

# ALI WORLD

THE ALI GROUP MAGAZINE

ISSUE 2 | OCTOBER 2013

## THE CONSERVATORIUM

A duet of Dutch architecture and Italian design  
for Amsterdam's latest luxury hotel

COVER STORY

### HOT NEWS ABOUT ICE

Scotsman Industries joins Ali Group

### CHINA: THE BIG CHALLENGE

How to take advantage of new opportunities with Ali as your partner

### CARPIGANI GELATO UNIVERSITY

Success stories from around the world

### McCAFÉ

McDonald's new café concept baked by Moffat



Hello everyone!

I am happy to share with you the new issue of *AliWorld*, the Ali Group magazine dedicated to the hospitality and foodservice industry.

A big thank you goes out to my colleagues around the world who once again helped me discover the most interesting stories. Their tales take us into the heart of extraordinary projects that our companies develop in various areas of foodservice.

I hope the articles in this issue will transmit all the passion and enthusiasm that inspired each project.

I invite you write to me with new ideas for interviews and product news for future issues. Please feel free to send your comments to: [elena.faccio@aligroup.it](mailto:elena.faccio@aligroup.it). Any suggestions that will make *AliWorld* richer and more interesting are welcome! It will be a great pleasure to hear from you and give space to your suggestions.

*AliWorld* is also available on our website in the publications section ([www.aligroup.com](http://www.aligroup.com)).

I hope that *AliWorld* becomes an integral part of your world. Happy reading!

**Elena Faccio**  
Corporate Communications Manager

## INDEX

### PROFILE

- 2 Heir apparent: Filippo Berti prepares to lead Ali Group through its next decades of success

### COVER STORY

- 4 The Conservatorium's big encore

### PEOPLE

- 10 Just add ice: Ali Group joins forces with premier ice-machine company Scotsman

Focus on: [Scotsman Industries](#)

- 14 Kitchens and laundry facilities without boundaries

Focus on: [Alicontract](#)

### TRENDS

- 18 Food for thought

Focus on: [Menumaster](#)

- 24 China: the big challenge

Focus on our companies in China:

[Ali China](#), [Carpigiani](#), [Scotsman](#) and [Williams](#)

### SUCCESS STORIES

- 32 Lycée Georges Frêche: a school of excellence

Focus on: [Friginox](#) and [Rosinox](#)

- 38 Carpigiani Gelato University: the "scoop" on becoming an artisan Gelatiere

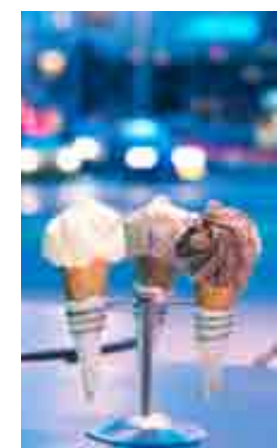
- 46 Moffat partners with McDonald's

### INNOVATION

- 50 New products and prospects for the future

### AROUND THE WORLD

- 68 Exciting new projects at a glance!



# HEIR APPARENT

From his new post in Chicago,  
Filippo Berti prepares to lead Ali Group through its next decades of success.

by Lisa Bertagnoli



The skyline of Chicago, the Windy City.

With a beautiful family, a comfortable home in one of Chicago's northern suburbs and a passion for fly fishing, Filippo Berti seems every bit the successful businessman. That he is: Berti, 45, is chairman and chief executive officer of Ali Group North America, and president of Scotsman, the Chicago-based ice-machine maker. Thanks to an analytical mind, vast business experience, and sage advice from his father, Ali Group chairman and CEO Luciano Berti, Filippo is poised to guide Ali Group through the foreseeable future.

His career path has taken some twists and turns. Filippo was born in Milan, Italy. When he was 11, his father moved his family of five (there are two younger siblings) to the United States. Ali Group had just purchased Champion, the dish-machine manufacturer, and the elder Berti wanted to further expand business in the United States. Luciano Berti had also been a Fulbright Scholar at Stanford University: "He felt it was important for his kids to experience the culture of the 'New World' and learn

to speak English in the process, too," Filippo Berti says. As a teenager, Filippo got his first taste of the foodservice equipment industry. Summers, he worked on the dish-machine assembly line and in the accounting department, and even drove around Italy with a salesman to sell dishwashers. He remembers the assembly line as fun: "You're a teenager, and you're actually handling things," he says, adding that he's always been a fan of technology.

Berti attended Georgetown University, graduating in 1990 with a **degree in international relations** and a minor in history. After graduation, he did not apply for a job at the family firm. Rather, he plunged into what was then the rock-and-roll world of banking. It was a heady time of huge mergers and record-breaking leveraged buyouts. "Everyone wanted to be a banker," he recalls. He landed in the San Francisco office of Shearson Lehman Brothers; that experience whet his appetite for an MBA. "I realized I was more the analytical type than a pure stockbroker," he says. He received a joint **MBA from Bocconi University** in Italy and

"As a teenager, Filippo got his first taste of the foodservice equipment industry. Summers, he worked on the dish-machine assembly line and in the accounting department, and even drove around Italy with a salesman to sell dishwashers"

**Columbia University** in New York City.

After graduate school, Berti spent a few years in the Milan office of another blue-chip firm, Lazard Frères. He launched a venture-capital fund and started a video-game business that at its peak had 120 programmers. "I was having so much fun," Berti recalls, adding that the video-game's business had offices on the Italian Riviera. "I had money in my pocket, I was my own boss."

Then, in 2003, the dot-com bubble burst, dampening prospects not just for Berti but for the entire world of finance. It was then that he got a call from his father. Ali Group was about to purchase Metos, a publicly held Finnish equipment manufacturer, and its retail kitchenware business, Iittala. Ali Group had no interest in the retail business; the elder Berti asked his son to help **acquire Metos** and then **divest Iittala**.

So, two decades after helping out on the dishmachine assembly line, Filippo Berti learned what all second-generation businesspeople learn: There is no free lunch. "My father was twice as hard on me because I was his son," Filippo Berti says. "He wanted me to earn what I was given."

In 2007, Filippo Berti got married and Ali Group bought **Beverage-Air**, the refrigeration firm that was then based in Spartanburg, S.C. and has since located to Winston-Salem, N.C. The younger Berti's destiny was set. He, his wife and infant daughter moved to the United States and Filippo set about turning around Beverage-Air, then a troubled brand in a competitive field. The results: so good that four years later, Luciano Berti named his son chairman and **CEO of Ali Group North America**.

Today, Berti's career path leads straight toward Ali Group's future. "The Beverage-Air experience made me realize I love running companies," he says. "I got something from my father, because I'm pretty decent at it." He likes the industrial side of the business: Engineering, designing and making actual products "is so rewarding, rather than just looking at numbers on a piece of paper," he says.

Berti talks to his father daily to get advice (and sometimes offer it) and bounce around ideas for the business. "My father has great business sense," he says. "He realized very early that, due to socioeconomic changes and tourism, people would want to eat out more." And in the future, more and more and more: "We haven't finished investing in the foodservice business," Berti says. "Sixty-two percent of our business is in Europe. There's lots to do in the United States. China is about to explode - the Chinese love to eat out and travel."



Filippo Berti, Chairman and Chief Executive Officer of Ali Group North America, and President of Scotsman.

"For the future I want to keep on being 'down to earth' as my father has been. This means being focused in business and humble in life, eager to constantly improve"

Filippo's vision is clear. "For the future I want to keep on being 'down to earth' as my father has been," says Mr. Berti's heir apparent. "This means being focused in business and humble in life, eager to **constantly improve**. I'm genuinely interested in our business and other people. I believe this is the first step to be able to satisfy our clients. The most important teachings my father will leave with me are to listen to both employees and customers and never stop wanting to know what they know."

Settling into his new home and office in the Chicago area, being a father to four beautiful and lively children, taking the occasional fly-fishing trip to Montana and of course, running Ali Group North America keep Berti busy, and happy. "I love this business," he says. "It's a great industry."



Interview with Piero Lissoni, architect and interior designer of Conservatorium Hotel Amsterdam

# THE CONSERVATORIUM'S BIG ENCORE

*Housed inside a former music conservatory, Amsterdam's most highly anticipated luxury hotel is a sophisticated blend of historical Dutch architecture and contemporary Italian design.*



Since opening in June 2012, the Conservatorium Hotel in Amsterdam has become a **preferred destination** for luxury travelers, design lovers and locals in search of a home away from home.

Located in the **heart of the city's museum district** and tantalisingly close to the city's designer fashion row, PC Hooftstraat, the new 129-room hotel is hard to miss due to its stately façade. Originally built by Dutch architect Daniel Knuttel as the headquarters of Rijkspostspaarbank (National Post Savings Bank) at the end of the nineteenth century, the building became home to the Sweelinck music conservatory, hence the hotel's name, in the early Eighties.

With the arrival of Milan-based architect and interior designer **Piero Lissoni**, the building underwent careful renovation and restyling. "Everything was untouchable," says Lissoni, who maintained much of the property's original charm, including the vaulted hallways, terrazzo floors and teak woodwork.

Operating in accordance with strict regulations, Lissoni enclosed an outdoor courtyard, creating a **dramatic glass atrium** soaring eight stories high. The bright, inviting space functions as the hotel's lobby, a bustling lounge and brasserie.

Like much of the hotel, the restaurant, run by one of Amsterdam's most celebrated chefs, **Schilo van Coevorden**, is a clever mix of the Dutch colonial and modern Italian; food is served on Royal Delft porcelain to guests sitting in chairs designed by Lissoni for Divani Living.

Curious diners can watch Coevorden and his team prepare nine-course seasonal tasting menus directly from the dining room, which is divided from the kitchen by a large glass wall.

A carefully crafted meal in the cool luxury of the Conservatorium is the perfect end to a long day spent strolling the city's canals, art museums and other attractions.

"Curious diners can watch Schilo van Coevorden and his team prepare nine-course seasonal tasting menus directly from the dining room, which is divided from the kitchen by a large glass wall"

*View of the elegant, spacious lobby lounge.  
Tunes restaurant, home of star chef Schilo van Coevorden.*





ALIWORLD SPOKE WITH **PIERO LISSONI**, ARCHITECT AND INTERIOR DESIGNER OF THE CONSERVATORIUM HOTEL AMSTERDAM, ABOUT THE CHALLENGES AND PLEASURES OF RENOVATING ONE OF CITY'S HISTORIC BUILDINGS.

#### What is luxury today?

In terms of design, a **sense of elegance and proportions**. In life, waking up every morning with a kiss ...and a nice cappuccino.

#### What do you believe a hotel must offer in order to be defined luxury?

A special experience for the visitor. All of the guest rooms of the Conservatorium Hotel are different and you can choose your room according to your personal taste.

#### How did you approach the Conservatorium project?

I wanted to introduce my signature architectural language to the pre-existing building, using simple volumes that float in space and change completely with the **use of light**.

When I arrived in Amsterdam, a request had already been made for a volumetric permit to create an internal atrium out of the building's large courtyard. It was a given starting point. Together with my team, I defined and designed the atrium's final form. During this process we tried to engage the historical building with the new one and, at the same time, give a strong identity to the new architecture.

The glass lobby represented a big challenge. We tried reducing the structure to the minimum and solving the problems caused by connecting a historical building with a contemporary one. We were concerned about the impression that such a large volumetric space would make on guests of the hotel, but the atrium is actually quite cozy and livable.

#### What elements of the original architecture did you maintain? Why?

Working with the austere beauty of Daniel Knuttel's architecture, I created a succession of **luminous spaces** around the **soaring glass atrium** into which I interposed modern architectural elements. I wanted to create a structure that is both visually stunning and sensitive to the building's history.

I also paid homage to the building's original lofty ceilings: almost half of the guest rooms have been given a stunning duplex layout with oversized functional windows, exposed structural beams and glass balustrades allowing guests to enjoy the city views and the changing Dutch sky... even from bed.

#### How is hotel's design related to the city of Amsterdam?

There are several references to the fact that the building used to be home to the city's music conservatory. We focused **a lot of our attention on the acoustics of the building**. For example, we ended up soundproofing the entire ceiling of the glass building, including the bridges.

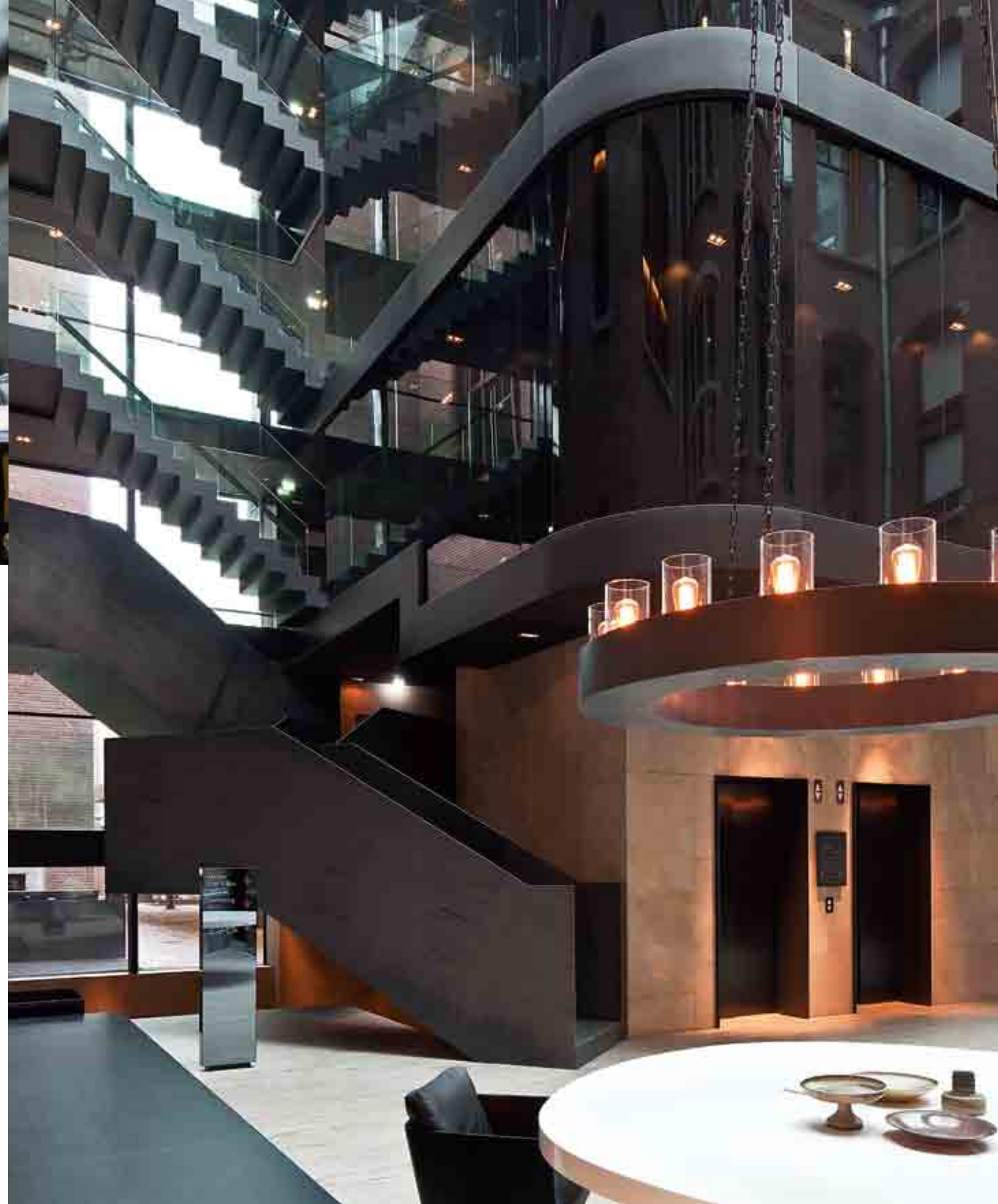
#### What is your favorite space inside the hotel?

The large round table for mixed seating in the brasserie. I use communal tables when possible. I enjoy the sharing that inevitably takes place around them.

*The Conservatorium brasserie and lounge are located in a beautiful internal courtyard which has spectacular floor-to-ceiling windows and a glass ceiling.*



*Tunes Restaurant has a truly cosmopolitan feel and is becoming one of Amsterdam's leading restaurants. The iron staircase provides a strong, sculptural impact and creates a link between the old and new buildings.*



## THE KITCHENS

The Conservatorium Hotel kitchens were designed by kitchen design studio **SeftonHornWinch** in collaboration with **Metos Holland**, a business of Ali Group specializing in turnkey projects in the Netherlands.

Thanks to years of experience, Metos was able to **analyze and satisfy the hotel's needs** in terms of efficiency, workflow, flexibility, timing and number of covers. The Metos team in Amsterdam worked directly with the Conservatorium Hotel throughout the entire process, providing intelligent solutions and systems rather than simple products.

A total of **five of the hotel kitchens** were built to independently satisfy all of the guests' needs and culinary desires: one for the brasserie, one for the Schilo restaurant, one for special events and banqueting, one for room service and a separate pastry kitchen.

Metos Holland was selected to carry out this ambitious project by **The Set Collection**, the new collection of luxury hotels located in major European capitals, including the Cafe Royal on Regent Street (London) and Hotel Lutetia on the Rive Gauche (Paris).

## THE RESTAURANTS AND BARS

### BRASSERIE AND LOUNGE

Open from sunrise to late in the night, the Conservatorium brasserie and lounge is a large yet **intimate living space** where guests and locals come to enjoy everything from a modern buffet breakfast to afternoon tea or a casual dinner.

### TUNES RESTAURANT AND BAR

Tunes Restaurant offers two tasting menus and à la carte options, all prepared with **seasonal ingredients** by Dutch chef Schilo van Coevorden, while the Bar menu includes a wide selection of spirits, specialty cocktails and small tapas-style dishes.

## CONTACTS



**METOS HOLLAND**  
Sporstraat 62 - 7261 AG Ruurlo  
Phone +31 573 458 455  
www.metos.nl - info@metos.nl

**CONSERVATORIUM HOTEL**  
Van Baerlestraat 27 - Amsterdam 1071 AN  
reservations@conservatoriumhotel.com



Interview with Luciano Berti, Chairman and CEO, Ali Group

# JUST ADD ICE

ALI GROUP JOINS FORCES WITH PREMIER ICE-MACHINE COMPANY SCOTSMAN. ACQUISITIONS HAVE BEEN A KEY GROWTH STRATEGY FOR ALI GROUP SINCE THE COMPANY'S FOUNDING IN 1963.

LATE IN 2012, ALI GROUP MADE ANOTHER KEY PURCHASE, THAT OF U.S.-BASED SCOTSMAN INDUSTRIES. LAUNCHED IN 1950, SCOTSMAN IS THE WORLD'S PREMIER ICE-MACHINE COMPANY, SUPPLYING INDEPENDENT RESTAURANTS, HOTELS AND MAJOR CHAINS. ITS FOCUS ON ICE MACHINES MADE IT AN ATTRACTIVE PURCHASE FOR ALI GROUP, WHICH LOOKS TO BUY HIGHLY SPECIALIZED FOODSERVICE EQUIPMENT COMPANIES THAT OFFER THE UTMOST IN COMPETENCE AND KNOWLEDGE. SPECIALIZED FIRMS STRENGTHEN ALI GROUP'S UNIQUE MARKETPLACE POSITION AS A MULTI-SPECIALIST GROUP. THE PURCHASE OF SCOTSMAN IN PARTICULAR ADDS ICE MACHINES, PLUS SPECIALIZED SERVICE AND SALES FOR THOSE MACHINES, TO ALI GROUP'S MIX OF FOODSERVICE EQUIPMENT PRODUCTS. **THE MIX IS THE WORLD'S WIDEST**; NO OTHER COMPANY BOASTS ALI GROUP'S VARIETY OF PRODUCTS OR GLOBAL REACH.

THE SCOTSMAN PURCHASE, IN A WAY, FORMS A HISTORIC CIRCLE. WHY? BACK IN THE 1990S, ALI GROUP FOUNDER, CHAIRMAN AND CEO LUCIANO BERTI SOLD AN ICE MACHINE COMPANY, SIMAG, TO SCOTSMAN. THE SCOTSMAN PURCHASE, THEN, BRINGS SIMAG BACK TO THE ALI GROUP FOLD. MR. BERTI EXPLAINS WHY THE SCOTSMAN PURCHASE IS KEY FOR ALI GROUP AND ITS CUSTOMERS AS WELL AS SCOTSMAN AND ITS CUSTOMERS.

#### Why did you decide to purchase Scotsman?

We decided to purchase it because they decided to sell - it was a combination of two wills, in a sense. **Emanuele Lanzani**, who runs Scotsman in Italy, Europe and Asia-Pacific, and I have known each other for years. We always talked business together. I was aware of how well the company has been doing over the years. And of course, our interest in Scotsman came from the **quality of the company** itself. It is a well-regarded and relatively large company in our industry, and is probably the oldest of all the companies that make ice machines. Scotsman has a presence all over the world. It has five plants - two in the United States, two in Europe and one in China, with headquarters in Chicago. **Worldwide distribution** is a good thing because we are also a global manufacturer and distributor. Finally, it's a segment of the market - ice machines - from which we were totally absent.

#### How do Scotsman and its customers benefit by being part of Ali Group?

I don't know if this is for me to say, but our group has a **strong reputation**. I started Ali Group as a small company 50 years ago - we've been around for a long time. We're growing. **We are present in practically 100 countries**. We are based in Italy but Italy is



only 8 percent of our business; over 30 percent of our business is in the United States and keeps on growing, and about 15 percent in Asia and Australia. We have 8,000 employees, and offices and plants in **26 countries**, so the market has evidently responded to the way we have been working for them. We are keen on product development.

#### Scotsman has a presence in China. Why is that significant?

Scotsman has a sales and service office in both Shanghai and Guang Zhou, as well as a production facility in Jia Ding. There are literally thousands of U.S. chain stores - McDonald's, KFC, all of those - in Asia. They all use ice machines. The Shanghai facility has been there for three or four years and the idea is to be able to give better service by being closer to the U.S. chains. Ali Group also has a good organization in China, where we have over 400 employees.

#### What does it mean for customers that you now own an ice machine company?

With the addition of ice machines, we can now supply 80 percent of the restaurant equipment that commercial and restaurant kitchens need. Our portfolio of brands has become the largest and most complete in the industry.

#### Ali Group allows companies that it purchases to remain independent. How will this independence serve current and future Scotsman customers?

That has been our policy since the start. This means local companies remain local. If someone has a complaint about Scotsman, they can call Nate Jackson (Vice President of Sales and Marketing) in Chicago. If they don't get an answer, they can call me. That's true - it happens! That shows we are close to the customers. We try to stay away from having too many layers of management. We make it easy to reach whomever customers need to reach.

In addition, we encourage discussion and the exchange of ideas among our companies, believing that doing business this way builds trust, circulates new energy and allows for the most innovative solutions.

#### What message would you like to share with the Scotsman team?

I'd like to give them a good, **sincere welcome** and tell them they will have my support, my respect and my affection - in due course. The more I know them, the better I will like them.

# KEEPING THINGS COOL WORLDWIDE

WHEREVER ICE IS NEEDED, SCOTSMAN INDUSTRIES IS THERE.



The Scotsman Industries headquarters in Vernon Hills, Illinois.

**Scotsman Industries** can trace its origins back to 1921 with the founding of the Queen Stove Works in Minnesota. Through growth, expansion and a series of acquisitions, in 1999 it became the world's largest manufacturer of commercial ice machines. It joined forces in 2012 with Ali Group, and became part of the largest and most prestigious global foodservice company.

Scotsman Industries, with over **1000 employees** in **5 manufacturing facilities** and **10 major sales offices worldwide**, produces and markets commercial ice machines in all major markets as well as residential ice machines in the Americas. With two manufacturing sites in the US, two in Italy and one in China, the group is able to produce locally for all major markets. Combined, the various brands produce over **200,000 ice machines per year** for everything from foodservice to food retail, from hospitality to healthcare; anywhere people want to cool or store food or beverages. Drinks are the most profitable items in restaurants and it is extremely important to have a good supply of ice to guarantee sales. "Ice is a critical ingredient to be profitable. Increasingly, it is being recognized as a food and needs to be treated as such," says Kevin Fink, Group Managing Director, Scotsman Industries Americas.

Although Scotsman Industries has several brands, **Scotsman**



and **Ice-O-Matic** are the two global brands which represent the core offering worldwide. Regional changes in products are made to reflect local customs and preferences in cube size, shape and hardness either in these two brands or in smaller regional brands. The Group is able to offer the widest range of cubes, flakes, chips, and chewable nuggets on the market. Individual brands adopt different technologies to meet local requirements such as shape of the ice and quality of water.

Clients range from small, family-owned operations to large chains such as **McDonald's**, **Starbucks**, **Walmart**, **Autogrill** and **Marriott**. The global expansion of these chains as well as the trend in frozen, blended drinks means that more and more ice is being used worldwide in the foodservice industry.

In addition, beverage companies are expanding their offerings to include more health-conscious choices such as flavored waters, juices, and protein drinks. Another trend is the increased demand for ice chips, flakes and nuggets for the healthcare sector. "Ice plays an important role in healthcare for everything from physical therapy to post-operative care," continues Fink.

Some markets traditionally use more ice, such as the Americas, whereas in Europe ice is less used. Aside from preferences for cube



Brazing a joint at the Ice-O-Matic factory in Denver, Colorado.

shape and size, this also means that the machines suitable for each market can vary greatly in size and production. For each product, the most suitable technology is used to provide optimal results while optimizing water and energy consumption. In fact, Scotsman Ice Systems was recognized as an **ENERGY STAR® Partner of the Year** in 2012 and 2013, has more ENERGY STAR qualified products than any manufacturer and is a leader in the sector for **resource efficiency**.

Scotsman Industries has the widest range of ice machines in the market. The most technologically advanced option is a **full suite remote monitoring** and **diagnostic service**. From one computer it is possible to look at every store around the world and see the performance of each machine, verify the need for maintenance and control total running costs. Another new product, which was just recently presented but is well on its way to being a success, is a new, compact, highly efficient ice machine compatible with **Coke's FreeStyle Dispenser**. It produces large quantities of ice in a very small space.

To complete the offering, Scotsman Industries surrounds all of this with extremely **high levels of customer service** before, during and after the sale. Technical assistance is provided by over **5,000**



Scotsman C0722 cuber designed for the Coke Freestyle Machine. It is installed in a Five Guys Burgers and Fries restaurant.

**technicians worldwide**. To stay on the cutting edge of technology, the Research and Development departments are decentralized. "This is very important. Each region explores and develops technology suited to its requirements. Having said that, we share technology within the group. For example, Europe leads the world in green refrigerant development, so our European division Frimont has taken the lead on that project. It is always a collaboration as improvements like these are shared with all the companies in the group," says Fink. International engineering teams meet on a regular basis to evaluate improvements on new products of sister companies and to exchange ideas.

Becoming part of Ali Group has reinforced the already strong position of Scotsman Industries as a world leader in its sector. "We are the **world's largest ice machine group** and for us to join Ali Group was a good match and a natural fit from the customer's point of view. Ali Group is one of the most prestigious food equipment groups in the world and solely focused on the foodservice industry. I think the demonstrated leadership the Ali companies have provided in innovation and excellence in products and services is a perfect fit for us. We can provide customers with turnkey projects and we have a very high commitment to focus and innovation."

[www.scotsmanindustries.com](http://www.scotsmanindustries.com)





Interview with Augusto Terrinoni,  
Project Manager for Alicontract

WE NEVER THINK ABOUT IT, BUT IN WARS AND EMERGENCY SITUATIONS, PEOPLE STILL NEED TO EAT. WHETHER IT IS A HUMANITARIAN MISSION IN A ZONE OF CONFLICT, RESCUE OPERATIONS DURING NATURAL DISASTERS, OIL RIGS ON THE OCEAN, IN THE DESERT OR IN THE JUNGLE, MEAL MANAGEMENT IS FUNDAMENTAL.

To light our cities, fuel our cars and heat our homes, there are thousands of dedicated people working to find new deposits, extracting and transporting the fuel we take for granted. Entire communities, far away from any other town or village, need accommodations, warm food, laundry and recreational services.

**Alicontract**, an Ali Group company which specializes in turnkey projects globally, has a division dedicated specifically to mobile kitchens and laundry facilities. These ready-to-go modules are easy to transport and are able to ensure a work flow **capable of producing up to 20,000 meals a day.**

We had the opportunity to speak with **Augusto Terrinoni**, Project Manager of Alicontract, specialized in turnkey projects for the most remote and challenging places in the world.

# KITCHENS

and

# LAUNDRY FACILITIES

without boundaries

**PREPARING MEALS AND WASHING LAUNDRY IN THE MOST INACCESSIBLE PLACES ON THE PLANET.**

*Alicontract provided the kitchens and laundry facilities for the Sahara desert base camp of AL.MA Group, one of the most important caterers worldwide. The camp hosted over 6.000 people.*



*The kitchens and laundry facilities equipped by Alicontract in the prefabricated units built by Franzisella at the South Pole.*

### What was your first project?

My first project with Alicontract was for the **United Nations**. In 1994 we designed and built kitchen containers that were used for the **UNPROFOR** (United Nations Protection Force), the peace keeping force created by the United Nations Security Council to help resolve the crisis in the former European country of Yugoslavia. We designed special mobile units with various dimensions to prepare meals for small outposts of 15 men and operative bases that employed as many as 500 people.

**Speed** and **flexibility** were required for solutions that had to be deployed swiftly, making it easy to deliver meals quickly.

It was important to have the maximum flexibility to be able to satisfy multi-ethnic groups with many different dietary needs. Over the years we are proud to have continued our work with both NATO and the UN.

### Do you work in the Gas and Oil sector?

Alicontract supplies fittings for meal preparation and distribution for some of the largest companies in the sector: **British Petroleum, Saipem, Ersai** and **Total**. We make kitchens and cafeterias for the engineers and technicians that work at the extraction and refinery sites. In most cases, we also manage the laundry. We have helped produce up to **30,000 meals a day** and took care of the **laundry of**

**6,000 people**. The most difficult scenarios include oil platforms that operate on the ocean. Although conditions are extreme, we are able to guarantee **efficient solutions** and **maintenance**.

### Do large construction companies take advantage of your services?

Yes they do, especially construction companies that build highways, dams, mines and all the infrastructures that require years of work, far removed from any sort of residential area. Some of our clients include **Salini Costruttori, Impregilo, Astaldi, Bonatti Group** and **Techint**.

“We offer the widest package of products on the market to find the perfect solution for every necessity. Our products guarantee quality and reliability with the ability to adapt and install them in containers and prefabricated modules”





A large dam is a complex project which takes many years of work.

**What are the advantages to being part of Ali Group?**

There are numerous advantages to being part of Ali Group. We offer **the widest package of products on the market** to find the perfect solution for every necessity. Our products guarantee quality and reliability with the ability to adapt and install them in containers and prefabricated modules. We train the personnel that will actually use the equipment and we are able to guarantee maintenance anywhere in the world as well as after-sales service.

**What projects are you working on currently?**

We are completing the final stages of two camps for an important **copper mine in Panama**.

The camps will employ approximately 6,000 people and we have supplied the kitchens, the laundry facilities and the refrigerated warehouses.

**How important is team work in bringing to life these very large and complex projects?**

Team work is very important. My job would not be possible without

the collaboration of my colleagues that follow the design process, the bid, the management of the project, shipping, installation and after-sales service. In particular I would like to thank **Eugenio Cappelli**. We have worked together for many years and we are a very close-knit team. Eugenio has an in-depth knowledge of the technology behind each product and he coordinates every step of the project. Without him, I would not have been able to bring these projects to completion successfully.

“Our kitchens respect local traditions. In addition to international cuisine for the engineers and foreign technicians, the equipment to prepare traditional recipes for the local workforce is always there. The cafeteria is a major contributor in bringing various cultures together”

**What is the aspect of your job that you enjoy most?**

The lure of discovering different parts of the world that are still unexplored and to be in the front line of reconstruction after an emergency. Often when

I arrive, there is nothing in the area, just vacant land. Sometimes I encounter an area destroyed by war and I am proud to be there, to advise and quickly deliver a kitchen that will be an important part of starting over.



Engineers working on a construction site.



HRH Prince Harry in the officers' mess at Camp Bastion in Afghanistan.

Every project is a completely different challenge. **It is never repetitive**: the clients are unique, the menu for a UN group is different than a menu for miners and the environmental conditions are extremely varied.

During every trip you need to learn the history and character of the local population and a relationship of mutual trust is born. Our kitchens **respect local traditions**. In addition to international cuisine for the engineers and foreign technicians, the equipment to prepare traditional recipes for the local workforce is always there. The cafeteria is a major contributor in bringing various cultures together.



**CONTACT**

**ALICONTRACT**  
Via Gobetti, 2a – Villa Fiorita  
20063 Cernusco sul Naviglio (Milan) – Italy  
Phone: + 39 02 92199292  
www.alicontract.com  
info@alicontract.it



saipem

GLOBAL LEADER IN THE OIL & GAS INDUSTRY ON LAND AND SEA

**Saipem** works for the major petroleum companies and states to locate hydrocarbons, extract, refine and transport them. They specialize in extremely complex projects that require advanced technology, capacity for innovation and management skills.

"Among the different aspects that I am managing, like yards and logistic base asset management, I am responsible for assuring catering services, laundry facilities, cleaning and security on the base," affirms **Fabio Bruschini**, E & C Logistic Base and Assets Development Manager.

"To create our kitchens, we prepare the structure and we use specialized suppliers for the equipment, wiring, installation and test trial. For the bases at Karimun in **Indonesia**, Soyo and Ambriz in **Angola** and Port Harcourt in **Nigeria**, we chose Alicontract. The deciding factor was the excellent price-quality ratio. The robustness of the equipment and the certainty that products will be durable, even in the most extreme conditions, is of utmost importance. Alicontract follows every phase, from design to on-site inspections. It solves any problem with remote assistance and when necessary it sends a technician to the site **as quickly as possible**."

Sustainability is a fundamental value for Saipem. The company wants to bring benefits to the countries it operates in, creating qualified professionals that help create wellbeing for the whole community. "Alicontract trains the local personnel that uses the equipment," continues Fabio Bruschini. "This allows us to manage the catering services promoting local development."



GLOBAL LEADER IN THE DESIGN AND CONSTRUCTION OF PREFABRICATED UNITS

**Franzisella** is part of the Casti Group and is a global leader in the design and construction of prefabricated containers for the oil and gas industry, as well as construction companies specializing in large projects such as dams, mines, highways, and airports. Over the years, the engineering department has developed great competence in the design of innovative tailor-made prefabricated modules, which can endure the most extreme weather conditions and be installed on land or in marine environments. These prefabricated containers are used to house electrical generators, purifiers, workshops, and even kitchen and laundry facilities in encampments and labor camps. "To create prefabricated containers destined for kitchens and laundry facilities, we collaborate with **Alicontract**, the principal contract company in the foodservice equipment sector, which like us operates on a global scale," says Claudio Maria Castiglioni, President of Franzisella. "Alicontract selects the most suitable equipment, choosing from the 73 Ali Group brands, and guarantees **robust and high-quality equipment**. This is extremely important for us because we work in very difficult environments, like the jungle, the desert or the South Pole, where our containers must remain problem-free. In addition, the team that works with us is really fast, professional, and able to bring added value to every project."



Interview with Christopher Muller Ph.D, professor of Successful Multi-Unit Restaurant Management and former Dean of Boston University's School of Hospitality Administration

# FOOD FOR THOUGHT

UNDERSTANDING OUR GROWING INTEREST IN HEALTHFUL FOOD AND THE RESPONSE OF THE RESTAURANT INDUSTRY.



IN THE WESTERN WORLD, WELLNESS AND HEALTHY FOOD ARE THE "TALK OF THE TOWN."

## What is driving our growing interest in the healthfulness of what we eat?

In the United States, demographics are playing a major role. There are two main groups interested in the trend, but for different reasons: the **aging Baby Boomers** and **Millennials** (people who started turning 18 in 2000). Both of these two very large consumer groups are **looking to eat in a different way** than they had in the past or than their parents had when they were young.

The Baby Boomers are now in their late fifties and sixties and watching the health of their elderly parents decline quite rapidly. They believe that if they change their diet and start exercising, they will be able to live longer. As part of this change, they are reducing their portion sizes and expect restaurants and the food service operations to be more responsible when it comes to health.

"The aging Baby Boomers expect restaurants and food service operations to be more responsible when it comes to health. Millennials believe eating healthy is their duty or social responsibility"

While the Baby Boomers were born in a time of abundance and never knew scarcity, the Millennials were born in a time of scarcity, yet believe that abundance is something they have as a birthright.

The Millennials have come to realize that they now live amid times of crisis, having been confronted with difficult issues such as 9/11, the never-ending war on terrorism and climate change.

They believe eating healthy is their duty or social responsibility. For example, they have a much higher percentage of vegetarianism than other demographic groups.

At American universities, one fifth of all students eat a regular vegetarian diet and up to 40% eat a modified vegetarian diet (only some proteins like chicken and fish, no red meat).

Millennials are also inclined not to eat the typical three meals a day. They prefer to eat **smaller meals more often** throughout the day. This is frequently the result of having grown up with two

working parents or single-parent households in which they had to fend for themselves, eating something light on the way to school, a mid-morning snack, lunch, a bite after school and maybe a small dinner a couple hours later.

## How have our eating habits outside the home changed as a result of the healthy eating trend?

In addition to smaller portions, we are also seeing a rapid **focus on calorie counts** and **nutritional information**. We have become accustomed to seeing nutritional facts on packaged food, but now we expect to see it in restaurants as well. The restaurant industry has resisted this for years, but since **McDonald's** and other large full-service companies, including all of the Darden restaurants – **Olive Garden, Red Lobster** and **LongHorn Steakhouse** – have started including this information on their menus, all other restaurants will follow suit.

"Healthy eating is not just about calorie counting. We are now interested in how food is preserved and whether or not it contains additives and colorings"

## In what direction is the spread of nutritional information headed?

Due to rapid changes in technology sharing, **QR Codes** are now being printed on packaged foods, allowing customers to photograph them with a smart phone and instantly access the dietary information of that product. There is no reason for QR Codes not to be printed on all restaurant menus, allowing restaurants to regularly update the nutritional details of menu items and providing customers access to the information very easily.

## How do we measure healthiness these days?

Healthy eating is not just about calorie counting. We are now interested in **how food is preserved** and whether or not it contains additives and colorings.

Another significant issue is the surge of **food allergies** that really weren't very common even just ten years ago. The first to appear was the nut allergy, followed by gluten, and then lactose intolerances. We are now confronted with identifying food allergens and pathologies that were not a part of the mainstream discussion.

## Do Americans care about the freshness of food?

Yes, however in addition to freshness, people are concerned about the **environmental impact of their food**. In recent years, there has been some pushback on the Locavore movement. Food grown or raised by local farmers, which travels 10 or 15 miles by pick-up truck, often have a larger carbon footprint than food that travels on trains for a distance of up to 1,000 miles.





I also believe that we will be hearing more about the nature of nutrition. In many cases, fresh products are not as nutritious as frozen or canned. This is counterintuitive, but vegetables that are flash frozen immediately after harvest retain many more nutrients than those that are picked and trucked to market. Products such as kale and spinach can be harvested later in the harvest cycle, so that they are riper at harvest are more nutritious than if they were picked early to be taken to market.

**In what other ways has the restaurant industry responded to the change in eating patterns?**

Over the past decade, the **ethical treatment of animals** has become a major issue for the restaurant industry. Ten years ago, McDonald's and PETA (People for the Ethical Treatment of Animals) were fighting over the treatment of animals, in part due to a younger generation of vegetarians particularly concerned with this issue. To everyone's surprise, McDonald's decided to join forces with PETA to create a market for cage-free eggs. As a result, the entire egg business has changed because McDonald's is the largest consumer of raw eggs in the world.

**Chipotle**, a fast-casual burrito and taco company formerly owned by McDonald's, has also pushed for the ethical treatment of animals and is looking at a change in the entire production of pork. Chains like Chipotle, which have an edge and whose target market is the Millennial group, have begun **adding ethical issues to their mission statement**. They use food as a competitive tool by stating where they source their ingredients.

As these type of leadership positions become standard practice, it is hard for other restaurants not to follow suit.

"The tibits model, using the décor style and service model more in tune with this next generation was immediately seen as healthy, but also sophisticated and hip"

**Is the restaurant industry in Europe changing as well?**

Yes. A great example is **Hiltl**, the oldest vegetarian restaurant in Zurich, opened by Ambrosius Hiltl in 1898. His great-grandson Rolf took over the restaurant a century later and launched a vegetarian-based fast food concept called **tibits**.

Hiltl was meant to be a traditional full-service Continental restaurant, with waiter service, white table cloths and a very calm, quiet dining room. It had become identified with an older clientele, even though it was the very first vegetarian restaurant of its kind. It certainly would not have been appealing to a new generation of diners who had grown up with **quick service** and **low prices**.

The tibits model, using the décor style and service model more in tune with this next generation, was immediately regarded as **healthy**, but also **sophisticated** and **"hip"**. Location was important, because it was closer to where younger people would be more likely to go, but it was also the break in presentation of



menu, with take-out and a buffet bar that made vegetarian "cool." Another example is **Sticks'n'Sushi**, a casual Japanese restaurant chain based in Copenhagen, Denmark, that has spread to the UK. Sticks'n'Sushi is also very hip, with a branded but localized décor package (each restaurant reflects in some way the demographics of the surrounding neighborhood). What sets it apart from traditional sushi/sashimi restaurants is that it combines the "cold" offerings of fresh raw fish and rice items with a yakitori style selection of "hot" skewered offerings of beef, chicken, seafood, even foie gras, all available by the piece. There is a selection of wine, and in some of the newer restaurants, a full bar offering cocktails. They say that the restaurant is a sushi bar for people who like more than fish. It is unlike anything else I have seen in the segment: chef-driven cuisine, with moderate prices and a casual style.

**What are manufacturers of foodservice equipment doing to improve technology and performance in response to the healthful food trend?**



**Blast chillers** are certainly helping to **increase nutrient retention** and limit the potential for foodborne pathogens. But so are things such as high-heat grilling, fresh juice machines, panini presses for customized hot sandwiches and wok stations for fast cook cycles. Moving more kitchens into close proximity to the dining room, whether open kitchens or kitchens facing bars, are changing the nature of what is perceived as fresh.

"In addition to freshness, people are concerned about the environmental impact of their food"

In addition to questions of health, we are seeing changes in **energy efficiency**. For many years, Europe has been a leader in producing more energy efficient kitchen and foodservice equipment. Open flame flat-top grills, typical of French-style cooking established by Escoffier over one hundred years ago, have been replaced by induction cooktops or other electro-magnetic equipment with no flames at all.

Energy efficiency, food choices and performing foodservice equipment now work together for a new form of cooking: healthy gourmet.



# ACP: WE DON'T JUST MAKE GREAT HIGH SPEED OVENS. WE INVENTED THEM!

The New MenuMaster MXP: 15 times faster than conventional ovens for improved sales and profit.

ACP, Inc. (Accelerated Cooking Products), the only American manufacturer of commercial microwave ovens, represents tradition and innovation with its two well-known brands, **Amana® Commercial** and **MenuMaster® Commercial**. Amana was the very first company to manufacture and sell commercial and residential microwave ovens. Holding over **96 patents**, there is no one in the industry who holds more. This vast experience is reflected today in all of ACP's products.

The latest **MenuMaster MXP Oven** takes high-speed cooking to new levels of efficiency by combining three energy sources: **microwave, forced convection** and **infra-red radiant**. The microwave energy is from two magnetrons providing 2200 W of quick, uniform cooking. The forced convection (2000 W) covers temperatures from 95°-270° C (200°-520° F) cooking a wide variety of items with better browning and caramelization and the infra-red radiant heat (3000 W) crisps and toasts foods to perfection. The flexible cooking platform means that it is possible to use any combination of microwave, convection or infra-red radiant heat so that each dish is cooked perfectly and quickly.

With the possibility of **360 programmable items** it is easy to expand and vary menu offerings, increasing sales. Updating menus for multiple locations is a breeze with the new USB port.

**Safety** and **ease of use** are a priority with MXP. The unique, ergonomically friendly door opens below the rack, providing full access to the cavity and making it easier and safer to load. The oven **accepts metal cookware** so there is no added expense for dedicated cookware. The two cleanable air filters are easily removed and dishwasher-safe. An automatic "clean filter" reminder keeps maintenance effortless.

Great MXP design features make the oven easy to add to any foodservice operation. **Ventless installation** means no costly hood or increased HVAC and the **reduced footprint** and **stackability** means that there is always a place in your kitchen for an MXP. The compact, elegant exterior belies a capacious interior, which accepts a 14" pizza.



The 2200 W MXP22 can cook 28 baked potatoes in just under one hour!



## HEALTHY, DELICIOUS FOOD WHILE SAVING ENERGY

Reduced cook times ensure **healthy cooking**, using less oil or fat with better results. The microwave function uses the moisture already contained in fresh vegetables to steam them so they remain crisp and appetizing. Foods retain nutrients, texture and color, enabling you to serve your customers more healthful, more delicious food. Faster cook times **increase through put** and **profitability**. The oven uses energy only while cooking, eliminating the need for pre-cooking and holding, reducing energy costs and increasing savings.

A series of accessories such as a pizza stone, non-stick baskets, a panini grill and oven paddle guarantee optimal results for every item on your menu and the non-stick liners assure easy clean-up.

The MXP is the perfect addition to cafés, restaurants, bars and grills, grocery stores, hotels, QSR's, hospitals, schools and institutions. ACP, with both the Amana Commercial and MenuMaster brands, serves customers such as **Dairy Queen, Tropical Smoothie, Subway, Whole Foods** and **Courtyard by Marriott, Yale University** and **IMAX theatres**. With the ACP commitment to **quality, durability** and **innovation**, there is an Amana commercial or MenuMaster oven to fit every foodservice need.

## ACP CULINARY CENTER

Taking Customer Service one step further

Every oven sold by ACP is supported by the on-staff culinary team of **chefs** and **food scientists** in the fully equipped commercial test kitchen. The ACP Culinary Team can take your menu to the next level by helping with recipe development and perfecting cook times.

A valuable resource, they are knowledgeable about the latest food trends and work with you to perfect your cook times and evolve your menu for profitable, quality and healthful results. They continually examine and test new recipes that are available on their website: [www.acpsolutions.com](http://www.acpsolutions.com). **Development of custom menus** and **recipes** that are perfect for your business is part of the ACP service.

No matter how small or how large you are, they will help you find your recipe for success.

**Amana**  
Commercial

**MENUMASTER**  
Commercial

[www.acpsolutions.com](http://www.acpsolutions.com)





Interview with Stephane Garelli, Professor at University of Lausanne (Switzerland) and at IMD (International Institute for Management Development), one of the top-ranked business schools worldwide



# CHINA

## THE BIG CHALLENGE

WAKE UP AND GET INTO CHINA.  
*How to benefit from the growing Chinese economy.*



Top: The Great Wall of China is one of the seven wonders of the world. Bottom: The futuristic skyline of Shanghai, the most densely populated city in the world.

THE FACE OF CHINA HAS CHANGED COMPLETELY OVER THE PAST DECADE. WHAT WAS ONCE AN AGRICULTURAL-BASED COUNTRY IS NOW DRAMATICALLY URBAN.

As a result of the vast migration of the Chinese population from the countryside to the cities, there are currently over 120 million people residing in the Pearl River Delta, the region between Hong Kong, Shenzhen, Guangzhou and Macau.

The migration began when the Open Door Policy was enacted by Deng Xiaoping in 1978. The movement escalated rapidly in 2000 when the Chinese government allowed foreign companies to open and fully own facilities in China as opposed to the previous policy of permitting only joint ventures. Subsequently, China offers great opportunities for investment, while at the same time its large enterprises pose a potential threat to the global economy.

PROFESSOR STEPHANE GARELLI EXPLAINS MORE IN DETAIL.

**How is the Chinese economy impacting what is going on worldwide?**

China is developing very quickly and is now the second-largest economy in the world.

Many people are concerned that China is slowing down in terms of economic growth, but if you look at the last quarter, China was **growing 8.2%** with the annual growth rate around 7.4%. That is still very high. China is having a big impact on the economy of the Southern Hemisphere. Not only is China trading with the US and Europe, but is increasingly working with India, Africa and Latin America.

New Chinese brands are beginning to emerge worldwide. For the first time, China is not only receiving international investment, but also investing abroad as well.

**Is China the country with the greatest possibility for growth in the restaurant and hospitality industry?**

Yes, there is no doubt about this. One of the major developments we are seeing in recent years is the **growth of the Chinese tourism industry**. Chinese residents are traveling abroad, as well as within their own country. The restaurant and hospitality industry is certainly benefiting.

**Old age in China is a fledgling business opportunity. Is it the right time to make an investment into China?**

Absolutely. Approximately 22% of the Chinese population will be older than 65 by the year 2040. That is a 9% increase from today.

To cope with the aging population, China is developing a social security system for the first time in its history. Traditionally, the

Confucius society expected the elderly to be taken care of at home by their children and grandchildren. Now, for the first time, we are starting to see taxation on wages in order to **build social security and pension systems**.

This change will take time, but it means the elderly Chinese population will have a bit of money to invest and pay for care-taking services. Additionally, they will travel around China, visiting their children who have moved from the countryside to the city.

I foresee the health services and hospitality industries benefiting in a big way from this change. In particular, the healthy food industry is going to be a very big business.

**What should European and American companies keep in mind when expanding to China?**

I think the first thing to keep in mind is that the Chinese way of thinking is very different than that of a Westerner. Their mentality has been shaped by cultural and religious traditions that date back centuries, if not millennia.

The second consideration is that the main priority of the Chinese today is to **build their own global enterprises**. They are investing enormous amounts of money to transform domestic companies into international players.

Twenty-one of the twenty-two largest companies in China today are directly financed by the government. China has accumulated \$3.4 trillion in foreign currency reserves and is using this money to invest in their own corporations.

I think China is going to become a world economic

power very quickly, but one that is going to act in a very different way. The Chinese can not only rely on close cooperation with the state, but many of their businesses are family owned. This means that China is looking at **long-term profitability** or return on investment. They are not subjected to delivering quarterly profit statements to the stock exchange, like in the United States or Europe.

**What risks will the Chinese economy face in the near future?**

In terms of financial risk, private credit is booming in China. It is growing over 20% per year. People are concerned about how to control the debt of regional entities like city governments, as well as that of the individual citizens. The problem is that a lot of the debt is uncontrolled due to shadow banking or non-bank intermediaries that are providing financial services like mortgage loans, but are not monitored by the federal authorities.

In terms of social and political risk, China, like any other developing country, is being exposed to international communication and as a result the **Chinese are changing their social expectations**. They expect more from the government in terms of transparency and anti-corruption measures. The civil society in China is becoming more active and is beginning to question the government.

# ASIA: WORKING TOGETHER FOR THE FUTURE

Our companies' experience at your service in this fast-growing market



意亚立餐饮设备(上海)有限公司  
CHINA

Head Office: Shanghai  
Offices: Beijing, Shenzhen

"We operate in real time,  
in the client's own language"

"我们实时经营,  
满足客户需求"

After almost 22 years in the East and almost as many in the foodservice equipment industry, **Geoff Mannering** joined Ali China as Managing Director in 2012. With a team of 22 people in three cities, joining Ali Group is an opportunity to build a business from the ground up.

For the time being, the main focus of Ali China is on the market in Greater China. Once Ali is established sufficiently in terms of market position, market share and brand recognition, it will have a platform for expansion into other regional markets, such as Northeast and Southeast Asia. "For a multi-faceted market like China, the Group advantage is certainly in the **wide array of products at our disposal**. Ali China can satisfy requests from such diverse clients as 5-star hotels, high-end restaurants, fast food chains, coffee shops, bakeries, ice-cream parlors, hospitals and culinary schools, all out of one hand, using the best-in-class products at our fingertips," says Geoff Mannering.

According to him, the development of Ali China will come from a strong team with **in-depth product knowledge** and the **confidence** and **ownership** of their roles that will allow them to



The Ali China team at work with product trainings, with clients and at the booth at Hotelex, Shanghai 2013.



contribute to successful growth. Expanding the service support network must be in pace with sales growth. Ali China has regular training programs and all service agents stock original parts. When purchasing an Ali product in China, clients can rest assured that they have been advised in a **fair and competent way** throughout the pre-sales process, that the price is the best possible, and that it reflects the **quality, choice of materials** and the workmanship put into each unit. Installation, start-up and daily operation will be accompanied by qualified technicians and an on-call service agent in the area. "We are not just a sales agency. We don't try to hide or avoid problems or difficult situations. We act together with the customer to find solutions, not give excuses. We operate in real time and in the client's own language to resolve any issues which may arise first hand," says Mannering.

Ali China supplies some of the best-known hotel groups in the hospitality industry: **Starwood, Hilton, Kempinski, Intercontinental, Hyatt, Marriott, Wyndham, Banyan Tree, Wanda, The New World, Greenland** and **Jin Jiang**. Business and Industry clients include **Bank of Shanghai, the Agricultural Bank of China** and **Minsheng Bank**. For the consultant community, support takes the form of transferring product knowledge and brand capabilities to the designers and specifiers of kitchen and laundry facilities. Invitations to visit European facilities serve to gain first-hand knowledge of production techniques and quality controls. Dedicated websites allow consultants to browse the Ali China portfolio, download technical data sheets and layout drawings.

"Ali Group is often defined as globally local. This, to me, is an attitude towards doing business. It is a country or regional approach which takes the global strength of the Group in terms of experience, knowledge, products and brands and applies it to a particular region, with the necessary local adaptation. Understanding the different cultures, languages and management styles, using home-grown employees with **local market knowledge**, and a sales and **distribution network that understands the complexities** of doing business in different markets are the long term keys to success."

[www.aligroup.cn](http://www.aligroup.cn)





Head Office: Shanghai  
Production: Guangdong

"The interest in gelato is growing, because China is open to new experiences and culinary traditions"

"随着中国人接受新的饮食理念对手工冰淇淋的兴趣正逐渐增大"

Carpigiani has been present in the Chinese market **since 2003** and has produced locally since 2006. The competence to produce locally is something that has grown gradually. "Suppliers and materials have been sourced carefully to ensure the same quality Carpigiani is famous for worldwide, with the long-term objective to serve Greater China and Southeast Asia," says **Richard Xu**, General Manager of Carpigiani China.

A variety of machines are produced in China to satisfy specific market demands such as machines for slushes and hot chocolate. "**After-sales service** is one of our strengths worldwide and in China our service department is growing. A local team that speaks the language and understands the market and culture is key to developing business," continues Richard Xu.

The selling proposition for China is the same one adopted worldwide. The starting point is the promotion and awareness of **gelato culture** and **education**. With the Carpigiani Gelato University, people learn to become true artisan *gelatieri*. Courses are held in Chinese at a dedicated center where people gain hands-on experience with Carpigiani products.

Among Carpigiani's clients in China for gelato are Coldstone, Ice Season, various Italian gelaterias that have opened as well as a Japanese pastry chain called Beard Papa's. The soft ice cream products are mostly for large, international chains such as **McDonald's, Burger King, KFC, and Ikea**.

China is a country which is changing rapidly, also in its culinary habits. The interest in gelato is growing and it is a market which Carpigiani is dedicated to developing.

[www.carpigiani.com/cn](http://www.carpigiani.com/cn)



*Gelato University: all together for the class photo.*



*Office and manufacturing site in Guangdong.*



*Pride and satisfaction upon graduating from the Gelato University.*



Sales and Service: Shanghai, Guang Zhou  
Production: Jia Ding

"Our focus is on making ice the best way possible for every need"

"我们的目标是以最好、最简单的方式生产出满足各种需求的冰块"

Scotsman entered the Chinese market in **1995** and the team integrates both local and global competencies to provide the best for its Asian customers. In China, the Scotsman Group produces Bar Line, a range of products specifically designed for the Chinese market, and the Scotsman and Ice-o-Matic brands. It also distributes the Tecnomac brand, imported directly from Italy. The products manufactured in China have small differences compared to the lines produced elsewhere to better serve the needs of the South-East Asian market.

The **quality** of its products and the level of **service** provided is what makes Scotsman unique. "**Our focus is solely on ice-makers**. All our research, development and engineering is focused on making ice the best way possible for every need. This gives us a competitive advantage compared to companies with a multi-brand strategy," says Emanuele Lanzani, President of Scotsman Group for EMEA and Asia Pacific. The typical client is anyone who may need ice. The product range is extremely diversified and covers many market segments: hotels, bars, restaurants, meat and fish industries, hospitals and catering services. Customers can be divided into three main segments: QSRs, hotels which are project based, and general market distribution.

Consultants are an important part of business and growth in the hotel segment and in China. Among the Scotsman Group's clients are major hotel chains such as **Marriott, Shangri La, Four Seasons** and QSRs such as **Starbucks, McDonald's, Burger King** and **KFC**, just to name a few. According to Andrew Clayton, Managing Director of Scotsman in China, "with five manufacturing plants throughout the world, we are certainly the world's largest and most specialized company producing ice machines."

[www.scotsman-china.com](http://www.scotsman-china.com)



*Product training for McDonald's employees.*



*Emanuele Lanzani and Andrew Clayton at Hotelex, Shanghai 2013.*



*Opening ceremony at the new factory in Jia Ding.*





Offices: Hong Kong, Beijing, Shanghai, Chengdu  
 Manufacturing site: QingXi, Dongguan

"The Hospitality business is a people business. Williams provides global products and local service to respond to local culture and business practices"

"餐饮行业注重客户感受。  
 威廉士为全球提供餐饮设备，拥有适应本地市场的产品和周全的地区售后服务，本着对当地文化和商业操作的了解，为您重要的业务给予良好的支持"

Williams Refrigeration has been a presence in China since **1994** and now has more than 270 employees in its manufacturing site and four offices. These trade points were researched and structured to support business not only in **Mainland China**, but also **Southeast Asia, India** and **the Gulf States**. The offices in Hong Kong, Shanghai and Beijing also serve as AFE business development hubs and after-sales support for other brands in the Group: Bongard, Mono, Eloma and Belshaw.

The strength of the Williams Group is the long-serving, loyal work force. **Richard Wong**, Managing Director of Williams in China, has been head of local operations for over 20 years. Together with his experienced team, he has been bringing not only Williams' technical expertise to the market, but also an in-depth knowledge of local culinary and cultural needs. There is a strong emphasis on "**know your market, know your customer**" and ensuring there is a support system indigenous to the market, culture and product development to meet the local culinary operating needs.

The Williams philosophy is to share common product and technology in all manufacturing sites worldwide. This ensures the same values of professional engineering, service and reliability, **guaranteeing a global product standard**. At the manufacturing plant in China, investment in people and systems, as well as regular competence audits by the UK engineering and technical teams, means that the UK factory and brand standards have been replicated and have earned the Chinese factory ISO 9000, 14000 and 22000 accreditation. The Williams China factory is also CCC & QS accredited for its local market product certification.



Images show a selection of applications such as Wine, Chocolate, Cake and Sushi display. Features such as hidden controllers, invisible handles and V-cut bending help to give the range a sleek and stylish finish.



High investments have also been made in engineering, product development and testing facilities that see the latest manufacturing technology deployed at Williams China. "We support a dealer distribution network which provides the installation and after-sales service. A factory and technical service team offer expertise to both the distribution partners and end-users," says Richard Wong.

The factory supplies a complete range of products and is uniquely placed as the manufacturer of the **bespoke front-of-house range** sold worldwide. The sleek design and high level of finishing and unique nature of this series of wine towers, cake, chocolate, sushi and ice cream refrigerated display cases makes it very appealing to the high-end market and consultants. "We have an extremely high focus on business development and **working partnerships with consultants**. Starting with the design concept stage of the kitchen or bar area of the project, particularly with front-of-house products, we are able to build their vision of a bespoke product; be it a wine tower, chocolate or cake showcase or sushi display," says Richard Wong.

The client group is widespread, ranging from all the international 5-star hotel groups, fine-dining restaurants, champagne and wine bars, then moving through sectors that include airline catering, QSRs to institutional catering applications such as hospitals. "As well as world famous hotel groups such as **Shangri La, The Peninsula** and **Ritz Carlton**, other main clients also include event catering locations. We supplied professional refrigeration for the **Beijing Olympics**, to the **World Expo** in Shanghai and the **Shanghai F1 Grand Prix circuit**. We are also able to offer unique application-specific solutions for refrigeration for specialist products such as flowers and perfume," continues Richard Wong.

Williams has built on its strong international foundation to create a hub in China able to deliver a range of premium brands and an alliance with sister companies; it is one of the most important competitive advantages that Ali Group can offer the market.

[www.williams-hongkong.com](http://www.williams-hongkong.com)





Interview with Laurent Cavin

# Lycée Georges Frêche

*a school of excellence*

The Languedoc Roussillon Region invests in its youth and in the quality of its food and wine tourism.



Inaugurated in September 2012 in Montpellier, the **Georges Frêche School of Hospitality** is home to approximately 1000 students who wish to build a career in the world of foodservice and tourism.

The 80 million Euro institute was completely financed by the **Languedoc-Roussillon** Region, with the objective to provide students with a focused, **high quality education** offering the best facilities possible for the development of food and wine tourism in the area.

The creator of the project is world-renowned architect, **Massimiliano Fuksas**. The building is composed of 5 units, blended together to form an organic whole. The structure is futuristic, with clean and compact yet sinuous lines. With its façades in glass and aluminum, the unusual triangular windows, light and shadows playing across

the space giving it rhythm, the Lycée Georges Frêche looks more like a contemporary art museum than an institute of learning.

The more than 250,000 square-foot facility (24,000 sqm) hosts different areas dedicated to the various hospitality fields. The student and management accommodations, outdoor sports facilities as well as a small twelve-room hotel and **three restaurants open to the public** are located in this complex. Students will have the chance to learn one of six different specializations: hospitality, restaurant and catering, bakery, pastry, bartending and tourism.

The purpose of the school is to shape students who will contribute to the gastronomic excellence and tourism of the region. The choice of which kitchens to install was an extremely meticulous process and was entrusted to **A.L.M.A. Consulting**. Aliworld had the pleasure of meeting with their Senior Consultant, **Laurent Cavin**.



The futuristic project for the Lycée Georges Frêche was designed by Massimiliano Fuksas.



Students working in the kitchens at Lycée Georges Frêche.



Learning how to make handmade pasta.

**Why was A.L.M.A. Consulting selected to design the kitchens at Lycée Georges-Frêche?**

The choice was based on the vast experience of A.L.M.A. Consulting. Since 1998 we have provided design consultancy for large restaurants in the public and private sector. We have a consolidated team of **multi-disciplinary experts** who specialize in the design and installation of large kitchens. They are very sensitive to feasibility, excellent price-quality ratio, reliability, attention to detail and to the environment. We provide this expertise to each and every one of our projects.

I personally followed every stage of this project. It is the most important challenge I have managed so far. My past as a hospitality student was of enormous help.

**What were the specific needs of the Lycée?**

This is a very complex project which began in 2007. The request was to install 13 different teaching units in the same building – **nine kitchens** on the first floor and **four teaching labs** on the ground floor. Another kitchen dedicated to meal preparation for

is the company which best met our needs and which I have worked with in the past. I appreciate the **excellent quality** of the materials, the **wide range** of products, the **service**, the price-quality ratio, durability, functionality and hygiene: all decisive factors in a public project.

Rosinox helped us considerably, thanks to the incredible choice and flexibility of their **made-to-measure solutions**. We were able to adapt the cooking ranges to our needs. We built a prototype and this allowed us to test it and, together with Rosinox, to make any necessary adjustments. For our company, what interests us most about a manufacturer such as Rosinox is their ability to adapt themselves completely to a project and to provide unique innovative, quality solutions within the time frame required. All of the kitchens were delivered in two and a half months, even though they were all special orders!

**How many Rosinox kitchens were installed and what are their characteristics?**

They were all **horizontal cooking ranges**: very robust, easy to



“The common objective that guided us was the desire to create a school of excellence, a place where students are free to express themselves and nurture their talent”

teachers and students was installed in a separate building. For the duration of the project, we were **in constant contact with the teachers and the students**. This allowed us to identify the needs of both and to offer the most appropriate solutions. All of the kitchens have been designed to accommodate a maximum of 12 students per teacher, so that it is easy for the teacher to follow each individual student's progress.

**What were the rules or standards applied to the design of the building?**

We paid extreme attention to two important factors: **safety** and **hygiene**. It is important to keep work spaces separate to avoid cross contamination. For example, waste should not come into contact with fresh produce and potatoes shouldn't be peeled where meat is cooked. I would have to say that we did not run into any particular technical difficulties, but we did have to adapt the equipment to the project. The installation was completed to the highest of standards.

**What brands of equipment did you choose for the kitchens?**

We interviewed several manufacturers and we selected **Rosinox**. It

clean and to maintain. For the students' restaurant, we installed a central suspended range. In the teaching areas, we used gas: four different made-to-measure modules for the beginners and brasserie kitchens. For the restaurant open to the public, we chose two special-order models. In the catering kitchen, we installed three different cooking ranges: made-to-measure, suspended and modular. The three advanced training areas were each equipped with 5 modular horizontal ranges. The pastry ateliers were also supplied with a special unit that allows 6 students to work at the same time. The installation of the equipment took approximately 8 months.

**What will you remember most about this project?**

The common objective that guided us through this project was the desire to create a school of excellence, a place where students are free to express themselves and nurture their talent. This challenge was met thanks to the teamwork of a large group of people with different areas of expertise, united by this common goal.



Left: the sign at the entrance to the restaurant. Above: a classroom, the pastry lab and the building at night.

# FRIGINOX

Experience and knowledge at the service of laboratories and bakeries

For the last 40 years, Friginox has applied its knowledge of refrigeration to the commercial, catering, bakery and food store industries. Made in Villevallier, France, the wide range of Friginox products offer **practical, efficient solutions** to everyday operations.

Founded in 1973, Friginox was purchased by Ali Group in 1999. With its experience in food conservation and blast chilling/freezing, Friginox has developed several lines of professional equipment: conservation cabinets, blast chillers and freezers, deep freezers-preservers and conservation cold tables. "Well known by professional kitchen dealers, refrigeration specialists and bakery equipment dealers, Friginox is appreciated not only for the quality of its products, but also for the efficiency of its distribution network," explains **Bruno Nahan**, Managing Director of the company.

Becoming part of the Ali Group has allowed Friginox to develop its presence in foreign markets while maintaining autonomy in management. The expansion of the export market and continued product innovation have allowed the brand to grow even in today's challenging economy.

Friginox collaborates with other Research and Development departments of the companies within Ali Group, sharing and exchanging research to better serve customers, improve hygiene, ergonomics and safeguard the environment. Friginox is a **highly specialized** brand that manufactures premium products that meet and anticipates market needs. With a growing emphasis on green products that are energy efficient and made with recyclable materials, the company continues to be a leader in its field.

## FRIGINOX GOES TO SCHOOL!

A.L.M.A. Consulting also selected Friginox as one of the main suppliers of Lycée Georges Frêche because their products meet the rigorous criteria required by hospitality schools. Friginox supplied the school with **106 products** ranging from conservation cabinets to blast freezers, from walk-in refrigerators to storage freezers. The brand has years of experience supplying equipment to the hotel schools of France. In the case of Lycée Georges Frêche, **90% of their refrigeration needs were met**. This meant that there were a limited number of contacts for supply, making the job easier and more efficient. The installation was completed by CFPL (Lunel Montpellier).



The **Fristyle Plus Cabinet Series**, designed to perform in environments with elevated temperatures, are equipped with a unique refrigeration system of fan-driven cold air that assures a homogeneous temperature for all products.



The **Roll-in Blast Chillers** have a patented i-Chilling electronic control with self-adapting chilling to cool foods evenly and thoroughly. The ergonomics assure easy operator use and a buzzer will remind you when the cycle is complete.

# ROSINOX GRANDES CUISINES

Master of innovation for over 170 years

Rosinox is known for **high-quality, made-to-measure solutions**. With **over 170 years of experience**, Rosinox Grandes Cuisines partnered with some of the world's best chefs to offer a wide range of innovative cooking equipment.

At the time of its founding in 1837 in France, Rosières produced enameled ranges and charcoal stoves. In 1999, Rosinox became part of Ali Group. "Today, Rosinox continues to utilize the traditional know-how of the very best metal work and combines it with cutting-edge technology to deliver high performance, heavy-duty professional cooking equipment. Over the years, Rosinox has delivered many **revolutionary innovations** to the market, such as the **multi-function tilting bratt pans** with patented automatic mixer-scraper, or the **InductFlam**, an electric system which allows gas burners to function only when there is a metal container on it," explains **Bruno Nahan**, Managing Director of Rosinox. "In our sector, there are no other brands with almost 200 years of history behind them. Our brand is even recognized by the general public: a household name associated with the very best cooking equipment that the market has to offer."

With two product ranges – **Rosichef**, dedicated to catering for large numbers and community cooking, and **Royal Chef**, for restaurants and hotels – the Rosinox brand meets the needs of chefs in all market sectors. Rosinox ranges have different depths, from 700mm to 1000mm, so that they can adapt perfectly to a chef's needs and their environment while providing the highest standards of hygiene, safety, flexibility and aesthetics.

Chefs are becoming increasingly involved in the design and development of kitchen projects, especially for high-end hotels and restaurants. It is essential as a manufacturer to supply the most flexible, high performance products possible. Some of the company's clients are **Armani** in Milan and Dubai, **Hakkasan** in Dubai, **St. Regis Hotel** in Abu Dhabi, and **Sushi Samba** in London.

"For the future, we will continue with our strength, which is cooking for communities, corporate restaurants, hotels, schools and hospitals, but we will also address the increasing demand for convenient restaurant chains, whether it be for a theme-inspired cuisine or more traditional offerings." Rosinox is present in France, England, Scandinavia and Australia, but also in newer luxury markets such as Dubai, India and in China with Ali China.



Multi-function pressureless tilting bratt pan with non stick mixing device (Rosinox patent)



Royal Chef "S" modular island cantilevered system

Tempura fryer



The new Rosinox factory



Royal Chef 800 cooking unit



# CARPIGIANI *gelato* UNIVERSITY

*The "scoop" on becoming an artisan Gelatiere.*



Carpigiani Gelato University, the educational division of Carpigiani was founded in 2003 and has become known globally for being the very best place to learn the fine art of making artisan gelato. Teaching over **200 courses a year** for a total of **5,800 class days**, in **22 different countries** and in 10 languages, CGU forms the artisanal gelato entrepreneurs of the future.

More and more people and investors are being drawn to this sector, especially outside of Italy, where the opportunities for growth are the highest. The school's headquarters are in Anzola dell'Emilia, Bologna, and courses are held on 12 other campuses located throughout the world. This year Carpigiani University will be bringing artisanal gelato to Spain, the Middle East, Southeast Asia and North and South America. If for some reason you are unable to attend one of the many schools, there are also many online courses available. For specific needs, a **one-on-one session** with one of the Master Gelatieri will answer all of your questions and help you resolve the challenges you may be facing.



*The lessons at Gelato University are both theoretical and practical.*

"This is a place to share your enthusiasm and love of gelato, learn all the trade secrets of making the best gelato possible and developing a winning business plan"

Carpigiani does not limit itself to building the industry's best machines and to training future Masters Gelatieri. It forges partnerships with prestigious institutions such as the **University of Bologna - Rimini Campus**. "**The Gelato Production Cycle and Hygiene Standards**," developed together with them, is the first course of its kind and is aimed at teaching artisans how to create healthy, safe gelato.

Whether at the headquarters at Anzola dell'Emilia or at one of the many international subsidiaries near you, Carpigiani Gelato University offers you the best possible teachers and training so that you too can become a Master Gelatiere.



## GELATO PIONEERS

*Take gelato worldwide with Carpigiani*

Gelato Week Pioneers completes the retail business aspect of the Carpigiani Gelato University curriculum. The focus of this one-week course is on **marketing of a gelato shop**: all the essentials on how to open and operate a prosperous business. This course has been designed to further help you create the success of your gelateria and covers more in-depth strategies.

The Gelato University offers four weeks of training (Gelato Week Base, Intermediate, Internship and Advanced) that are dedicated to producing all kinds of gelato, from traditional and express to gelato on a stick and gelato cakes. Once these courses have been completed, the fifth and final week is the Gelato Pioneers course, **which focuses on the business side**. It covers subjects such as pricing, costs, **financial statements** and **business plans**, all developed specifically for those willing to open a business outside of Italy.

The subjects of the five-day course cover the complete checklist of all the elements that need to be considered before opening a business such as marketing strategy, social media, location strategy, product development, gelato shop business plan, market analysis, investments, pricing, costs and volumes, financials and breakeven, sources of market data, cash flow as well as individual practice on recipe development and gelato production.

With the training, commitment and professionalism of Carpigiani combined with your enthusiasm and vision, the world of artisanal gelato is at your fingertips.

"With the training, commitment and professionalism of Carpigiani combined with your enthusiasm and vision, the world of artisanal gelato is at your fingertips"

### CARPIGIANI PARTNERS WITH ITS PIONEERS

**The winner of Best Pioneer will:**

- benefit from a one-month scholarship to intern at the Carpigiani lab
- participate at SIGEP 2014 as a Carpigiani Gelato University Assistant
- receive the Best Pioneer Award during SIGEP at a dedicated ceremony
- have the right to use the Gelato Pioneers logo in their shop window
- be presented as an "Up and Coming Gelato Artisan" at one of the international gelato festivals in Italy

**All Participants in Gelato Week Pioneer will receive:**

- a Carpigiani Turbomix if the shop is opened within 24 months of completing the course
- 3 days on-site Master Consultancy with a Carpigiani Gelato University Instructor

Success stories of Carpigiani graduates

# GELATIERI *around* THE WORLD



Interview with James Coleridge



## BELLA GELATERIA VANCOUVER, CANADA

*James Coleridge*

“The support Carpigiani offers, from the equipment to the teachers at the school, is by far the best in the world”

**From mountain climber to the world of gelato...**

Climbing high mountains is like opening a gelato business. For both you need passion, desire and a lot of energy. You want to have the best opportunity for success, so you study the mountain or industry and you purchase the best equipment.

**What advice did Carpigiani give you?**

Carpigiani provided me with a lot of information to **help me make the best choices** suited to my budget and style. There will always be cheaper options, but if you want to be the best why not use the best methods and equipment? You have to invest in the quality of your machines because they will last years.

**What support did you receive from Carpigiani?**

Carpigiani is with you every step of the way. I compare Carpigiani to Apple Computers. Both are industry leaders with reliable and innovative equipment, but it is the after-sales service that makes the difference. The relationship is key.

**What does it mean for you to be the first Gelato Pioneer?**

I take great pride in being the first Gelato Pioneer. Now I have the responsibility to tell the world about how to be successful in the gelato business.



*James Coleridge at Bella Gelateria, Vancouver.*



Interview with Rea Gomez-Harrow



Rea Gomez and the team of Bono Gelateria.

## BONO GELATERIA MANILA, THE PHILIPPINES

Rea Gomez-Harrow

### Why did you choose Carpigiani Gelato University?

CGU is a world-renowned teaching center for artisanal gelato and we were determined to learn this craft from the best. Our experience in Bologna empowered us with the **knowledge** and **enthusiasm** to open a gelateria in the Philippines using traditional methods and the best ingredients possible.

### What advice would you give to aspiring gelatieri?

The most important lesson we learned from CGU is to be steadfast in our vision and uphold the high quality of authentic Italian artisanal gelato: fresh ingredients, no preservatives, traditional methods and daily production.

### Are social media effective for business?

Social media have been an invaluable tool for us. We have been able to use them to communicate our opening, flavors and customer promotions. These new forms of communication engage customers and create a gelato community that they can feel part of.

### What are the favorite flavors in the Philippines?

After only a few months of operation, our most popular flavors have been pistachio (using real roasted pistachio nuts), a dairy-free, pure dark chocolate and speculoos using Belgian cookie batter and cookie bits.



Interview with Marco Alfero

## ALFERO GELATO SINGAPORE

Marco Alfero

### Why did you take the leap from finance to gelato?

After 10 years in finance in various countries around the world, my final position was based in Singapore. I was ready for a change, loved the country and gelato has always been a passion of mine so I decided to take the leap. Needless to say, I am very happy that I did.

### What is it like to be the first artisan gelatiere in Singapore?

We are surprised and very satisfied with our success. We did a lot of marketing and we encouraged customers to sample our product. Once this initial challenge was overcome the reception was fantastic.

### When do people have gelato in Singapore?

It is hot all year round in Singapore and aside from the rainy season, any time is a good time for gelato! Here gelato is served at the table and the most popular flavors are a mixture of traditional Italian ones: pistachio, hazelnut, bacio and local specialties: durian, avocado, lychee and African mango.

### What are your future projects?

I now have 3 gelaterie in Singapore and over the next couple of years I am looking to expand in Indonesia, Malaysia and possibly even China. There are endless opportunities for a high quality product. Carpigiani is the **perfect partner to guarantee quality** and service, no matter how large or small your business is.



In Singapore you can enjoy Alfero gelato while taking a walk, or sitting comfortably at the gelateria.





Interview with Tammy Giuliani

## STELLA LUNA OTTAWA, CANADA

*Tammy e Alessandro Giuliani*

### When did it all start?

In 1985, on a whim I spent my summer vacation in Italy. On my first day there I met Alessandro. We have been together ever since. Gelato has always been a passion of ours. Without the ability to speak each other's language, simple pleasures were important.

### How did Carpigiani help you?

After the courses I was in contact with several of the teachers who were important in building my level of confidence. I knew I had all these **incredibly experienced people supporting me** and that they were just an email away. Knowing that gave me courage and belief in myself and my skills. I believe that they are the best of the best.

### What makes your gelateria different?

Variety, innovation and quality. I never keep anything longer than 24 hours. When I go through a flavor in the morning, we will offer new ones in the afternoon. This element of surprise is nice for customers. Aside from the favorites, there is always something to look forward to every time you come in.

### What advice would you give to someone who is interested in the world of gelato?

You need to be prepared to put forth the effort or it won't be worth it. Every person who comes through your door is what keeps you in business. Never feel over-confident. Be humble, have gratitude and be generous.

*For Tammy, an excellent gelato is the combination of quality and passion.*



"I was thrilled with the passion and professionalism of all the teachers"



Interview with Margherita Piccolomini



*Mami Gelato al Volo any time, anywhere.*

## MAMI GELATO AL VOLO PADOVA, ITALY

*Margherita Piccolomini*

### Where does the idea for "Mami Gelato al volo" come from?

The project comes from a memory of my childhood summers in Porto San Giorgio in the Marche. Gelato was brought to the beach and served from a bicycle cart. The concept was to bring this idea of mobile gelateria from the past to the present.

### Was your daughter's degree useful?

The experience at CGU gave me the enthusiasm, the knowledge and the means to **bring my dream to life**. My daughter's degree in Nutrition and Food Sciences helped to guarantee that our product would be the highest quality possible. Customers are more informed and selective about food in general and want their gelato to be healthy, balanced, delicious and as natural as possible.

### Did you have difficulties with your start-up?

No, because we had a very clear idea of what the characteristics of our truck should be: a combination of tradition, modernity and quality. Our objective was to differentiate ourselves from the typical itinerant by creating and selling the best product possible.

### Where can we find you throughout the day?

At lunchtime we are generally near the University and offices. Gelato is a perfect choice for a nutritious and light lunch! In the afternoons we usually go to public parks. We also participate in local fairs and events, which obviously have a huge turnout.





# MOFFAT PARTNERS WITH McDONALD'S

WHEN IT COMES TO ITS EQUIPMENT, MCDONALD'S DEMANDS ONLY THE FINEST. SO, WHEN THEY NEEDED A BAKERY OVEN FOR MCCAFFÉ, THE COMPANY'S CAFÉ CONCEPT, IT MADE PERFECT SENSE FOR MCDONALD'S TO SOURCE A SOLUTION FROM A PREFERRED SUPPLIER, MOFFAT.

Since launching in Melbourne in 1993, the McCafé brand has become increasingly successful. Located inside McDonald's stores, the cafes offer high-quality coffee served by specially trained café staff in a café style environment. As consumer tastes have evolved over the years, so too have the cafes enhanced and diversified their menus.

“The Turbofan oven was implemented in McCafés throughout Australia, New Zealand, Hong Kong and Japan”



In addition to freshly brewed coffee and other specialty beverages, McCafés offer pastries and cakes baked on site. The decision to **bake in-store** required special equipment able to meet McDonald's standards of quality and consistency. In 2008, Moffat was selected to develop with McDonald's Australia a customized convection oven for baking McCafés patisserie products. By working side by side with McDonald's, Moffat gained a comprehensive understanding of menu items and anticipated volumes. This allowed the company to present a **tailor-made platform** that would offer both consistent results and ongoing adaptability. Bake speed and the quality of both sweet and savory products are very important to the McDonald's McCafé operation. To meet McDonald's specific requirements, the Moffat **E25 Turbofan** convection oven was enhanced with additional features: a touch screen was added to allow for simple, intuitive operation, pre-defined settings were added for consistent results, and a cool-touch door helped with overall safety. As well as delivering a superior quality patisserie product, the Turbofan oven boasts **very low energy consumption** - meaning it adheres to Moffat's global environmental standards. It's also incredibly reliable in terms of performance, which helps McDonald's keep ongoing maintenance and repair costs under control.

“This exciting project demonstrates Moffat's collaborative approach, its ongoing investment in research and development, and its preparedness to develop new solutions in order to meet clients' individual needs”

Moffat was selected to develop a customized convection oven for baking McCafés patisserie products.



Following its successful application here in Australia, the Turbofan oven was then implemented in McCafé throughout Australia, New Zealand, Hong Kong and most recently, Japan. Moffat partnered with local providers in each country to ensure they were able to provide relevant and timely implementation, technical support and care. This exciting project demonstrates Moffat's collaborative approach, its ongoing investment in research and development, and its preparedness to develop new solutions in order to meet clients' individual needs.

# INSIDE MOFFAT

Providing solutions day after day.

Based in Melbourne, Australia, with sales and service offices in Australia, New Zealand, the United Kingdom and the United States, the Moffat group is a **global supplier of bakery and foodservice equipment**. The Moffat group designs, develops, produces, and distributes a wide range of products to over 50 countries worldwide.

“We are a one-stop shop for information, equipment, training and service of the highest quality”

Over the past 90 years, Moffat has remained at the forefront of the foodservice equipment industry, thanks to the experience and knowledge gained by listening to customers. Moffat understands the market and knows its potential for growth. However, the company’s real key to success is being able to provide turnkey solutions, explains Greg O’Connell, Managing Director of Moffat Group. “We are a **one-stop shop** for information, equipment, training and service of the highest quality.”

In 2000, Moffat was acquired by Ali Group. Since then, Moffat has played the important role of being a distribution platform for a number of Ali Group brands in Australia, including **Burlodge** and **Aladdin Temp-Rite**, companies that design and manufacture equipment for the preparation and distribution of meals in hospitals and nursing homes, and **Carpigiani**, the leading brand worldwide in ice cream equipment.

In addition to distributing Carpigiani products, Moffat also helps to promote the **Gelato University** and the culture of homemade ice cream. Two-day-long gelato making courses are periodically offered across Australia thanks to this partnership.

Other Ali Group brands include **Washtech** and **Friginox**: the former provides warewashing solutions that design and manufacture glasswashers, undercounter glasswashers, passthrough dishwashers and rack conveyor solutions, while the latter designs and manufactures a complete range of blast chillers and blast freezers to extend food storage life and quality.

Moffat’s role as a distribution platform of other Ali Group brands also allows synergies to develop among the different companies of the Group, giving Ali an important competitive advantage.



www.moffat.com



Innovative product solutions released during 2013.



# INTRODUCING THE TURBOFAN CONVECTION OVENS

Moffat has raised the benchmark in performance once again. The **new Turbofan E33D5** and **E33T5** convection ovens cook and bake evenly time and time again.

The improved **bi-directional fan system** comes with two fan speeds for greater heat control and improved balanced moisture management functionality, enhancing the evenness of cooking within the chamber and across the trays.

With carefully regulated moisture control thanks to the Advantage **five-level moisture injection mode**, proteins are kept from drying out and product loss from shrinkage is limited.

Along with two-speed fan cooking and carefully balanced moisture management, the Turbofan E33T5 model is outfitted with a touch screen (single touch interface) with an icon-driven menu for manual and pre-programmed operating modes, individual shelf control, multi-stage cooking and an optional core temperature probe. The oven also contains a **USB port**, allowing users to upload and update menu programs with ease.

“It’s all part of the Turbofan approach to delivering Convection Ovens Systems that provide an effective solution for each individual application”

Made for the modern kitchen, the Turbofan ovens have been designed to deliver outstanding performance within a **small space footprint** with a capacity for five 1/1 Gastronorm trays within a compact 610mm wide footprint. And even when temperatures inside the oven begin to rise, the oven’s exterior stays safe and cool thanks to stay-cool vented door, an ideal attribute when working in close quarters.

The Turbofan range of convection ovens is further complemented by P series companion proofer cabinets and new holding cabinets that allow for baking or cooking in batches and holding the food whilst the next bake or cook is underway. The ovens and cabinets are all part of the Turbofan approach to delivering Convection Ovens Systems that provide an **effective solution for each individual application**.



Turbofan convection ovens offer an expanded platform of products.



# NEW CHALLENGES FOR AN EVOLVING MARKET



New products and prospects for the future.

Patrizia Terribile, General Manager of Grandimpianti I.L.E., shares ways to promote quality and innovation in the foodservice and laundry equipment industry.

**Quality is paramount** and touches every aspect of a successful product. Our customers require robust products and total reliability. They expect high-quality equipment that will simplify their daily lives and complete various tasks intelligently and automatically. In today's world, quality is innovation; it is never a point of arrival but an ongoing search to remain competitive tomorrow. It is a way of looking at the world with eyes wide open and the curiosity to explore new solutions and business opportunities to satisfy end users' needs.

**Solutions are never final.** To keep up with an ever-changing market, it is important to be receptive to the demands of the operators, as well as contributions from all those involved in the value chain. Innovation is increasingly a collective phenomenon that involves very different skill sets both inside and outside the company. In recent years, the professional laundry equipment industry has seen a major drop in average washing temperatures, from above 60 degrees Celsius (140°F) to temperatures below 40 degrees Celsius (104°F). This drop has allowed us to reduce operating costs while also improving washing results. However, none of this would have been possible without the support of the detergent industry, which in recent years developed products that work efficiently and effectively at lower temperatures. The laundry equipment industry is part of a much broader system that is affected by market trends and macroeconomics. Progress is the result of the collaboration between these different sectors.



**Today service is also a key component of quality.** Consumers expect manufacturers to act as consultants. We must help our customers choose the most suitable product for their needs and maintain an open dialogue with them even after they make a purchase. This ongoing dialogue allows us to collect input in order to improve our products and develop new ones to meet our customers' evolving needs. This relationship is the foundation for long-term trust and loyalty with our clients.

Another important issue is **sustainability**. In a world where resources are limited, manufacturers have the responsibility to reduce waste and safeguard resources. We must do it out of respect for future generations and to help operators reduce operating costs. In our industry, daily use accounts for 90% of the total life-cycle cost of laundry equipment. With such high consumption costs, it is vital that machines use resources that are strictly necessary and are able to do so automatically. By developing automatic energy-efficient washers and dryers, we are able to avoid any waste of resources, meeting the needs of even basic qualified or non-professional operators, such as self-service laundry customers.

In the future, technology will be increasingly more accessible, safe, and easy to use, even for less experienced operators. There will be a focus on user-friendly technology, developed on the concepts of **usability** and **cognitive ergonomics**. Machines will have to respond to the way we think and act, becoming easier, more comfortable and rewarding to use.

These are the principles that guide product development at Grandimpianti I.L.E. In the future the operator will play an even more significant role. To continue to design relevant, cutting-edge products, research must include results, studies and innovations from all areas of the market.

[www.grandimpianti.com](http://www.grandimpianti.com)

Patrizia Terribile and her team at Grandimpianti I.L.E.





## GROWING SIDE BY SIDE

Our brands organize various training initiatives worldwide. We offer you our knowledge and experience to grow and succeed together in an increasingly competitive market.

Selecting the right foodservice equipment to make your business a success is a very important decision. One of the best ways to identify the appropriate equipment is to personally test. Hands-on experience provides a personal evaluation of equipment for operating performance and immediate results.

For this reason, many of our companies are equipped with **showrooms** and **training centers**, making it possible for operators to experience new products directly for ergonomics and ease of use.

Each year, Ali Group brands organize **thousands of training courses** throughout the world. Our showrooms in America, Asia, Europe, Middle East and New Zealand are visited by a large number of professionals.

Courses are directed by specialists and chefs with international experience. In addition to cooking and preparation techniques, we also organize workshops with themes such as energy efficiency, marketing and business management, seminars for healthful cooking and specialized laboratories dedicated to the art of making bread, pizza and artisanal gelato.

This constant dialogue with operators allows us to accomplish two objectives: increase **professionalism** in each sector and to **gather feedback** on how to improve equipment quality and performance.

The world of foodservice and hospitality is full of history, competence and passion. Through each and every one of its companies, Ali Group gives numerous opportunities to its clients to develop and perfect this heritage.

A solid business is built as a team.

[www.aligroup.com](http://www.aligroup.com)



Training courses by Williams, Lainox and Metos Holland.



## ALI OPENS ITS NEW NORTH AMERICAN TRAINING CENTER

The Winston-Salem, North Carolina facility offers expert training on Ali equipment.

Ali Group North America's new training center opened last fall in Winston-Salem, North Carolina, and already it's a **hotbed of learning activity**.

The center's grand opening, held October 3, featured an **FCSI training seminar** hosted by Champion Industries. Many of the U.S. and Canadian foodservice consultants who attended were awarded nine continuing-education units. The center has also hosted **Frozen Dessert University**, a five-day training program for Carpigiani U.S.A. customers planning to open a gelateria or add gourmet frozen desserts and gelato to their menus.

The **7,300-square-foot facility** offers visitors the chance to actually use and make products with Ali Group North America equipment, thus creating the perfect environment in which to understand and become familiar with the company's foodservice machines. Separate warewashing and cooking training facilities house all Ali Group North America's brands. That group comprises Aladdin Temp-Rite; ACP Amana; Belshaw Adamatic; Beverage-Air; Burlodge; Carpigiani U.S.A.; plus the Champion Group of brands: Champion, BiLine, Moffat, Moyer Diebel, CMA, Edlund, Electro Freeze, Eloma, and Victory.

The training center will enable Ali Group customers, dealers and sales representatives to receive **customized training on-site**. Certified experts will lead classes designed to help attendees achieve maximum productivity, a **competitive business advantage**, and a **greater return on their equipment investments**. All Ali North American companies will use the facility for training sessions and special events to further their clients' knowledge and expertise, as well as to provide opportunities for potential or returning customers to try the latest Ali Group product innovations.

"Ali Group North America's goal is to help our customers stay ahead," says **Filippo Berti**, Chairman and Chief Executive Officer of Ali Group North America. "At the training center they will receive the necessary training on the latest solutions to be as efficient as possible."

Eloma workshop at the new Ali North American training center.





## SAY GOOD-BYE TO YOUR DISH HEATER!

Heat On Demand Advantage by Aladdin: breakthrough technology for consistent results.



Heat On Demand Advantage is safe, easy to use and to clean, with an activation time of only 12 seconds.

Making sure prepared foods maintain their proper temperatures and flavors from kitchen to patient has been one of the principal challenges of healthcare foodservice directors everywhere. To deliver the best meals to patients has been the driving force behind Aladdin's research and technology for over forty years. In 1997 **Aladdin** revolutionized healthcare meal delivery with the Heat On Demand System. Not only were meal temperatures better, patient satisfaction scores improved, and convection base heaters became unnecessary, but kitchens were also made more efficient and employees happier. HOD remains the system of choice for over 3000 satisfied customers.

Today the innovative expertise of Aladdin has made it even easier to serve quality meals at the proper temperature. The new **Heat On Demand® Advantage™** is a revolutionary innovation that provides fail-safe performance levels and efficiencies that will become the **benchmark for meal delivery systems** while at the same time saving on utility costs. Energy consumption can be reduced by approximately **57%** for systems requiring a convection heated plate and an induction heated base and up to **78-82%** for systems requiring a convection heated base and plate. Heat On Demand Advantage will keep hot foods hot for one hour or more without a pre-heated plate, eliminating the need for dish heaters all together, making one less worry for a healthcare foodservice operation. This system does it all – each base is activated in 12 seconds and provides enough heat that **pre-heated plates or dish heaters are no longer required!**

Heat On Demand Advantage is designed and built with the same **quality and craftsmanship** that has been the trademark of Aladdin for over **40 years**, making it one more reason that we are... better by degrees.

[www.aladdintemprite.com](http://www.aladdintemprite.com)



Great for room service and late tray applications. It provides improved and consistent plated food temperatures.

### HEAT ON DEMAND ADVANTAGE: BREAKTHROUGH TECHNOLOGY FOR CONSISTENT RESULTS

- no need for preheating of entrée dish
- up to 60+ minutes hold time
- improved and consistent plated food temperatures
- 12 second activation cycle
- safer without the risk of burns while providing a more comfortable environment
- fewer dishes needed in rotation
- great for room service and late tray applications
- user-friendly diagnostics
- Digital LED display
- easy to clean
- fewer pieces of equipment to repair and maintain
- Complies with: title 47, section 18, FCC and Title 29, section 19010.97, OSHA
- Solid state electronic controls for enhanced reliability
- reduced energy consumption: from 57-82% savings (depending on current system)
- reduced energy costs
- reduced heat in the work environment

**But most important of all – improved patient satisfaction!**





# A NEW GENERATION OF WASHING SYSTEMS

Quality and innovation worldwide.



Present in over **90 countries**, for many years Dihr has been one of the major manufacturers of commercial dishwashers and warewashers.

With a highly automated production line, the company produces machines for the most different applications: from Ho.Re.Ca. to food preparation, from cruise ships to hospitals, Dihr offers the most complete range of products in the world.

Thanks to the daily commitment of the Research and Development team at Dihr, new, innovative and flexible solutions are developed to respond to all market needs while at the same time guaranteeing **minimal environmental impact** and the **lowest running costs** in the market.

## "TWIN STAR" THE LATEST STAR IN THE DIHR FIRMAMENT

In dishwashers, excellence means Twin Star, the revolutionary machine by Dihr that allows to wash and stock dishes vertically, without wasting space or dedicating precious man-hours to putting dishes away.

The innovative design of the machine allows to save water, energy and detergents compared to traditional dishwashers and drastically reduces installation costs. The wash cycles can be programmed so that the machine may be used during the most cost-efficient hours of the day.

The heat recovery system built into the machine reuses the heat produced by the dishwasher to warm up the cold water intake. This way, there is minimal heat loss and **energy savings of up to 40%**.

Thanks to the revolutionary characteristics and high performance, Twin Star was awarded "**Most Innovative Product of the Year**" in the "Grandes Cuisines" category in the competition at Equip'Hôtel 2012, the Parisian show dedicated to the world of hospitality.

## COMPACT AND QUIET, TWIN STAR ASSURES MAXIMUM HYGIENE

With **65% less space required** compared to a traditional dishwasher, Twin Star may be installed anywhere and its ergonomics greatly simplify loading and unloading.

Thanks to an innovative drying system, the dishes may be used immediately after the end of the cycle, or remain in the machine, just like on a shelf.

Twin Star is much quieter than a traditional machine and is available in 2 versions: **front load and pass-through**, or built into the wall to occupy even less space.

During each phase of the wash cycle, the precise wash temperature is displayed and thanks to innovative LED technology built into the machine,

**each cycle is showed in a different color** so that it is easy to control even from a distance.

The water is changed not only between one cycle and the next, but between every phase of each cycle to guarantee maximum hygiene.

## EASY TO INSTALL, TWIN STAR DOES IT ALL BY ITSELF

This is a **full-optional** dishwasher that reduces up to 90% the manpower needed to operate in restaurants.

In particular, the pass-through version "**Twin Star double sides**" has two openings: one in the loading area where the waiter can load dirty dishes directly, and the other in the clean area, where the chef can take clean dishes, **ready for use**.

The simplicity of this machine makes it easy to use from the moment you install it. Just connect the water circuit and the supply cable and the machine is ready to go. It does not require steam hoods or vents, floor grids or water filtration systems.

[www.dihr.com](http://www.dihr.com)



The Twin Star Double Side Dishwasher saves space and time. Load dirty dishes in one area and unload the clean dishes, ready for use, in another.

## COMPARED TO AN AVERAGE HOOD MACHINE FOR 300 DISHES, TWIN STAR ENSURES:

- -65% less space
- -90% less labour
- -50% less water
- -85% less detergent and rinse aid
- -40% less electric energy

With these savings, the machine can be amortized in less than 1 year (with average use and costs E.U.)



The Twin Star Double Side Dishwasher provides all the benefits of a tunnel system combined with those of cycle machines.



## A PERFECT BAKE FOR EVERY DISH

Innovative Combination Ovens by Eloma: the Heart of the Kitchen.



All Eloma ovens can be stacked and are available with the touch panel on either the left or the right side. They are selected by restaurants, luxury hotels, schools, hospitals, bakeries, fast food chains, trains, ships and even submarines.

At Eloma, cooking is an art. **Many of their staff are chefs** that know their client's world and speak their language. "Because only those who truly understand the needs of professional kitchens are able to offer the best solutions," says Alexandra Weber, Marketing Manager of Eloma.

Founded in 1975 and part of Ali Group since 2008, Eloma produces combination ovens for commercial restaurants and institutions. The head office is at Maisach, near Munich, and since 2002 the office in Dresden is home to the manufacturing site, sales, logistics and parts. Early this summer, a new **Research and Development Center** was inaugurated, dedicated to the development of new technologies for cooking and baking.

**Genius T, Joker, Multimax** and **Backmaster** are all synonymous with Eloma's excellence "**made in Germany.**" Beneath the stainless-steel panels lies an extremely advanced technological know-how and easy solutions that guarantee efficiency and optimal results. The range offers diverse product lines, one dedicated to gastronomy and the other to baking, to better fulfill market needs.

It all begins with the chef. All Eloma products are designed to be used easily by both Michelin-starred chefs as well as less experienced personnel. Chefs, butchers and bakers can choose from over **300 different pre-set baking programs** on the interface. With Eloma Pro Connect it is possible to connect the oven to a computer to install new recipes, download HACCP documentation and verify the operation and energy consumption of the oven. Whichever solution you choose, Eloma will do the work for you.

Eloma is synonymous with the highest **efficiency** and **sustainability**. The patented cooking system of the steam ovens has one of the lowest rates of energy consumption on the market. Thanks to the instant vapor injection in the



"Even submarines have chosen Eloma for their combination ovens"



baking cavity, the oven is always ready for use and does not require pre-heating, with **energy savings of up to 46%**. This exclusive system reduces maintenance and assures lower costs compared to an oven with a boiler.

The **Multi-eco system**<sup>®</sup> recovers residual heat, bringing savings of 42% of the water and 16% of the energy required to heat the oven. Eloma received the prestigious **George Triebe Award** for this innovation in the Ecological and Economical category. The patented **Autoclean**<sup>®</sup> system measures the precise amount of liquid detergent needed, for further savings in detergent and water. The wash cycle can be activated without having to open the door or touch the detergent and thanks to the rotating nozzle, every part of the cavity will be spotlessly clean.

Combination steam cooking means that foods lose the least amount of volume and nutritional value and the easy-to-use ovens means that less personnel is required: two important aspects that contribute to **reducing running costs** for the operator. As a sign of its commitment to economy and ecology, Eloma has received the **ISO 14001 certification**.

Eloma exports to over 50 countries and creates solutions for any size of business. Its ovens have been selected for restaurants and luxury hotels, schools, hospitals, bakeries, fast food chains, trains and ships. Even submarines have chosen Eloma for their combination ovens. Whether it is the company cafeteria of Siemens in Vienna, the kitchens of a nursery school in Hamburg for **45.000 meals a day**, the maritime atmosphere of a **Nordsee** restaurant, a supermarket or the Carlson Rezidor Hotel Group, Eloma guarantees that the **joy of cooking** and the pleasure of dining remain just that.

[www.eloma.com](http://www.eloma.com)



## A NEW RANGE OF WASHERS, DRYERS AND PROFESSIONAL IRONERS

A prize-winning, revolutionary range, awarded with prestigious Red Dot Award for innovation, design and ergonomics.

Friendly, intelligent, easy-to-use technology for everyone. This is the secret to success for **Grandimpianti I.L.E.** (Intelligent Laundry Equipment). With more than **40 years of experience** treating fabrics, this brand offers the best solutions for those who run a laundry or wash fabrics professionally. In a world where we are pressed for time, Grandimpianti equipment **makes work easier and faster**, combining high performance with respect for the environment. True innovation makes work more efficient and comfortable, while at the same time saving money, water, detergent and resources.

### ERGONOMIC AND INNOVATIVE DESIGN

It comes as no surprise that the expert panel of judges of the Red Dot Award 2013 selected the new range of products by Grandimpianti I.L.E. The design is absolutely revolutionary and innovative. The soft, **rounded lines** are more aesthetically pleasing, the panel in ABS and the materials used are more resistant and agreeable to the touch, improving the user experience.

"The comfort of the people who use our products is very important to us. We do our best to make our equipment easier and more enjoyable to use. Our first objective is to completely satisfy our operators, so that their work **experience is positive and rewarding**," says Patrizia Terribile, General Manager of Grandimpianti I.L.E. The new washing machines can be raised and have a larger opening to facilitate loading and unloading. The dispenser has four compartments which are easily reached when the machine is raised. The parts subject to maintenance are at the front and are easily accessible.

The **capacity** of the dryers has been **increased** so that it is possible to dry an entire load of the corresponding washing machine in only one cycle. The metal filter is slanted so that cleaning does not have to be done as



The new roller ironer GI: ergonomics and efficiency assured.



frequently. The new extractor fan drastically reduces noise levels and vibration and can be equipped with an optional that **prevents clogging**.

The ironers have the same soft, rounded lines as the washers and dryers. Ergonomics and efficiency are even more important with this product because there is more interaction with the operator. Thanks to two different roll diameters (25 or 38 cm) and the different lengths (from 110 cm to 320 cm) it is possible to iron many different types of linens impeccably. To further increase productivity, 1, 2 or 3 ironing plates are available in extruded aluminum, joined by a patented hinge which increases heated surface area and productivity.

### GUIDO®, THE NEW, INNOVATIVE, EASY-TO-USE CONTROL SYSTEM

The whole range is equipped with an **avant-garde system** which manages and controls several machine families easily and automatically. Setting programs to wash, dry and iron needs just a touch of a fingertip.

GUIDO® is the only system to use one unique interface for all machines. It is technologically advanced and **easy to use**. Operators have varying levels of experience and skill and the task itself changes from day to day. GUIDO® changes with you, adapting itself perfectly to each and every operator and circumstance.

### ENERGY SAVINGS

The new range by Grandimpianti is even more responsive and precise with the **new DWS process**. This patented innovation weighs the load and automatically recalculates energy, water and detergent consumption. This solution solves the problem of partial loads and the consequent waste of resources. In the washing machine, the distance between the inner and outer drum is reduced, diminishing the amount of water which needs to be heated. Thanks to a unique drum design and the increased spin cycle, more water is extracted from fabrics, reducing drying times.

The new range by Grandimpianti I.L.E is the ideal solution for those who need to treat fabrics professionally.

[www.grandimpianti.com](http://www.grandimpianti.com)



The innovative washing machine GH and the advanced dryer GD. The dryer was recognized with the prestigious Red Dot Design Award 2013.





## DELIVERING THE BEST IN FOODSERVICE EQUIPMENT FOR MORE THAN THREE GENERATIONS

Mareno manufactures complete systems for professional kitchens, appreciated by chefs throughout the world.



Nuova Protagonista is ideal for modern, efficient and practical kitchens. The design is harmonious and every detail is perfect. Mareno is a leader in design, quality and efficiency.

Mareno is one of the primary brands in the world of commercial and institutional catering. Over the last **50 years**, Mareno has developed vast expertise in working with stainless steel and now offers one of the widest product ranges in the industry.

As a company, Mareno originally focused mainly on cooking equipment, but over time has diversified its product line to meet all the needs of a professional kitchen, from refrigeration to distribution, from warewashing to preparation, to convection and steam ovens. Today the company is recognized worldwide for its **reliability, excellent price-quality ratio** and the ability to combine **innovation** and **design**.

Since the beginning, Mareno has continued to improve the ergonomics, performance and aesthetics of their products. The company's research and development center anticipates market trends and the needs of contemporary catering. The result is a widely differentiated product offering that provides the ideal solution for every situation, while guaranteeing high performance with a rigorous respect for hygiene, safety and HACCP.

Sustainable development is a responsibility. "In a world in which resources are limited, we must do our best to reduce CO<sub>2</sub> emissions, energy consumption and recycle as many materials as possible. Our company **recycles more than 90% of materials used**," says Fabrizio Rocco, Managing Director of Mareno. "A sustainable business protects the environment for future generations, while allowing us to help clients reduce their running costs today."

### HIGH PERFORMANCE AND INNOVATIVE SOLUTIONS

Mareno has a division specifically dedicated to customized projects to assure the maximum flexibility to satisfy any request. This expertise reflects itself in the **one-piece worktops** with drop-in or modular appliances. Mareno is able to consider aesthetics as well, by supplying equipment for kitchens in **any RAL color** (Central European Color Standard used in architecture and construction). Thanks to an innovative, cold-enameling process and protection of the treated parts, Mareno products are the heart of the kitchen and are up to the challenges of the new trend in show kitchens. The network of Mareno consultants is provided with a design program which manages every aspect of a kitchen, from development to requirements for electrical and water connections, to the renderings of the finalized project. It is an invaluable aid for those who want to count on a partner that offers a **complete service package at each stage of the project**.

### SOME OF OUR LATEST INNOVATIONS ARE:

#### Nuova Protagonista 60/70/90/110

The "**Nuova Protagonista**" range of kitchens combines power, practicality and versatility. Available in gas or electric, in 18 product families and over **300 products**, it is designed to allow for an infinite number of configurations. **Seamless worktops, deep drawn basins and tanks**, the hygienic H2 bases with rounded internal corners and moulded supports, make cleaning extremely easy. **High efficiency open burners** are hermetically sealed to the worktop and the electrical components are designed to avoid all possible contact with water (IPX5).

#### Snack Series

Recently redesigned and enhanced with new features, the Snack Series satisfies all the requirements of speed and innovation essential to the restaurant industry. The wide range of solutions available offers increased power and guarantees high performance even in small spaces.

#### Preparation, Traditional Self-Service and Free Flow

These two lines by Mareno are at the top of what Europe has to offer. Both were designed to optimize space in the kitchen, to guarantee maximum comfort and to make work times more proficient during the preparation phase. These products also promote ease of food conservation and distribution. They are a huge success in school lunch rooms and company cafeterias. These lines are the preferred choice of a large number of consultants due to their versatility in the buffet area of the most prestigious international hotel groups. As with all of their products, Mareno delivers beautiful personalized solutions without sacrificing the final results.

[www.mareno.it](http://www.mareno.it)



Personalized cookers with high quality finishes. Color makes the cooker the focal point of the kitchen, giving personality to the space.



## THE INNOVATIVE BX ECO-TOUCH BY MONO

One of the most energy-efficient convection ovens ever produced.



The result of two years' development and testing, the BX Eco-Touch oven has an array of cutting-edge, energy saving features. Sleep mode, which automatically returns the oven to its standby temperature and **reduces energy consumption** between bakes by **up to 66%**; Auto Shutdown, which turns the oven off automatically after 8 hours of inactivity; and the innovative 7-day timer providing the facility to pre-program the oven to reach the desired optimum pre-bake temperature.

The new **USB facility** will help reduce the carbon footprint of companies that have large networks of stores, removing the need for engineers to travel site-to-site to upload programs and software. The Mono Equipment's USB stick provides a quick and easy method for uploading recipes, wallpapers, skin packs, tones, logos and software with a minimum impact on the environment.

One of the most striking aspects of the New Eco-Touch ovens is the innovative Color Touch-Screen Controller which is packed full of innovative programs. New time-saving functions include the ability to store 240 bake programs, which makes frequently used recipes easy to access. The Multi-bake facility allows **4 separate bake cycles to run simultaneously**, to minimize bake time and to reduce energy consumption.

The superb construction guarantees long and efficient product life. The high quality, foil-faced rigid insulation is overlapped and meticulously sealed with tape to prevent heat leakage. The welded stainless steel baking chamber and the **one-piece rubber gasket** on the door with vulcanized corners create the perfect seal, keeping heat and steam in the oven.

With Mono, respect for the environment and energy saving combine with perfect baking for **profitable results** for your business.

[www.monoequip.com](http://www.monoequip.com)

Each oven incorporates a truly innovative state-of-the-art Color Touch-Screen Controller. The BX Eco-Touch is available in 3/4/5 tray and 10-tray size formats to suit a number of different international tray sizes.



### MONO EQUIPMENT: BRITISH CRAFTSMANSHIP AND INNOVATION SINCE 1947

One of the leading designers and manufacturers of bakery equipment and confectionery depositors in the UK, Mono Equipment has been creating high-quality innovative products at competitive prices since 1947.

Mono supplies a comprehensive range of high-quality, reliable specialist equipment to satisfy the changing needs of the bakery, foodservice, food-to-go and confectionery markets. The extensive product range can be tailored to your specific needs, from individual items to full bakery systems.

Mono Equipment supplies some of the best known independent artisan bakeries in the UK and many of the leading supermarket chains across the country for their in-store bakeries. To satisfy customers worldwide, the complete line of products are available through an extensive network of Official Distributors.





# WILLIAMS LAUNCHES THE STRIKING NEW GEM SANDWICH CHILLER

Energy efficient design for increased front of house sales.

The new Sandwich Chiller by Williams is part of the Gem range for the **Grab & Go sector** and is ideal for coffee shops, cafés and tea rooms. The open-fronted, self-service cabinet features an innovative "air curtain" system which **recycles the cold air** normally wasted in conventional designs. "It is a very attractive unit that maximizes retail display space and enhances food safety. It also has a robust construction that will deliver a long service life. It's a practical and sustainable alternative for the Grab & Go sector," says Marketing Manager, Martin Laws.



Williams' R&D team has developed a new "air curtain" system as part of the company's **Greenlogic initiative**. The careful angling of the curtain ensures that nearly all the cold air is recycled, either into the cabinet, helping maintain temperature, or by being drawn through vents and grills to cool the refrigeration system itself, reducing energy consumption.

Other features include energy saving LED strip lighting fitted as standard and an integral night blind. The placing of both the LED lights and the self-retracting blind protect them from knocks associated with a self-service merchandiser. The **polyurethane insulation** minimizes temperature loss and also makes the Chiller very strong and robust. No gap is needed between the merchandise and the cabinet's back wall, making it easier to restock and to maintain optimal temperatures. These clever design features **increase the display space** from the same footprint.



The hot gas defrost system means that the unit is only in defrost for a short period compared to traditional electrical element defrost systems.

In the rapidly growing **Grab & Go sector**, the Gem Sandwich Chiller is just one of a complete range of sleek, efficient, modern merchandisers, pastry chillers and back of house refrigeration cabinets designed and supplied by Williams Refrigeration.

### WILLIAMS REFRIGERATION: OVER THIRTY YEARS OF QUALITY, PERFORMANCE, INNOVATION AND RELIABILITY

Williams Refrigeration, based in the UK, is part of the highly successful AFE Group. The Williams commitment to design excellence and continual product improvement

has made them one of the leading manufacturers of foodservice equipment globally. Award-winning refrigeration solutions meet global commercial requirements and exceed international ISO 9001-2008 quality standards.

The Greenlogic initiatives help customers **reduce** their **carbon footprint** and minimize the impact of the manufacturing and the management process on the environment.

The comprehensive range includes high performance cabinets, counters, reach-in and modular blast chillers and freezers, cold rooms, merchandisers, back bar and specialist bakery equipment.

[www.williams-refrigeration.co.uk](http://www.williams-refrigeration.co.uk)



Above: The Gem Pastry Chiller maximizes the display area while keeping footprint to a minimum. Left: The Gem Sandwich Chiller features an innovative new air curtain system which recycles the cold air - cooling the refrigeration system and reducing energy consumption.



### GEM SANDWICH CHILLER: THE PERFECT SOLUTION FOR 'GRAB AND GO' DISPLAY

- Energy saving LED strip lighting for all round visibility
- Bright annealed stainless steel exterior
- Fully open front for improved product accessibility
- Advanced refrigeration system reduces pull down time and guarantees even temperature control
- Night blind with soft retention feature
- Available in 900 and 1200 mm widths
- Closed front 900 mm Pastry Chiller also available

# AROUND THE WORLD

The latest news from Ali Group worldwide. Exciting new projects at a glance!

## AMBACH SUPPLIES THE ICONIC CAFÉ ROYAL IN LONDON

Ambach continues to build on its reputation as the brand of choice for many of the world's iconic locations, with the recent completion of the supply of equipment to The Café Royal in London. One of the world's most famous hotels and fine dining locations since 1865, Café Royal has undergone a multi-million pound restoration and re-development program over the last three years and opened its doors to visitors earlier this year. Equipment including bespoke island suites and cooklines for all of the location's five kitchens was specified by UK consultants Sefton Horn Winch and supplied by C&C Catering Equipment. [www.ambach.com](http://www.ambach.com)



## "MASTERCHEF: THE PROFESSIONALS" MAKES A NEW PARTNER WITH MOFFAT

Moffat is proud to be selected as a production partner for the latest season of Australia's preeminent culinary television series, **MasterChef: The Professionals**. The show is the latest addition to the MasterChef Australia series with lots of intensity and incredible results appearing in the brand new, **purpose-built commercial kitchen**. Moffat has joined this season as the exclusive commercial cooking partner. "We're thrilled to be involved with the show. I've personally been a big fan since the very first episode, so to be partnering this season is simply brilliant," says Michael Lilloco, Moffat's General Sales & Marketing Manager. [www.moffat.com.au](http://www.moffat.com.au)



## BEVERAGE-AIR CELEBRATES 30+ YEARS OF PARTNERSHIP WITH MCDONALD'S

Beverage-Air® is a leading commercial refrigeration equipment supplier to McDonald's USA for over 30 years with more than **150,000 refrigeration** units in McDonald's nationwide. Over the past five years, Beverage-Air has provided the McDonald's system with more than 45,000 units; the successful launch of the McDonald's Specialty Coffee roll-out contributed to part of this growth. Beverage-Air continues to differentiate its brand from the competition by offering innovative solutions for the national account segment. Products such as the 50" wide Dual Temperature (one door cooler/one door freezer), Worktops and Undercounters are the only Dual Temperature models of this footprint in the industry and provide QSR's (Quick Service Restaurants) with the latest in product technology. [www.beverage-air.com](http://www.beverage-air.com)



## SMART MEAL SERVICE REPORTS DETAILED NUTRITIONAL VALUES TO DINERS

Self-service, smart lunch counters will soon be able to provide customers with individualized real-time information about the nutritional value of their meal. In Finland, Fazer Food Services, **Metos**, Mikkeli University of Applied Sciences and AgentIT have created an innovative, intelligent service that provides customers the nutritional value of their meals. The customer can print or receive by e-mail a detailed summary of the nutrients, fiber, fats, carbohydrates and protein and a comparison with meal recommendations. [www.metos.com](http://www.metos.com)



## MENUMASTER® COMMERCIAL DRIVES MUZZ BUZZ MENU EXPANSION

Australian drive-thru coffee chain, Muzz Buzz, rolled out the **Menumaster® Xpress™ ovens** to their locations in April. The MXP high speed combination oven was introduced to the operation to expand hot food offerings. Lunch menu items like the Aussie Beef Pie, Sausage Rolls and Chicken Cruiser Pie were added to the existing breakfast menu of ham and cheese bagels, croissants and pastries. The MXP continues to increase the chain's profitability after the morning coffee rush, contributing to its rapid growth across the continent. [www.acpsolutions.com](http://www.acpsolutions.com)

# AROUND THE WORLD

The latest news from Ali Group worldwide. Exciting new projects at a glance!



## SCOTSMAN ICE SYSTEMS KEEPS THINGS COOL IN NEW CANADIAN STADIUM

Scotsman Ice Systems has been keeping sports fans happy for many years with its innovative and reliable ice machines. Recently, over 20 Scotsman ice machines and storage bins were installed in the brand new **Investor Group Field Stadium** in Canada. The ice machines will satisfy the ice demands of all of the concession and foodservice areas for thousands of fans. The stadium hosts games for the Winnipeg Blue Bombers of the Canadian Football League and will be one of the venues for the 2015 FIFA Women's World Cup. The project was secured through Ovations Foodservice in Florida, USA.

[www.scotsman-ice.com](http://www.scotsman-ice.com)



## CARPIGIANI WORKS ITS MAGIC WITH THE MAGICA SOFT SERVE MACHINE FOR IKEA

Carpigiani recently introduced the new Magica machine, which is the first **automatic self-serve**, soft-serve ice cream machine in North America. Supplying IKEA® North America with the new Magica machine, Carpigiani is proud to announce the machine provides IKEA savings by reducing the labor of two employees, extending machine cleaning to once every 14 days and producing profits of \$10,000 in just 30 days. IKEA's high volume locations operate two machines with output on a single machine reaching 1,440 4.5-ounce servings and 36 gallons of mix in a single day during high volume periods. This follows shortly after an IKEA European rollout for 400 of its locations.

[www.carpigiani.com](http://www.carpigiani.com)



## VICTORY REFRIGERATION SUPPORTS NEW STANDEES™ ENTERTAINING EATERY CONCEPT

Remember the days when you would try to catch dinner and a movie? The timing of the two seldom worked out very well. Standees recently launched a new concept in **Prairie Village, KS**, that puts the restaurant and movie theaters under the same roof. The design phase for this project began in August 2012 with the coordinated efforts of Standees Ownership Group Dineplex, Victory Refrigeration, Burlis-Lawson Group, Hockenbergs Food Service Equipment and Supply, and McDonnell Kinder & Associates. The project was successfully completed in May 2013 and includes Victory's **Ultraspec®** and **V-Series™** products ranging from a Fish File to Reach-Ins, Pizza Prep Table, and URS Undercounters.

[www.victoryrefrigeration.com](http://www.victoryrefrigeration.com)



## MOYER DIEBEL CONTINUES 20 YEAR RELATIONSHIP WITH TREASURE ISLAND LAS VEGAS

Since opening its doors in 1993, Treasure Island Hotel and Casino has enjoyed 20 years of reliable service from the original Moyer Diebel glasswasher installed. Moyer Diebel's proven reputation for providing high quality equipment has led Treasure Island to order replacement units for the entire hotel as of January 2013. Las Vegas is a demanding, tough environment that requires **24/7 operation of equipment**. The Treasure Island staff and facilities personnel would not consider any other glasswashers for their property. Since the hotels built in the 1990's boom in the Las Vegas market are reaching the incredible life span of 20+ years, many other properties are following suit with the replacement of their older Moyer Diebel glasswashers.

[www.moyerdiebel.com](http://www.moyerdiebel.com)



## FALCON, MONO AND WILLIAMS SERVE UP THEIR VERY BEST AT THE NEW CORDON BLEU FLAGSHIP STORE IN LONDON

**Le Cordon Bleu** has been teaching classic culinary techniques for over 100 years. The world-renowned network of educational institutions provides the highest level of culinary and hospitality instruction, operating 40 schools in 20 countries and teaching over 20,000 students annually. When Le Cordon Bleu decided to create an **International Flagship Institute in London**, much of the catering equipment specified for the new kitchens was supplied by Ali Group companies, including refrigeration from Williams, prime cooking equipment from Falcon and specialist bakery models from Mono.

[www.falconfoodservice.com](http://www.falconfoodservice.com) [www.monoequip.com](http://www.monoequip.com)  
[www.williams-refrigeration.co.uk](http://www.williams-refrigeration.co.uk)



## ELECTRO FREEZE SUPPLIES "FROZEN CULTURE" FOR THE DANNON COMPANY, INC.

Recently, White Plains, N.Y.-based Dannon Company (a subsidiary of the multinational French company, Groupe Danone) introduced a new yogurt concept store, and included Electro Freeze **soft-serve yogurt machines** to deliver valuable product variety. The Yogurt Culture Company, located in the heart of New York City next to Grand Central Terminal, is a step back to the basics, emphasizing real yogurt, not a sweet product. Customers choose **fresh, small-batch yogurt**, which can be hand-churned with a natural fruit flavoring or frozen yogurt served through the Electro Freeze 99RMT units, one of the many models engineered to produce high-quality frozen yogurt and ice cream. Consumers then choose organic, natural or fun toppings and can have their yogurt in a parfait or smoothie. The "rustic-motif" shop features fresh yogurt in vintage-style milk cans and the frozen yogurt in Electro Freeze machines is displayed as nostalgic ice boxes.

[www.electrofreeze.com](http://www.electrofreeze.com) [www.hcduke.com](http://www.hcduke.com)

# AROUND THE WORLD

The latest news from Ali Group worldwide. Exciting new projects at a glance!



## MOFFAT LEADS SYDNEY'S ROYAL NORTH SHORE HOSPITAL INTO THE FUTURE

When Royal North Shore Hospital (in a public-private partnership with Theiss and ISS) recently underwent a major \$ 1.1 billion renovation, they invested in some truly world-class, industry leading equipment. Perhaps the most impressive is a **Moffat Burlodge Bpod Meal Delivery System**, which is brought to life by a team of wireless AGV robots – or Automated Guided Vehicles. This remarkable new system enables meals to be transported throughout the hospital's in-patient wards on a daily basis, improving mealtime efficiency and freeing up hospital staff to focus on other patient services.

[www.moffat.com.au](http://www.moffat.com.au)

## BELSHAW ADAMATIC SUPPLIES LARGEST DUNKIN' DONUTS® (CML) KITCHEN

For more than 15 years, Belshaw Adamatic has had the privilege of being the exclusive supplier of donut production equipment for the Dunkin' Donuts Central Manufacturing Location (CML) bakeries capable of producing up to **600 dozen donuts per hour**. Earlier this year, Belshaw Adamatic supplied the newest and **largest CML kitchen in the Dunkin' Donuts system** with six donut production lines. This kitchen is located south of Chicago and will service over 400 Dunkin' Donuts stores. Belshaw Adamatic continues to be innovators and remains the global leader in donut production equipment.

[www.belshaw.com](http://www.belshaw.com) [www.adamatic.com](http://www.adamatic.com)



## CHAMPION BRINGS EFFICIENCY TO A LEED™ GOLD PROPERTY IN CANADA

The **Ottawa Convention Centre's** commitment to sustainable practices was clearly illustrated by its selection of a Champion hot water coil heated flight machine, as well as two hot water coil Champion rack conveyor machines. This concept **eliminates 90% of the electrical load** while allowing a much more efficient heat transfer with the use of gas heat. The gas booster's output water is split into two legs; one of them provides the final rinse water when triggered by the rack and/or dishes while the other leg heats the tank on-demand, through a closed loop system.

[www.championindustries.com/canada](http://www.championindustries.com/canada)  
[www.moyerdiebel.com](http://www.moyerdiebel.com)



## CARPIGIANI GELATO WORLD TOUR: THE SWEETEST CONTEST IN THE WORLD!

The Gelato World Tour 2013-14 is an event organized by the **Carpigiani Gelato University** and Sigep to promote the culture of quality, artisan gelato. Eight different cities in five continents will become, for a few days, the world's gelato capital: Rome, Valencia, Chicago, Dubai, Shanghai, São Paulo, Sydney and Berlin. At each stage of the tour, a special jury of experts will select the 16 best gelatieri in the host nation to compete. The top three artisan gelatieri will compete in the Grand Final in Rimini, September 2014, for the title of "World's Best Gelato Artisan." In the Gelato World Tour Villages, visitors will be able to taste and vote with the Gelato Pass, take part in courses held by the Gelato University and visit the mobile Gelato Museum.

[www.carpigiani.com](http://www.carpigiani.com)



## ICE-O-MATIC SUPPORTS VALERO AND 7-ELEVEN IN TRANSITION TO COCA-COLA FREESTYLE® DISPENSER

**Valero** and **7-Eleven** previously tested the Coca-Cola Freestyle dispensers in their stores, but realized their existing 30" ice machines would not fit. A year earlier, Ice-O-Matic started developing a high capacity narrow machine that would fit the Freestyle perfectly. Ice-O-Matic's new ICE0926HR delivers **more than 800 pounds of ice during a 24 hour period** and does so in a compact 22" wide by 26" tall machine. The launch coincided with the Freestyle tests perfectly and through the efforts of the Ice-O-Matic sales team, technical services team, and the engineering and manufacturing groups, the units were delivered on time and are performing magnificently.

[www.iceomatic.com](http://www.iceomatic.com) [www.iceomatic.eu](http://www.iceomatic.eu)

# OUR BRANDS



COOKING



BAKERY



MEAL DELIVERY  
& PREPARATION



REFRIGERATION



WASHING  
& WASTE MANAGEMENT



ICE CREAM  
& BEVERAGE DISPENSE



ICE MAKERS



COFFEE  
MAKERS



CONTRACT, DISTRIBUTION  
& SERVICE

ALPHATECH

Amana  
Commercial  
MENUMASTER  
Commercial

ambach

b baron

eloma



HACKMAN

LAINOX

MARENO  
LE GRANDI CUCINE DAL 1922

MOFFAT

oem



ROSINOX  
Grandes Cuisines

Silko  
GRANDI CUCINE

Belshaw  
Adamatic  
Bakery Group

Bertrand  
puma

BONGARD

CFI

ESMACH

MONO

Pavailler

Aladdin  
Temp-Rite

AUREA  
advanced food preparation equipment

BURLUDGE



Fimi

Stierlen

temp-rite

BEVERAGE-AIR

FRIGINOX  
LE FROID PROFESSIONNEL

friulinox  
First quality

HIBER  
THE FUTURE OF CHILLING

Polaris

Tecnomac

VICTORY

williams

Champion



COMENDA

DIHR

grandimpianti  
Intelligent Laundry Equipment

HOONVED

KROMO  
EXCELLENCE IN DISHWASHING

MOYER  
DIEBEL

NORDIEN-SYSTEM

rendisk

STARLINE  
WASHTECH  
PROFESSIONAL WASH SYSTEMS

Wexiödisk

CARPIGANI

cattabriga

COLODELTE

Electro Freeze

GBG

Oil  
Freezer

PROMAG

Sencotel

BAR LINE  
ICE - MACHINES

CRYSTAL TIPS

Icematic

Ice-O-Matic

Scotsman  
ICE THE WORLD DEMANDS

SIMAG  
ICE MACHINES

EGRO  
SWISS COFFEE TECHNOLOGY

PROMAC  
Commercial coffee machines

RANCILIO  
coffeeing the World

ALI  
GROUP  
嘉立立餐饮设备(上海)有限公司  
CHINA

ALICOMENDA

ALICONTRACT

CATEMAR

dawson  
TRADING SUPPORT

GRANDIMPIANTI

Kreff

metos  
kitchen intelligence

MILLER'S  
GUARD

SERVICELINE

# YOUR PARTNER ALL OVER THE WORLD

AFRICA | AMERICA | ASIA | AUSTRALIA AND NEW ZEALAND | EUROPE

## Ali Group Global Headquarters

Via Gobetti, 2a | Villa Fiorita  
20063 Cernusco sul Naviglio  
Milan | Italy  
Phone +39 02 921991  
italy@aligroup.com

## Ali Group France

17-19 Avenue Gaston Monmousseau  
93240 Stains France  
Phone +33 1 48216325  
france@aligroup.com

## Ali Group New Zealand

16 Osborne Street Phillipstown  
Christchurch  
New Zealand  
Phone +64 3 3891007  
newzealand@aligroup.com

## Ali Group Africa & Middle East

P.O.Box 354 Amman  
11623 Jordan  
Al Quds St. | Al muqabaleen  
Phone +962 6 5736912/13  
africa@aligroup.com

## Ali Group Germany

Lochfeldstraße 28  
76437 Rastatt  
Germany  
Phone +49 7222 1597740  
germany@aligroup.com

## Ali Group Russia

Skladochnaja Str. 1 St. 18 | Off. 101  
127018 Moscow  
Russia  
Phone +74 955 803360  
russia@aligroup.com

## Ali Group Australia

740 Springvale Road | Mulgrave  
Melbourne Vic. 3170  
Australia  
Phone +61 3 95183888  
australia@aligroup.com

## Ali Group Hong Kong

4a Harrington Building  
36-50 Wang Wo Tsai St.  
Tsuen Wan | Hong Kong  
Phone: +86 852 2407 5422  
hongkong@aligroup.com

## Ali Group Singapore

1 Commonwealth Lane  
#09-22 One Commonwealth  
Singapore 149544  
Phone +65 6738 5393  
singapore@aligroup.com

## Ali Group Brazil

Av. Dom Pedro I, 513  
Vila Monumento  
São Paulo-SP | CEP. | 01552-001  
Phone +55 11 20618207  
brazil@aligroup.com

## Ali Group Japan

Setagaya-ku  
1540005 Tokyo  
Japan  
Phone +81 3 5779 8850  
japan@aligroup.com

## Ali Group South Africa

p.o. Box 44 | Riverclub  
2149 Lakeview Business Park | Unit 4,8  
10 Yaldwyn Road | Jetpark | Boksburg  
Phone + 27 11 826 6742  
southafrica@aligroup.com

## Ali Group Canada

2674 North Service Rd.  
Jordan Station | Ontario  
LOR 1S0 Canada  
Phone +1 905 5624195  
canada@aligroup.com

## Ali Group Latin America

Balcarce 355 – PB  
Ciudad Autónoma de Buenos Aires  
Argentina  
Phone +54 11 4331 0550  
latinamerica@aligroup.com

## Ali Group UK

Wath Road | Elsecar | Barnsley  
South Yorkshire, S74 8HJ  
United Kingdom  
Phone +44 1226 350450  
uk@aligroup.com

## Ali Group China

B3 1/F Block North  
No 361 Hong Zhong Road  
Shanghai 201103 | China  
Phone +86 21 51098033  
china@aligroup.com

## Ali Group Middle East

18th Floor Crown Plaza Commercial Tower  
Sheikh Zayed Road  
Dubai | United Arab Emirates  
Phone +971 4 311 7145  
middleeast@aligroup.com

## Ali Group USA

3765 Champion Boulevard  
Winston-Salem  
NC 27105 | USA  
Phone +1 336 661 1556  
usa@aligroup.com

## Editor

Elena Faccio

## Assistant Editor

Anna Lisa Scarano

*A special thank you to  
Ryan Blackman for his endless support*

## Journalists

Donna Brown  
Lisa Bertagnoli  
Marisa Huff

## Graphic Design

Karim Azzabi Architects, Milan

## Printing

TruColor Litho, Nashville, TN USA

## Pictures

Didier Barthelemy, Claudio Sforza, Kelly Campel,  
Seth Chandler, Getty Images, Shutterstock

## Editorial Office

Ali S.p.A  
Via Gobetti, 2A - Villa Fiorita  
20063 Cernusco sul Naviglio (Milan) - Italy  
Phone: +39 02 921991  
www.aligroup.com





## A GLOBAL LEADER

Ali Group is the largest and most diversified global leader in the foodservice equipment industry. An Italian company founded approximately 50 years ago, the company combines the expertise and the traditions of several of its companies, which date back more than 100 years and include some of the most respected names in the industry.

The Group develops, manufactures and distributes a broad line of equipment for food preparation, cooking, preparation and storage. With **15 manufacturing sites** in 10 countries, the Group's **15 brands**, it gives life to the most extensive product range in the industry. Operating in almost every sector of the hospitality and catering industry, the Group provides delivery and distribution services for bakeries, pizzerias and bread-making, from refrigeration and air conditioning to the production and distribution of ice. The Group offers the widest range of innovative, high-quality and eco-friendly products to better serve restaurants and hotels, hospitals, schools, correctional institutions and canteens.

**Excellence is Ali Group's philosophy**, a principle that is the source of inspiration for the Group and its 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 custom, world-class solutions.