton in Bora Bora, Polynesia
3. Aguzkent of Ashgabat, Turkmenistan
4. Blue Bay Resort Sharm el-Sheikh, Egypt
5. Hilton in Jeddah, Saudi Arabia
6. Sheraton in Oran, Algeria
7. St. Thomas in Prague, Czech Republic



and Catering industry anywhere in the world. Some of the most prestigious projects include the **Four Seasons Hotel** in **Mumbai, India**; the **Ritz-Carlton** in **Bora Bora, Polynesia**; the **Aguzkent** of **Ashgabat** in **Turkmenistan**; the **Blue Bay Resort** in **Sharm el-Sheikh, Egypt**; the **Hilton** in **Jeddah, Saudi Arabia**; the **Sheraton** in **Oran, Algeria** and the **St. Thomas** in **Prague, Czech Republic**.

“With over 20 years of experience gained in countries all over the world, only Alicontract can offer you an international turnkey service”

“Our solid network of international contacts allows us to operate efficiently on a worldwide scale and over the years we have demonstrated our ability to complete our projects on time and within the budget, while respecting the designers’ and food consultants’ vision and in full compliance with local laws and regulations,” claims **Ostilio Brandimarte**, General Manager of Alicontract.

From luxurious, famous five-star hotels to airports, company cafeterias, hospitals and institutions and even providing foodservice to war zones, for each and every project Alicontract offers a **made-to-measure solution**, innovative products and the best possible **after-sales service anywhere in the world**.

No matter how big or small the kitchen may be, it will be taken care of, down to the smallest detail.



www.alicontract.com



Interview with Sergio Menegazzo, the man behind Eat's Store Excelsior.

Beautiful food ESPECIALLY FOR YOU

The world's best ingredients sold and served at Eat's to satisfy the fiercest foodie.

Whole Foods Market in London and North America, Meyers Deli in Copenhagen, gourmet food fever has struck worldwide and now Milan has its temple of temptations for foodies.

It's the newly inaugurated **Eat's**, in the very central Galleria del Corso in the fashion department store Coin Excelsior.

Designed by the French architect **Jean Nouvel**, the wonderfully chic interior and shower of light on the produce capture your imagination. On the main floor, the **Excelsior Café** is open from early in the morning until ten at night.

The two lower floors host the **Bistrot** and the **Market**: a food boutique that offers the best the world has to offer - macarons, artisanal pasta, chocolate with figs, horseradish mousse or a rare spice - but it is also a cornucopia of fresh produce. The counters are over-flowing with a mouth-watering array of meats, fish, cheeses, fresh fruits, vegetables, breads and pastries.

You can shop to your heart's content, tasting your way through the samples, until ten in the evening, every day including Sundays.

The **Bistrot** with a show kitchen is guided with a sure hand by Matteo Gelmini (28), a young but experienced chef who trained with Gualtiero Marchesi and Alain Ducasse. His philosophy is to showcase the natural flavour of the best seasonal ingredients.



Eat's selection of mustards and relishes, herbal teas and fruit.



The wine cellar offers 1.300 different labels. Nutritious and delicious seasonal vegetables are prepared especially for the busy customer.



"Today, real luxury is in the quality of what you provide. To appreciate simplicity, to be able to recognize and strive for the excellence that only a small producer can give"

Eat's is a unique store concept. How did you get the idea?
Over the last few years, I realized that quality and choice in the larger supermarket chains were being crushed by the need to contain costs. This model could not completely satisfy the more evolved and informed consumer who, on the other hand, is looking for better, ever more exclusive products on a daily basis. For this reason, I felt the need to re-invent the way we shop, to **add interest and value** to the products and to the **ritual of shopping**.

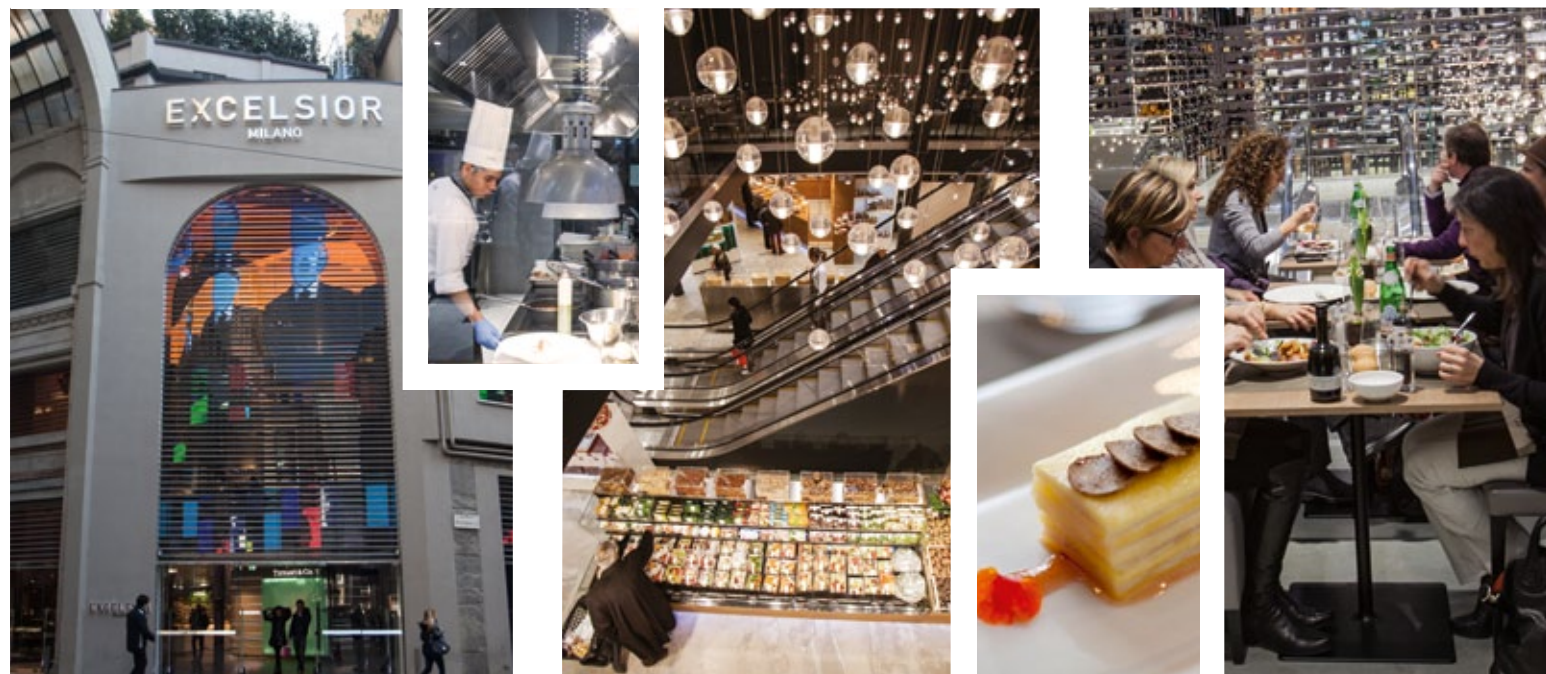
In these times of economic difficulty, is it not a risk to invest in high quality and exclusive foods?
Good food is a value which we are not willing to forego. Eat's, full of wonderful wine and gourmet specialties, is a place where customer service is at the core of our business. The people who shop at our store can choose to have the help of a **personal shopper**. Our staff are experts in their field and

are able to advise and suggest, as well as to explain, the various products.

How have consumers evolved over the last few years and how has their relationship with food changed?
At Eat's we live and breathe food. Products today have to give the consumer an emotional experience. As the nutritional aspects become more and more important, there is an increased request for organic products and an increased attention to reducing wastage. We encourage our customers to buy only the amount they really need of the freshest and most delicious ingredients, the way our grandmother's did.

What is your recipe for luxury?
I would say that today, real luxury is in the quality of what you provide. To appreciate simplicity, to be able to recognize and strive for the excellence that only a small producer can give.

Do you carry only Italian gourmet products or do you also have a selection of international goods?
We are inspired by the world's finest culinary traditions. Food today has become a fabulous fusion of flavors and techniques, but the one thing they all have in common is quality. Our charcuterie department offers our clients everything from *Patanegra de bellota* (Iberian jamon from free-range pigs raised on acorns) to the hard-to-find *Mangalitsa prosciutto*, made from the famous Hungarian curly-hair hog, and all the delicious, traditional, regional Italian foods in between.



The façade of the 1920's building which hosts Eat's. Views of the kitchen, the Market, the food and guests at the Bistrot.

Was it challenging to design the kitchen?

The kitchen is the heart of a restaurant, a place where everything has to work to perfection. The talent of the chef alone is not enough to guarantee a restaurant's success. From the conception of Eat's to its completion, I realized how complicated it is to design a kitchen and how many things need to be taken into consideration. There are no fixed rules; every chef has his own particular style of cooking which must be accommodated, as well as the number of meals to be served and the size of the cooking staff. For a business to be profitable, all of these aspects must be taken into consideration. We were able to achieve all of that with the **expert assistance of Grandimpianti**, Ali Group's contract company for Italy. We were delivered a turnkey project that provided all the assistance we needed, as well as helping us to choose the most suitable equipment for our needs from the 66 brands of the Group. **We couldn't have had a better partner.**

What is your favourite dish at the Bistrot?

The *cotoletta alla milanese*, because it is made with our own meat. In the county of Montebelluna (province of Treviso), we have started breeding and raising our own livestock with the best breeds available (*Limousin, Blonde d'Aquitaine, Piemontese*). We have adopted the traditional method of butchering and aging our beef. This method guarantees excellent yield when cooked, with almost no shrinkage, and is easier to digest as well as being fork tender.

What is the "you have to try it" product in the Food Store?

Everything! There are so many incredible choices, it really is just a question of personal taste. Just to give you a small example, the cheese selection varies between 140 and 200 different varieties on any given day and represents the best of what the world has to offer. Our staff is prepared to give expert

and professional advice and suggestions for pairings with jams, preserves and wines.

"With the expert assistance of Grandimpianti we were delivered a turnkey project that was beyond our expectations. We couldn't have had a better partner"

EAT'S FOOD STORE

It is anything but a supermarket! Eat's is so much more. Drawing the consumer into a world of smells and flavors, it stimulates the shopper. The expert advice of the employees create that special relationship with a trusted purveyor, making the consumer experience a social occasion as well as a learning experience.

Every day from 9 am to 10 pm.

EAT'S BISTROT

The delightful and elegant restaurant offers a sophisticated menu. However, if something should catch your eyes in the Market, the chef will be happy to prepare it for you.

Open every day 12-3 pm, 5-11 pm.

FROM CONCEPT TO FINISHED PROJECT

A wide experience combined with the strength of an international Group.

The kitchens at Eat's Excelsior are designed and built by **Grandimpianti**, the company in Ali Group responsible for contract and engineering in Italy. Since 1965, Grandimpianti has provided a turnkey service for professional kitchens which includes supply of all products, installation and after-sales service.

Grandimpianti has collaborated with internationally renowned architects and kitchen consultants to make beautiful and functional kitchens for Michelin starred chefs such as **Enrico Cerea, Fulvio Pierangelini** and **Bruno Barbieri** (to name just a few), as well as luxury hotels such as **Villa del Quar** near Verona and **Hotel Armani** in Milan.

The vast experience of Grandimpianti means that they are able to create cooking stations for up to 30,000 meals a day. They have designed and built company dining rooms and cafeterias for **Pirelli, Allianz, Deutsche Bank, Banca Nazionale del Lavoro, Siemens, Il Sole 24 Ore** and **RCS**. Their experience also includes institutions such as the **Vatican Museums**, as well as many schools and hospitals.

"Our greatest strength is nearly 50 years of experience" says the CEO of Grandimpianti, **Luigi Fiore**. "There isn't a design challenge or new regulation that can't be resolved. Our technicians and designers work with food consultants and architects of international stature such as Studio Gregotti and Renzo Piano, and it is with people of this caliber that we gain knowledge and experience that cannot be found in any book".

1. The open kitchen at the Bistrot, Eat's.
2. The chef, Matteo Gelmini with a Lainox oven and refrigerated tables by Friulinox.
3. Cream of rice, with truffles and pomegranate, by Matteo Gelmini

 **GRANDIMPIANTI**
www.gimpianti.it





Interview with Federico Grom



GROM AND CARPIGIANI: THE BEST GELATO IN THE WORLD!

Their *gelaterie* can be found in New York, Paris, London, Tokyo, Osaka.

A total of 56 locations in Italy and throughout the world.

From the beginning, Grom has always used Carpigiani machines in all their stores.

The *gelato* made by Grom is an incredibly successful business. It is run with passion, commitment, and with one objective in mind: to make the best *gelato* in the world, using traditional methods and the very best ingredients.

It is so delicious that it seduced **Sarah Jessica Parker**, the glamour girl from *Sex and the City*. When interviewed by MTV

about her vacation in Italy, she waxed poetic: "...and then we went to Grom. Oh my God, what was the flavor? It came from the woods somewhere".

She probably chose the strawberry sorbet, made from four antique varieties: *Mara de Bois*, *Ciflorette*, *Mathis*, and *Annabelle*. Or maybe it was the raspberry sorbet made from berries gathered in *Valle dei Mocheni* in the region of Trento.



Federico Grom and Guido Martinetti, the founders of Grom in the orchard on their farm Mura Mura, near Asti in Piemonte.

WE INTERVIEWED FEDERICO GROM TO UNCOVER THE SECRET OF THIS AMAZING SUCCESS STORY AND WE THANK HIM FOR HIS GENEROSITY IN SHARING HIS STORY WITH US.

Where did the dream of opening a true artisan *gelateria* come from?

From the passion and commitment of two very young guys... with a strong dose of creative ignorance! In 2002, my friend and partner Guido (Martinetti) suggested that **we make *gelato* the way the great chefs make food**, with an obsessive attention to quality and ingredients. I am a financial analyst and Guido is an enologist: we knew nothing about *gelato*...

Why *gelato*?

The idea came from an article by Carlo Petrini, the founder of **Slow Food**. The article said that *gelato* wasn't made from scratch any more, with eggs, cream, milk, and fresh fruit, that most *gelaterie* use industrial mixes and flavoring. Slow Food was a great inspiration to us. That was how we got our idea **to make *gelato* the old-fashioned way**.

How much of your success is passion and how much is business opportunity?

You need both. You have to be passionate about what you are doing and believe in it, or it is hard to be committed. Our project

"We only use Carpigiani machines in all our *gelaterie*. We made this choice because Carpigiani has always been willing to listen and the personnel is competent and committed"

was a dream born of passion and commitment, but it was given form and substance with an analysis of the numbers behind the dream.

Was the start-up easy? Who helped you make your dream a reality?

We started studying and went to the first fair in that sector to speak with suppliers and get an idea in general. We asked for information at the **Carpigiani** stand, the world's leading manufacturer in this business. A sales rep took almost two hours of his time to explain



Gelateria Grom in Paris, France.

the world of *gelato* in a professional and objective way. In the beginning, we were not taken seriously by a lot of people; we were young and had no experience. We only use Carpigiani machines in all our *gelaterie*. We made this choice because Carpigiani has always been willing to listen and the personnel is competent and committed. They are more than a supplier, **they are a partner.**

What is the secret of your success?

We are obsessed with excellence and are not willing to compromise on any aspect of the company. Guido and I are both driven in our quest for excellence and try to communicate this to the people who work with us. It should be present in every aspect of our work: ingredients, shops, quality, suppliers, and communication. This is hard work but it definitely pays off.

You are an example for many young people throughout the world. What advice would you give them?

We would advise them to get their hands dirty, to not be afraid to work. I read *Bounce*, the book by **Matthew Syed**, champion ping pong player. This book has a great subtitle: *The myth of talent and the power of practice*. I completely agree with the thesis put forward by Syed: there is no such thing as talent without having put in many hours of practice. It doesn't matter what kind of activity you wish to excel in, you need to put in at least six hours a day every day to develop your "talent." It is the same for ping pong, soccer, tennis, work, *gelato*...

Real *gelato* is Italian *gelato*. Are you proud to bring one of the most delicious parts of Italian culture to the rest of the world?

I love Italy so I am obviously extremely proud to do so. Until now, others have used the products which are typical of Italian cuisine and they have created internationally well-known brands, such as **Starbucks** and **Pizza Hut**. We want to create an Italian brand known and loved worldwide.

What is your favorite *gelato*?

In winter, Crema di Grom with whipped cream. On the coldest days, when it snows, dark hot chocolate with Crema di Grom. In the summer, lemon granita.

When is the best time to have *gelato*?

Any time is a good time, even first thing in the morning: coffee with Crema di Grom.

"Excellence is our goal, our motto, our philosophy. We wrote this thought in our work shed at Mura Mura, our farm, where we grow old varieties of peaches, apricots, pears, figs, strawberries, and melons. Our objective is to organically grow the best fruit possible, while respecting nature's cycles and the environment"

TRADITIONALLY MADE ICE CREAM
www.grom.it

FREEZE&GO

Add freshly made *gelato* to your restaurant menu!



In just 5 minutes you can prepare 5 servings of homemade *gelato*.

Carpigiani and the new **Freeze&Go** were the talk of **Sigep**, the world's most important show in the artisan *gelato* industry. This new professional countertop *gelato* machine may be small but it gives big results. **Featuring all of Carpigiani's technology in only 50 cm (20")**, it can fit in any restaurant kitchen so chefs worldwide can satisfy their every creative whim and delight their clients with fresh, delicious *gelato*. French vanilla, chocolate *gelato*, fruit or coffee sorbet, tomato or parmesan *gelato* - it's up to the chef to choose which specialty to add to the menu every day!

How does Freeze&Go work? Simply pour the chilled mix into the mixing cup, turn on the machine, and 5 minutes later the *gelato* will be ready for serving. Let artisan *gelato* be the latest, delicious addition to your menu! World-famous chefs who saw the Freeze&Go at Sigep are already at work putting this fantastic new machine through its paces, creating their own innovative flavors.

What freshly made *gelato* will you add to your menu?

1. The new Freeze&Go
2. Pour the chilled mix in the mixing cup
3. Push the button
4. Serve your freshly made *gelato*!



www.carpigiani.com



01



02

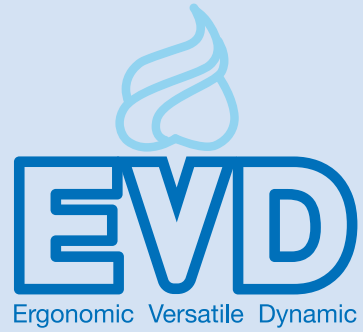
03



04

EVD BY CARPIGIANI

New technology for the best soft serve ice cream.



Carpigiani EVD – **Ergonomic, Versatile, Dynamic** – is a turning point in the ice cream industry. It is the result of a complete redesign of the traditional soft serve ice cream machine, addressing all aspects of the operators' needs: comfort, quality, and aesthetics.

Ergonomic, Dynamic. As soon as you see the new EVD and its moving parts you can tell how innovative it truly is. The upper part of the machine, the dispenser head, can be raised or lowered to a height that is most comfortable for the operator. It can even be completely lowered to counter height (130 cm / 51") for **easy cleaning** and **filling**.

Versatile. EVD can produce very different products at the same time. The motors are separate for each unit (hopper, pump, cylinder, mixer, and refrigeration), making it possible to prepare different types of ice cream at the same time. The machine can be programmed for any number of preparations: single-flavor and double-flavor ice cream, variegated, yogurt, twist, single servings, cups, and ice cream cakes.

The new ventilation system eliminates side vents meaning that several EVD machines can be positioned side-by-side, with no space between the machines. There is ample space under the dispensing head for the **easy preparation of cakes** of all sizes.

There is a wide range of accessories available, including cone dispensers, containers for toppings, and a built-in blender to mix ice cream together with hard ingredients or inclusions.



www.carpigiani.com



VERSATILE, PERFECT EVEN FOR CAKES!

The EVD can satisfy many different soft serve production methods to best suit your customers' desires.



COMFORTABLE WORKING POSITION

The movable dispensing head can be raised, lowered and set at different heights to choose the best working position.



LED LIGHT

The new LED light strip flashes during the freezing cycle and turns off automatically when the machine stops. Single or multi-colored versions are available. The choice is yours.

EASY TO FILL

The dispensing head can be lowered to worktop level (130 cm / 51"). At this height it is very easy to add mix to the hopper.

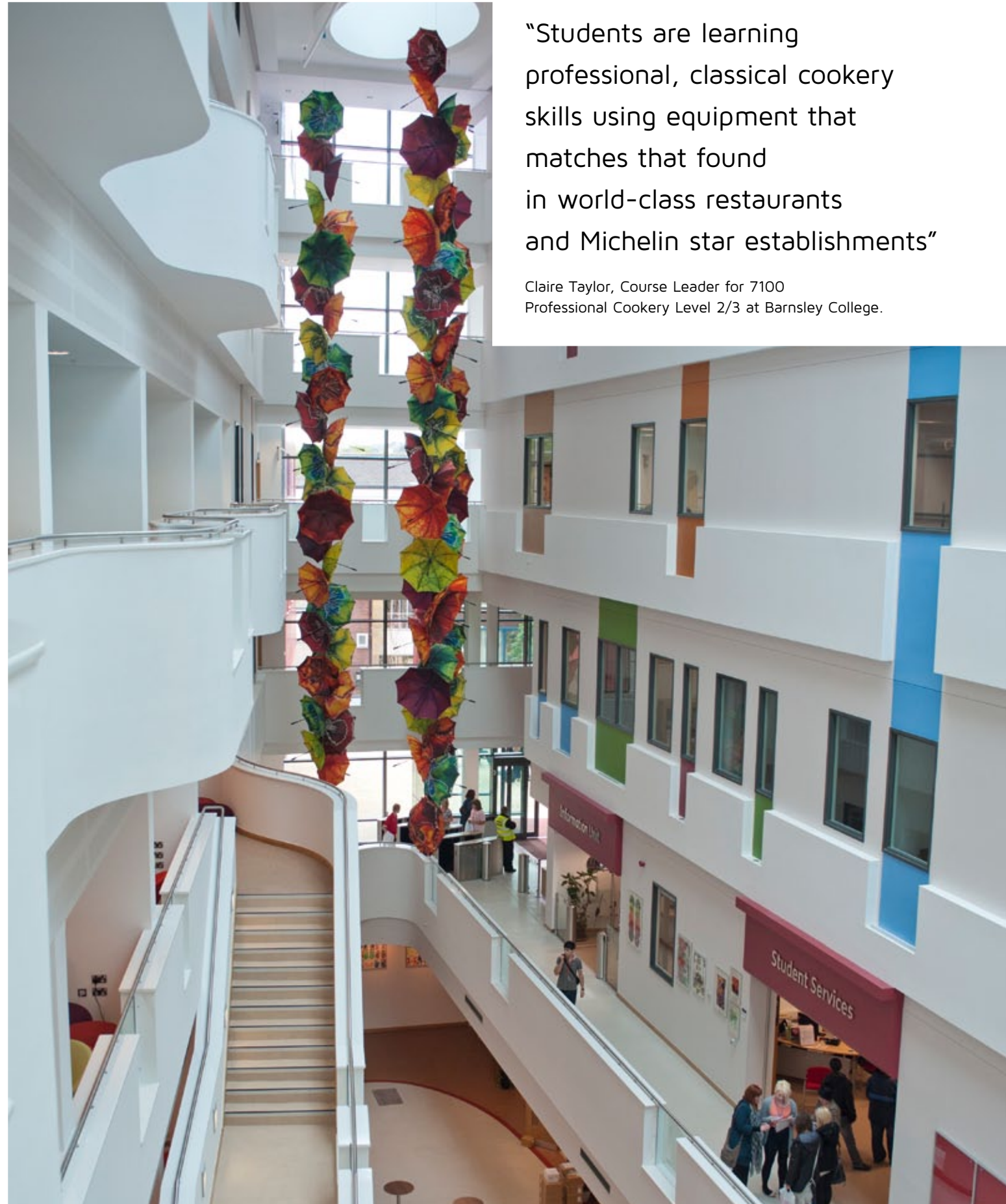
EASY TO CLEAN

Cleaning and disassembly of spigots, beaters and all other parts is simple, since the lowered dispensing head makes all parts easy to see and reach.

MIX BEATERS

Specially designed beaters churn the mix in refrigerated hoppers. This constant movement prevents stratification and ensures the flow into the cylinders.





“Students are learning professional, classical cookery skills using equipment that matches that found in world-class restaurants and Michelin star establishments”

Claire Taylor, Course Leader for 7100 Professional Cookery Level 2/3 at Barnsley College.

Barnsley College has recently been recognized as one of the best colleges in the UK by Ofsted, the official body for inspecting schools.



Students of the bakery and patisserie course.

INNOVATIVE TRAINING AND COMPETITION KITCHENS

Barnsley College and Ali Group team up to form our future chefs.

Ali Group and Barnsley College, South Yorkshire, UK, teamed up to create three new sponsored kitchens at the college.

The result is some of the **most advanced training and competition kitchens in the UK**. Ali Group contributed with innovative products from Mono, Ambach, Williams and Falcon. The first kitchen, with a bespoke double-sided island by **Ambach**, is for second and third year students with a greater understanding of the concepts and principles of cooking and is

an innovative competition kitchen. The second, **Mono** kitchen, is devoted to bakery and patisserie. A **Falcon** special development cooking suite, dedicated to serve the restaurant, is open to the public as well as providing the college with a real working environment. All ingredients in all three kitchens are kept market-fresh by **Williams** refrigerators, freezers and blast freezers.

ALI WORLD HAD THE CHANCE TO SPEAK WITH JASON FISH OF HK PROJECTS UK, ABOUT THE PARTNERSHIP BETWEEN ALI GROUP AND BARNSELY COLLEGE.



Above and right: students at work in the Ambach kitchen. It provides students with the possibility to learn in the best possible environment, with the most up-to date equipment and latest technology.



Moist, delicious brownies are just some of the specialties prepared by the students.

What did Barnsley College ask for in its new training kitchens?

The request we received was to deliver kitchens in keeping with the curriculum that allowed for the development of a variety of skill sets and age groups.

The objective was to incorporate a level of **flexibility** and **longevity** that reflected the changes in the marketplace. People are changing from gas tops to induction, and as more modern, more professional heat sources are available, these should also be found in training kitchens.

How did Ali Group contribute to the overall success of the project?

To be able to achieve the results we hoped for, we needed to find a partner that could streamline the supply chain and the number of participants in the project as well as **provide the best products** that fit the brief. **Ambach** was chosen for the wide range of heat sources, for its technology as well as for its one piece cooktop.

We were able to create a competition kitchen like nothing else ever seen in the North of England. We were also looking for partner companies that would embrace the College and their vision for the future, their values and give something back.

Mono, Ambach, Williams and **Falcon** all did that by keeping to fixed costs, while keeping their product quality high and supporting the supply chain with added value.

What are the Golden Rules when designing a training kitchen for colleges or universities?

We need to provide the students with a fair working environment that reflects the real world.

Until now, in the UK there has always been a very traditional approach to training kitchen design. HK Projects has been carving

a reputation in this area by bringing in new, innovative ideas and products.

Ali Group was fantastic; they really helped with the whole process. As far as Golden Rules, I would say that the most important things are to listen very closely to everyone involved and to make sure that the money is spent in the right areas. You have to be very mindful that all aspects of training and the kitchen are well represented.

“We were looking for partner companies that would embrace the College and their vision for the future, to create the most advanced training and competition kitchens in the UK”

How important is energy saving and how does it impact the project?

When using non-traditional heat sources, such as induction, **ventilation can even be significantly reduced.**

The reduced air movement is a massive benefit for the teaching environment, making it quieter and more comfortable.

Why did you consider Mono, Williams, Ambach and Falcon ideal choices?

Our criteria were product support, longevity, build quality, engineer’s backup, parts warranty and the ability of the manufacturer to understand what the project was all about. All of these companies more than fulfilled the criteria. There are many benefits to working with a large Group: **more service**, a **parent company guarantee** often not available from other, smaller companies as well as the economies of scale. There was **one point of contact** during the whole process and there will be for the future as well, should any difficulties arise.

What would you recommend to a College or University that is planning to renew or create new training kitchens?

I would strongly suggest that they embrace new ways of thinking and avoid the traditional training environment. Do a lot of research on market choices. For example, with the Ambach double-sided island we have been able to have more delegates in a space than would normally have been achievable while still paying reference to good working practices and safety. Although there are other double-sided islands on the market, the **Ambach product was extremely flexible** and the spectrum of choice was very wide.

Has Barnsley College become a sort of working showroom for Ali Group?

It most definitely has. The College wants to give back to the partners. **They can visit and use the kitchens freely.** Every kitchen is available to prospective customers; they can come, see them in use or cook there themselves. It is a fantastic opportunity for the manufacturers to be able to show the products at work in a real, working environment.

“The bakery kitchen provides all the industry-standard equipment necessary to produce a full and varied selection of breads, cakes and desserts. Students prepare and bake all the bakery and patisserie items for the restaurant, shop and coffee shop outlets across all College sites”

Wayne Tildesley, Advanced Instructor – Bakery/Patisserie at Barnsley College

BARNSELY COLLEGE
www.barnsley.ac.uk

HK PROJECTS UK
www.hk-ltd.co.uk

ALI GROUP
www.ambach.com
www.falconfoodservice.com
www.monoequip.com
www.williams-refrigeration.com

THE FREEDOM THAT EVERY CHEF DESERVES

Ambach presents the new Chef 850, the best way to cook in the world!

Imagine perfect hygiene and the sturdy, yet elegant quality of Ambach with the incredible freedom of a modular system, and you'll get the new Chef 850! A gem of **quality** and **innovation**, the new patented system offers for the first time the possibility to have a modular cooktop with none of the difficulties of keeping it clean. The creativity, innovative technology and dedication to quality that are the trademarks of Ambach have all come together in the perfection of the mechanism which joins the individual modules, making changes seamless.

The new Chef 850 was designed and **built to evolve with you over time**, fit into any space and be the perfect partner for your cooking style. The modular system has no boundaries, leaving you free to design the perfect kitchen for every chef, no matter what their style. As cooking trends and heat sources change, the Chef 850 by Ambach is with you every step of the way. Designed with a great attention to detail, each module fits seamlessly into the next to create a beautiful and professional cooker. The design choice of modules was made not only to aid kitchen planning, but also for ease of care and maintenance. For example, the thermo blocks of the cook tops are independent, making single substitutions easier and more cost-efficient.

Like all the other Ambach kitchens, the new Chef 850 is simple, yet beautifully made. The chassis is built to assure robustness, reliability and durability. The apparent simplicity is the result of the company's commitment to producing the best, most innovative and highest quality kitchens possible while making the creative experience for the chef effortless.



1. Ambach Chef 850 and its perfect modularity.
2. Cook top control knobs.
3. Induction cooktop.

Ambach Chef 850 is our newest model, but it is destined to become an evergreen of haute cuisine that will stand the test of time.

THE EXCELLENCE OF TIMELESS DESIGN

For more than 60 years, Ambach has produced top quality kitchens for some of the world's best chefs.

Innovative technology combined with an **artisan's love** of and **attention to detail**: that is the secret to Ambach's success. The kitchens are robust, fashioned with care by craftsmen, like works of art. Every detail has been studied to free a chef's creativity and the kitchens are built to last a lifetime.

It is only logical that a brand with such a passion and dedication to haute cuisine should come from South Tyrol, the same region of Italy that has the highest concentration of Michelin-starred chefs as well as a rich wine and food tradition.

The inspiration of a chef should not be limited by standardized solutions. That is why Ambach has developed a wide range of the highest quality products that insure excellent performance, absolute hygiene as well as outstanding flexibility. To satisfy their customers' every request, Ambach has developed **six ranges of products**, with over **700 different models** to choose from. There isn't a project that can't be done with an Ambach kitchen. Our R&D department is working constantly to provide special solutions with tailor made and completely hygienic cooktops and highly efficient pots and braisers.

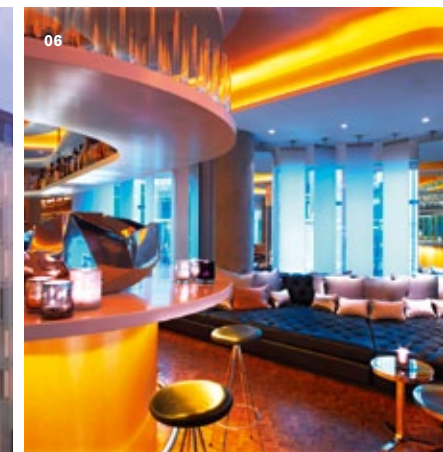
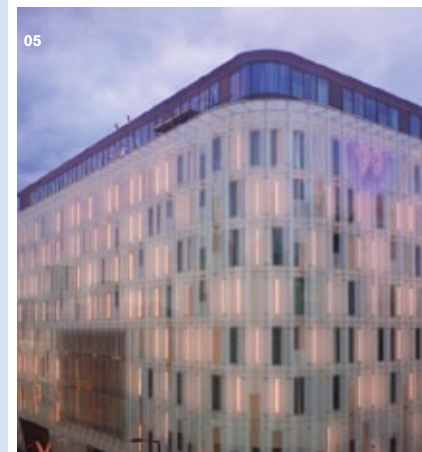
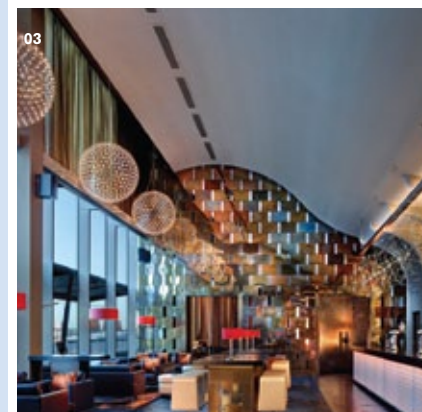
Show kitchens are increasingly in demand and Ambach offers colored panels, gold-plated or copper handles and bars as well as a wide range of accessories to make your kitchen truly unique.

1. Aloft London Excel, London, UK
2. Marriott Hotel, St. Petersburg, Russia
3. Aspers Casino, London, UK
4. Ritz-Carlton, Berlin, Germany
- 5 and 6. W London, UK
7. Alpina Dolomites, Alpi di Siusi, Dolomites, Italy



ambach®

www.ambach.com



Ambach offers the best kitchens in the world: robust, reliable, rational, intuitive and high-performance to satisfy the world's best chefs.



BUILDING OUR FUTURE

Technology and ecology go hand in hand.
Reducing our carbon footprint, saving resources
is our commitment.

With the world's resources at a premium, every company has a responsibility to guarantee the well-being of future generations and nurture the replenishment of precious resources. Saving energy, using less water, fewer detergents, recyclable packaging and building materials are a few of the ways we can make a tangible contribution to the wellness of our planet.

Technology is a wonderful tool that is helping us make progress by leaps and bounds. But not only. It is making equipment easier to use, precise and more flexible in its programs and functions. We are able to guarantee better cooking, freezing, washing, drying and meal distribution than ever before. Each and every company in Ali Group is committed to the development of products that are life-changing for those who use them as well as for our world.

It is a simple and familiar mantra, but **REDUCE, REUSE, RECYCLE** is the backbone of many successful green initiatives. It is imperative that we consider the whole life-cycle of a product when it is being designed and built: the manufacturing process, use, maintenance and disposal. "Our companies have a long history of environmental stewardship and innovation and strive to increase efficiency and reduce carbon emissions. The improvements we make in this direction help our clients to cut costs and increase profits. Moreover, our companies are working to develop new packaging solutions, to make them recyclable and increase the pieces per load to reduce transport's carbon footprint. Innovation is our business and future and it is up to us to accept the challenges the market and the environment bring", says **Massimo Giussani**, Executive Vice President of Ali Group.

The next few pages are dedicated to just a few of the innovative products and companies of our Group, and in future issues of AliWorld we hope to showcase the vast number of products that represent the hard work, research and commitment of our companies to making the world a better place.

LAINOX

EXCELLENCE AND ENERGY SAVING WITH HEART GREEN

The new combi oven by Lainox respects the environment while giving extraordinary results.

Heart Green ensures outstanding professional results, making your dishes more profitable from day one.



Talent is not the only secret to a chef's success: an oven can make all the difference. **Heart Green combi oven by Lainox** is what it says: the heart of a kitchen, while at the same time saving precious energy and resources. Its innovative, easy-to-use technology makes it an important ally for any chef.

The cutting edge technology offers an incredible number of advantages that have not been available until now. **Ecospeed** controls and optimizes the use of energy based on the amount and type of food to be cooked. **Ecovapor** automatically controls the amount of steam in the cavity, reducing consumption of water and energy. **Green Fine Tuning** is an innovative system that modulates and controls the burner for energy savings and reduced emissions.

The interface on Heart Green is a simple, intuitive **touch screen** that will make using it a breeze. Thanks to a wide range of cooking programs to choose from, the sky is the limit: from traditional cooking to vacuum cooking at low temperatures, from proofing to *vasocottura* (vacuum cooking in glass jars). The **controlled ventilation has six different speeds** to

choose from so that the oven will be perfect, even for the most delicate foods, such as pastries.

In order to obtain the best possible results, there are **three different probes**: one for the heart of the dish, a multipoint probe suitable for all types of food and a needle probe for testing the temperature of very small items and for vacuum cooking.

With **Heart Green**, clean-up and removing calcium deposits are a cinch. Heart Green quickly eliminates any type of dirt and the **Calout** system leaves the steam generator completely free of calcium build-up.

Heart Green combi oven by Lainox is the ideal solution for professional, rapid results and from day one it will bring concrete savings, making your dishes more profitable.

www.lainox.it



SHOW YOUR PRODUCTS AT THEIR BEST!

Beverage-Air launches new See-Thru Lid Prep Series.

Beverage-Air, a manufacturer of commercial refrigeration products in the USA for over 65 years, has recently introduced a new **See-Thru Prep Table Series**, which has such stand-out features as a one-piece hydraulic hinge, self-closing lid with multiple set points for quick and easy visibility for product selection. Offering a **panoramic view of product choices**, the See-Thru Lid Prep Series can also help enhance product sales.

The See-Thru Lid Prep Series has the same standard benefits and features as other Beverage-Air Prep Tables including: locking divider bars, heavy-duty pan liner, snap-in door gaskets, field reversible doors and performance in high ambient kitchen temperatures. Offering high performance with easy cleanability, this series is certain to be a delight for both customers and operators alike.

The one-piece See-Thru Lid is durable, yet light, making it easy to open and close. The lid is constructed with a hydraulic lift system that includes variable set points for height variations to accommodate customers and a variety of locations. The series is **NSF approved** and side guards are not required if sides are not exposed to customers. Available in **three model sizes**, there is the perfect size for every application.

The new See-Thru Lid Prep Series.



Installation at Clarion University in Pennsylvania (USA).

To complete the series, optional overshelves, night covers, crumb-catchers, bottle holders and puzzle-piece cutting boards are available, offering customers the option to customize their See-Thru Lid Prep Tables to accommodate specific needs.

Beverage-Air provides the best value, **most diverse product range** and **unmatched quality** in the commercial refrigeration industry.

Product lines include reach-in refrigerators worktops and counters, sandwich and pizza food preparation units, blast chillers, glass door merchandisers, school milk coolers, open-air merchandisers and bar equipment, such as backbar, deep well and direct draw models.

www.beverage-air.com

SAVE TWICE AS MUCH ON YOUR ENERGY BILL

Friulinox presents Energy Saving: the new line of hi-tech refrigerators.



In a kitchen, the one thing which is always on the go is the refrigerator. For perfect food conservation refrigerators run constantly, so the only way to reduce energy consumption is to make them more efficient. Friulinox has done just that.

The new, innovative **Energy Saving** refrigerators are the result of more than one year's work. They are not only kind to the environment, but by **cutting energy consumption by half** there is also a significant reduction in energy costs, with short-term amortization and long-term savings.

This important achievement was reached by combining innovative electronic ventilators, latest generation gaskets and a high-efficiency compressor to reduce consumption. Every effort has been made to reduce environmental impact also through the use of ecological insulation and natural refrigerating fluids, such as gas **R290**, which has no impact on the ozone layer or greenhouse effect. As an **ISO 14001** certified company, Friulinox makes every effort to produce the world's best products with the lowest environmental impact.

Built completely in **AISI 304 stainless steel**, the new range of Energy Saving refrigerators insures **perfect food conservation, cold or frozen**, and offers a wide range of full-door solutions to fit any commercial kitchen's needs.

The new **Energy Saving** by **Friulinox** is certified **class 7**, currently the highest rating possible presented at Host by **CECED Italy** in collaboration with the commercial manufacturers. This classification, designed to help operators become more conscious of the energy consumption of the products they use and purchase, is under study by the EEC to create a common standard that promotes the development of more efficient products.

www.friulinox.com





CHAMPION AWARDED "BEST IN CLASS" DISHWASHER BY CONSULTANTS AND TIED FOR FIRST BY OPERATORS

Honors bestowed by Foodservice Equipment & Supplies Magazine.



Champion Industries, manufacturer of a full line of premier commercial warewashing systems **for over 100 years**, is the proud recipient of the Foodservice Equipment & Supplies Magazine "**Best in Class Award**" within the Dishwasher/Warewasher category for Consultants. Champion also tied for the "**Best in Class Award**" in the Dishwasher/Warewasher category for Operators. These awards are broken up into overall, dealer, consultant and operator segments.



"The fact that the consultants and operators recognized Champion through this award program is a great honor. They are the people that are in the field using our products every single day and this award is a wonderful testament to our line," says **Erik Nommsen**, President of Champion Industries. "We are also proud to say that our innovative products, over the past 12 months, have saved over **145 million gallons of water, 38 million kilowatts of energy** and generated over **\$5 million in utility savings**".

In order to choose, "Best in Class," Foodservice Equipment Supplies partnered with an international research firm to ask their subscribing foodservice operators, dealers and consultants to evaluate equipment and supplies manufacturers. From there, they ranked category manufacturers on the following seven key purchase attributes: product quality, service and support, product value, availability of product information, inventory and delivery, quality sales reps, and design. Scores for these seven attributes were then aggregated to determine the Best in Class category winner for consultants and operators.

Champion Industries and its employees are dedicated to engineering excellence, manufacturing and customer service, making them a perfect choice for food service operations of all sizes - from coffee houses and restaurants to hospitals, schools and other institutions.



www.championindustries.com

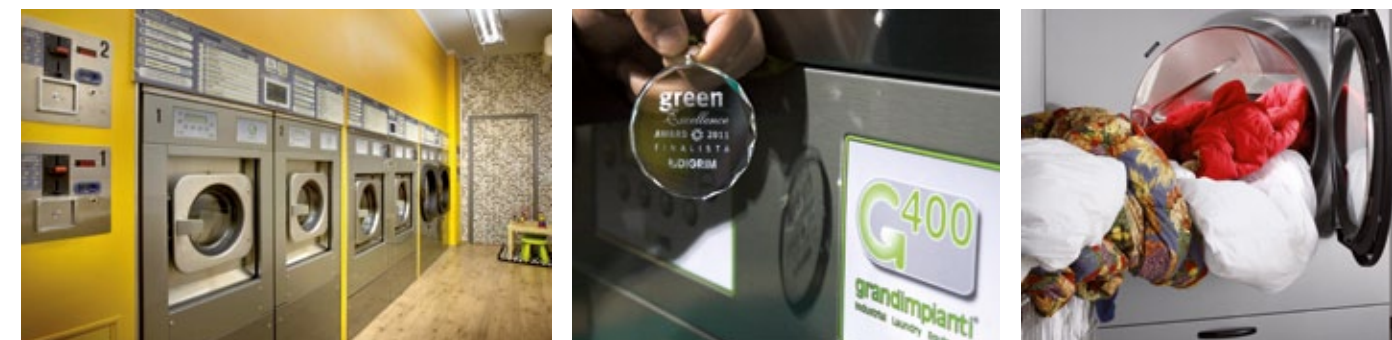


Rack conveyor dishwashing, model 66 DRWSPW. This product is Energy Star qualified.



DESIGNED TO SAVE ENERGY AND RESOURCES

Grandimpianti ILE finalist at Host 2011 for its innovative DWS patent.



Easy to use, innovative technology and environment-friendly. These are the characteristics that distinguish the **Grandimpianti Dynamic Weight System (DWS)** and earned it the special attention as a **Green Excellence Award 2011** finalist by Digrim, Italy's largest distributor, for innovation and energy efficiency in the hospitality industry.

Grandimpianti ILE offers a full range of innovative and eco-friendly professional machines for **washing, drying and ironing**. In the picture below: the professional washing machine WF18G4.

The **exclusive DWS** patent is a system that automatically weighs the exact load in the machine in order to use the least amount of energy, water and detergent, while at the same time guaranteeing optimal results. Thanks to this innovative system, **the running costs of the machine can be reduced up to 30%** and save precious resources.

"One of the most critical aspects of running any laundry is limiting or avoiding wastage. The smart-device **DWS** solves this problem completely and easily. Whether there is a full or partial load, a professional or non-specialized user, this device will calculate the precise amount of water, detergent and energy needed to do the job quickly, effectively and efficiently", says **Patrizia Terribile**, General Manager of Grandimpianti "while maintaining the maximum respect for our environment. The concept of **Water Footprint** is strategic for us and we have been using only harvested rainwater for our washing machine tests for years".

The complete line of Grandimpianti products are ideal for hotels, retirement homes, restaurants, clinics, hospitals and community living in general, anywhere where fabrics need to be treated efficiently, economically and professionally.



www.grandimpianti.com



ECONOMY AND ECOLOGY: WIN TWICE WITH ECO2

ECO2 Products by Comenda save energy and resources while earning you more.

The rack conveyor machine ACRS ECO2 is the ideal solution when a **large number of dishes** needs to be washed quickly and with **reduced running costs**.



Taking care of the environment by reducing consumption of precious resources while at the same **time improving performance** is at the heart of the **Comenda** philosophy. "The ECO2 brand on our dishwashers represents the principles of economy and ecology", affirms General Manager **Joakim Granfors**. "Since 1992 we have been working in this direction, because we want to insure that running costs are as low as possible thanks to the reduced quantities of water, detergent and electricity".

Today the new ECO2 dishwashers guarantee **energy savings** that can reach up to **40%**, **reduced CO2** emissions and both the products and their packaging are **98 % recyclable**. The **ISO 14001:2004 certification** is a testimonial to Comenda's commitment to all aspects of quality, research, innovation, packaging, raw materials and logistics.

Over the last 50 years, Comenda has acquired the knowledge and expertise that make them leading experts in the hospitality and catering industry. There is a wide range of products, suitable to every need, that are ahead of market trends for innovation, design and efficiency. To better serve its customers, there is an extensive **national and international service network** ready to provide support and assistance quickly and efficiently. To make things even easier, **www.comenda.eu** has a section dedicated to **online assistance and parts**, providing a direct line of communication and bringing Comenda even closer to you and your needs.

www.comenda.eu

Five reasons to choose ECO2



1 Reduced water consumption

Water is a precious resource that should be used as wisely as possible. The ECO2 system by Comenda **reduces water consumption** significantly, allowing you to save water each and every cycle.



2 Reduced Energy Consumption

The innovative technology of ECO2 allows you to get fantastic results while using up to **40%** less energy. ECO2 products are kind to your dishes and kind to the environment.

3 Savings on use of Chemicals

Chemicals should always be used sparingly to reduce their impact on Nature's balance. ECO2 optimizes the use of detergents and helps preserve the environment.

4 Reduced Running costs

Comenda products guarantee significant savings on water, energy, detergents that cut the amortization period, making **Comenda ECO2 products a wise investment**.

5 Eligibility for Local and State Subsidies

More and more states, local governments and authorities are putting in place incentives for companies to reduce their environmental impact. ECO2 products by Comenda meet the most stringent environmental requirements and improve your companies eligibility for subsidies as well as contributing to the well-being of your community.

Belshaw

KEEP PACE WITH THE NEW TREND IN ARTISANAL DONUTS!

As many fresh donuts as your customers can eat with Belshaw Donut Robot.



The Donut Robot Mark 2 and Mark 2 GP produce perfectly shaped donuts, light and crispy.

Belshaw Adamatic Bakery Group has served the baking industry for over 80 years. Adamatic is a leading manufacturer of bread and roll production lines and Belshaw is a worldwide leader in donut production equipment.

With the Donut Robot Mark 2 and Mark 2 GP you can produce regular and mini cake donuts as well as yeast raised donuts effortlessly and economically for the happiness of your customers. With these fabulous machines, all your donuts will be the same size and fried to perfection, saving you money and ingredients. Reliable, efficient and flexible, the Mark 2 and the Mark 2 GP can turn out up to **440 donuts per hour** for regular donuts and up to **1800 mini-donuts**.

The **Belshaw Donut Robot** sits on the countertop so that it fits into any bakery, kiosk or kitchen. These Automatic Fryers deposit, fry, turn and dispense donuts, while **reducing oil consumption of up to 50%** in comparison with other kettle fryers. The standard features include: automatic depositor; conveyor to transport donuts through the fryer; automatic turning of donuts; adjustable fry time from 55 to 360 seconds. Many additional accessories are also available for finishing donuts after frying such as glazers, icers and sugaring machines.

The Belshaw Donut Robot is in service all over the world and will make your donut production easy, efficient and more profitable. All that is left to do is to pull up a chair and enjoy a fresh and delicious donut with your customers!

www.belshaw-adamatic.com

BONGARD

PANEOTRAD BY BONGARD

A fresh batch of fragrant bread is only minutes away.



With the new Paneotrad trays of rolls and baguettes are ready in **a couple of minutes**.

One of the challenges of a successful bakery is to have wonderful breads and rolls fresh out of the oven throughout the day. **Paneotrad by Bongard** helps you **save up to 40% of the time** needed for shaping and cleaning, leaving the baker free to express his creativity and serve his customers.

The normally time-consuming process of shaping the dough is done quickly and accurately by transferring it to a dividing tray, inserting it into Paneotrad, where it is handled and die-cut quickly and gently, without degassing or stressing the dough. The delicious aromas developed during bulk fermentation and proofing are preserved resulting in a more flavorful final product.

Paneotrad by Bongard makes a significant contribution to the overall quality of the workplace.

Compact, automatic and safety-conscious, it reduces the need for counter space, making smaller bakeries a pleasure to work in as well as being highly productive. The process takes place in a closed airlock. Once the door is closed, **no flour dust can escape**, keeping the air in the work environment clean and safe, reducing the main cause of baker's asthma. Clean-up is also a breeze, taking only a couple of minutes with a vacuum cleaner.

There are **many different forming dies** to choose from to make anything from a traditional baguette to smaller specialty rolls. **Gourmet additions** can be easily added to the breads at this stage, giving the baker even more freedom of expression. To encourage the sharing of bread-making culture, Bongard offers bakers **Club Paneotrad** (www.paneotrad.com), where recipes and experiences can be exchanged.

www.bongard.fr



HOT FOODS HOT AND COLD FOODS COLD

With the new Ready To Serve Carbon-Tech by Burlodge.



With the new Ready To Serve Carbon-Tech your meals will always be the right temperature. It is ideal for hospitals, hospices and clinics.

The new **Ready to Serve Carbon-Tech (RTS CT)** from **Burlodge** is the definition of innovation when it comes to serving hot food hot and cold food cold. It has **carbon fiber** to lighten the load, **powerful refrigeration**, **boosting capacity**, **improved handling**, **reduced power requirement**, **advanced smart programming** and new features to facilitate cleaning and storage, making the RTS CT the perfect addition to your foodservice.

Whether for traditional hot-line or for cook chill (cold plating), the **RTS CT** can be manufactured to support any meal assembly process. For the traditional hot-line, the built-in boosting capacity will assure hot food outcomes while the **on-board active chilling** of cold food will enhance the dining experience. In cook-chill applications, the RTS CT can be fitted with **double refrigeration doors** for the holding of cold foods in advance of reheating. The RTS CT can regenerate foods on a single tray within an ambient space such as a kitchen or pantry and the small footprint of the unit make it easy to use anywhere it is needed.

Excellent results with new user-friendly, innovative controls

The **RTS CT** was developed to handle **high capacity tray preparation**, **boosting** or **regeneration** and the transportation of hot and cold meals. This unit incorporates both innovative technology and maneuverability, while energy requirements have also been reduced by 24% compared to previous models. The RTS CT control panel is easy-to use and has a wide range of functions for every need: **programmable cycles** with multiple time and temperature phases; **smart-temp technology** monitors the correct power consumption based on the number of meals inserted; **automatic timer** with programmable start time; **sleep mode** for energy saving when not in use; **wake-up function** so the RTS CT will be at the correct temperature before foods are loaded; **automatic holding cycle**: dual function programming (hot-line for lunch, cook-chill for evening); **food probing** linked to menu items; **monitoring of data** for **HACCP** using **Wi-Fi** or **LAN**. With this incredible range of functions, RTS CT has the perfect program and cycle for your food needs.

Design and durability work hand in hand

The design and quality of the **RTS CT** reflect Burlodge's experience with the foodservice profession. Replacing stainless steel doors with carbon fiber ones **reduces the weight by 65%** and its lightweight yet durable materials make it safer and easier to use. The RTS CT is built on a solid self-supporting structure and the aluminum bumper is extruded in such a way as to make it light but rigid. The unit is designed for quality with a stainless steel interior and chassis, top and side panels in antistatic high-impact thermoplastic, anti-bacterial door latch and high-density injected insulation throughout. Clean-up is a snap because it is jet-washable inside and out and has earned an IP 55 rating.

Functional and flexible, the RTS CT keeps your food at its best

Function and **adaptability** are foremost with the **RTS CT**. The unique tray holding design and divider walls separate hot and cold sides of the tray without compromising consistent temperatures. The **thermo-convection** design ensures the heating and the sustained holding of hot food by circulating hot air throughout the oven side of the unit. The cold side uses a forced air circulation system so items remain perfectly refrigerated. The flexibility of RTS CT allows operators to prepare lunch using a hot-line meal assembly and use cook-chill for evening meals, reducing overall operating costs. Any type of dishware may be used; china, high heat plastics, single use, aluminum or high-temperature paper products. Professional foodservice depends on excellent logistics, preparation and delivery and the **RTS CT** by **Burlodge** is designed with the daily demands on equipment and foodservices in mind. It combines efficiency, style, durability, ergonomic design and flexibility, making it the perfect partner for impeccable delivery.

This new product features innovative technology and increased maneuverability, while at the same time **reducing energy requirements by 24%**.



www.burlodge.com



ORGANIC WASTE IS NO LONGER A PROBLEM!

Flex WasteDispo by Rendisk takes care of organic waste simply, hygienically and economically.

Until now, organic waste management has been a problem and cost in every kitchen. The new **Flex WasteDispo** by **Rendisk** offers an innovative solution that improves hygiene while at the same time diminishing running costs.

Rendisk has developed a **fully integrated system** that provides automated and hygienic processing of your food leftovers using a special vacuum system. The Flex WasteDispo includes multiple organic waste stations and a central food waste storage. The hoppers are **ergonomically designed** and are an integrated part of the dish handling process. They are vacuumed in a pre-defined cycle based on the volume of the waste offered, but this program may be overridden manually for greater flexibility.

Food waste is ground and automatically transported by vacuum in pipes of only **50mm**. The reduced diameter of the pipes makes Flex WasteDispo **easy to install in pre-existing kitchens** and reduces installation costs. Once the waste has been ground, it can be collected in a Dehydrated Waste Storage, or in a storage tank for later removal by truck.

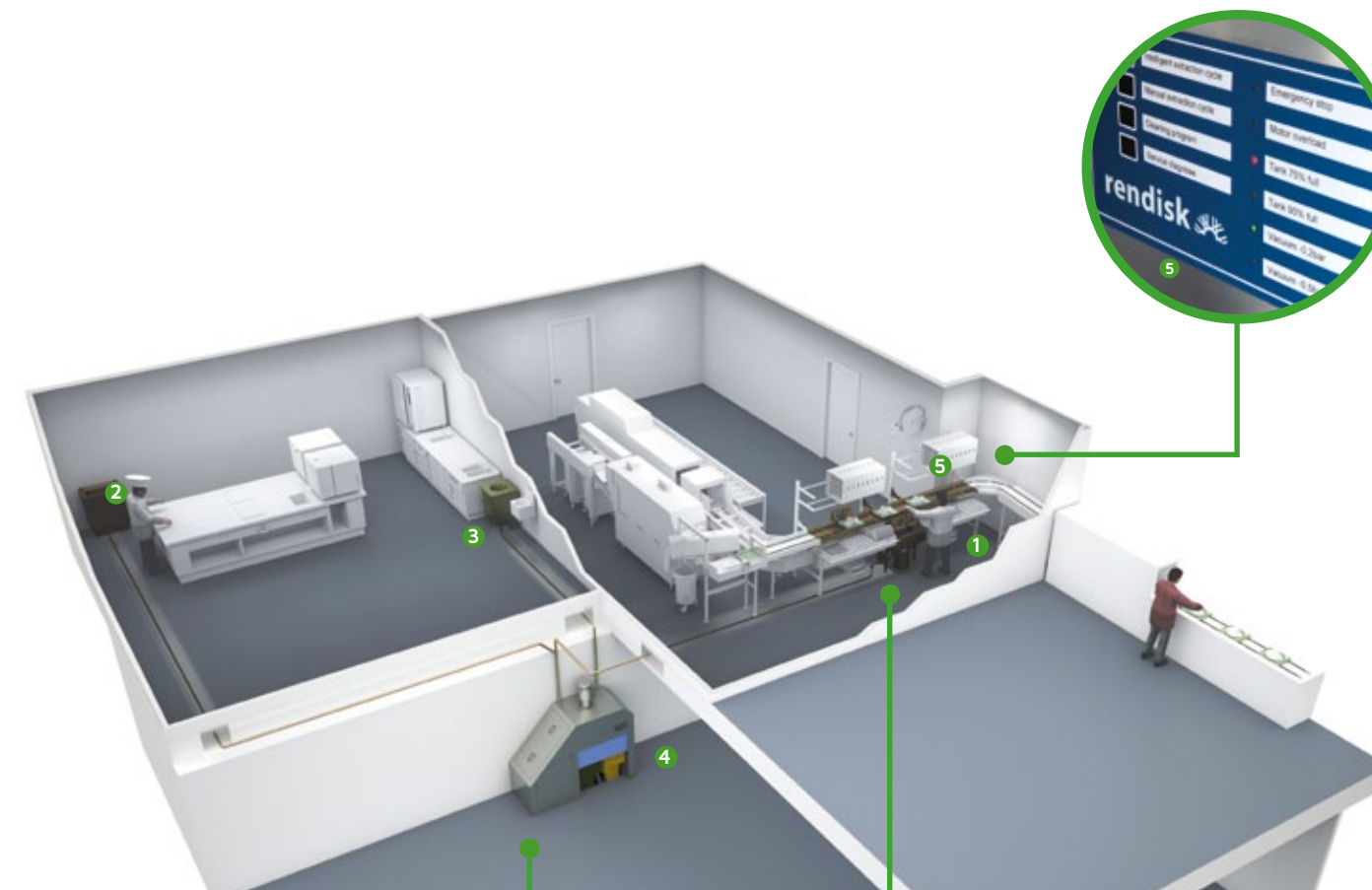
Flex WasteDispo by Rendisk allows you to **cut food waste volume by up to 80%**, reducing odors and running costs for leftovers. The system fits easily into any kitchen or dedicated dish washing space and is the ideal solution for hotels, catering facilities, hospitals, cafeterias and restaurants.

While looking after people, Rendisk looks after the environment too. The resultant food waste may be used for **biogas** or **compost**, making a significant contribution to protecting our environment and resources.

www.rendisk.com



The Ikea Concept Center in Delft has opted for the Rendisk Flex WasteDispo.



RENDISK FLEX WASTE DISPO

1. Integrated waste station with ergonomic sorting system
2. Free standing waste station
3. Oil waste station
4. Dehydrated waste storage including vacuum pump
5. All dish handling and food waste processes are controlled on a central display.



“This system contributes to IKEA’s sustainability objectives, improves the hygiene and lowers our costs”

Otto van Daal, F&B Manager IKEA Concept Center Delft, The Netherlands.

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A GLOBAL LEADER

Ali Group is one of the largest global leaders in the foodservice equipment industry. An Italian Corporation founded 50 years ago, the engineering heritage and the traditions of several of its companies stretch back more than 100 years and include some of the most respected names in the industry.

The Group develops, manufactures, markets and services a broad line of equipment used for commercial food cooking, preparation and processing. With **48 manufacturing sites** in 14 different countries and **67 brands**, it gives life to the most extensive product portfolio in the industry. Operating in almost every sector of the hospitality and catering industry, from cooking to bread-making, from patisserie to dish washing and refrigeration, from ice cream making to meal delivery and distribution, Ali Group offers the **widest range** of innovative, cost-saving and eco-friendly products to better serve major restaurant and hotel chains, hospitals, schools, airports, correctional institutions and canteens.

Excellence is Ali Group's philosophy; a principle that is a source of inspiration for the Group and its 67 companies. The search for excellence is visible in every phase of the business: from design to product manufacturing, delivery and customer service. More than just a supplier, Ali Group strives to be a **partner to its clients** and is committed to providing customized and world-class solutions.