

ALI WORLD

THE ALI GROUP MAGAZINE

ISSUE 9 | OCTOBER 2021

INTERNATIONAL

WHEN IN ROME
Grandimpianti partners
with Mama Shelter Roma
to serve up urban luxury

PUT TO THE TEST
ELOMA POWERS FOODLAB
HAMBURG TO SUCCESS

VIP TREATMENT
ALI CHINA TALKS
SHOP WITH VIP.COM





Mama Shelter
Roma is a quirky
and affordable
boutique
hotel that combines
fun, business and
relaxation with
exceptional service



Let me welcome you to the ninth international edition of *Aliworld*

Over the past eighteen months, the Covid-19 pandemic has affected all of us, and I would like to extend our deepest sympathies from all of us at the Ali Group to those of you who have suffered personal losses during the pandemic.

You may have noticed that we did not publish an international edition last year, and we're very glad to be back with you now. It's no understatement to say that the pandemic has radically changed the foodservice and hospitality business over the past eighteen months. Like so many of you, this unprecedented situation put great strains on our employees, but I'm immensely proud of the way they adapted, pulling together to keep our businesses strong and serve our clients during these difficult times. This edition of *Aliworld* reflects a few of the dramatic changes that have taken place in the industry during the past two years, not the least of which include an increased emphasis on takeout and delivery and online ordering. Our article on trends in the post-Covid foodservice environment (p18) goes into deeper detail on some of these changes.

While the teams at many of our companies were not allowed to have face-to-face contact with customers during the pandemic, you may be assured that they were not resting. They have used this time to focus on

innovation and new product development, always keeping in mind your needs. You can read about many of those innovations in this issue.

You will also see some examples of how foodservice operations are surviving — and even finding success — in these challenging times. For example, to illustrate how a heritage site can be updated, we'll show you how an Irish horse-racing track received a stylish makeover (p30). You'll see how another foodservice operation developed an app to help serve its clients during the pandemic (p46). And you can find out how a sophisticated hotel chain is combining classic Italian cuisine with a unique upscale atmosphere (p14).

Since our last international issue, Ali Group has welcomed three more companies into our family: American Dish Service, makers of top-quality dishwashing equipment (p92); BGI, renowned for its continuous-churn gelato makers (p67); and Kold-Draft, manufacturer of the machines that produce the perfectly square ice cube favored by many bartenders and mixologists.

As we begin to return to a normal schedule of trade shows, conferences and other industry events, I look forward to reconnecting with many of you at HostMilano and at additional venues in 2022.

Finally, I would like to close with some personal news. Since the previous issue of *Aliworld*, we have lost two of our guiding lights at the Ali Group: my parents, Luciano and Giancarla Berti. My father founded his first company, Comenda, in 1963 and led Ali Group for the next 50 years, guiding the company to become an international force in the foodservice equipment industry. He never lost his love for the business but more importantly, he never lost his love for people. (A story documenting his life and contributions to the industry appears on p6.) My mother worked tirelessly at his side in the early years of the company to help grow the Ali Group into what it has become today. On behalf of all of us in the Berti family — and all of us at Ali Group — they will be deeply missed.

Let me convey my sincerest hopes for a prosperous, happy and healthy 2022. Enjoy this issue of *Aliworld*.

Filippo Berti
Chairman and Chief Executive Officer,
Ali Group



06 Luciano Berti: a celebration of his life

Remembering the life and vision of the founder of Ali Group. Luciano Berti built Ali Group into a global powerhouse and left a lasting impact on the foodservice sector

01

My view



10 Making a difference

Burlodge and temp-rite CEO Angelo Speranza shares insights from his career. The most important? Keeping the customer at the center



02

14 Cover story

When quirky boutique hotel brand Mama Shelter opened in Rome, Italy, it called on Grandimpianti to help it capture the spirit, culture and cuisine of the city. Alessandro D'Andrade, Grandimpianti's sales director talks to Elly Earls about the project

03

Trends

18 Trend tracking

Top trends, featuring John Nackley, CEO, InterMetro Industries Corporation

04

Success stories

22 Power and performance

Ambach at Nobu Hotel, London Portman Square

26 New vision for China

Ali China at VIP.com's HQ

30 Racing certainty

Williams Refrigeration equipment updates The Curragh

34 The future

Eloma powers foodlab Hamburg

40 Olympic dreams

Metos meets Compass Group at Helsinki Olympic Stadium

42 Future fit

Falcon's Peter McAllister on new plans

44 Ready to serve

Rosinox and Friginox at the European Council

46 Towering triumph

Grandimpianti gives the view from Generali Tower



05

Innovation

50 Highest level of hygiene

Comenda launches its ThermoCare range

54 The choux must go on

Pavailler baking perfection

56 Top-class washroom

Stierlen warewashing: setting new standards

60 Focus on the goals

The Naboo Boosted combi-oven from Lainox delivers

62 Past and future

Mareno, where innovation and experience meet

64 Training via digital

Rancilio successfully takes its training courses online

65 Clean and simple

Rendisk's latest solutions

66 Smart way to serve

temp-rite's new buffet cart

67 Innovative communication

BGI supporting customers

68 Finding perfection

Carpigiani's Consulting

70 Gelato for chefs

Quality is all at Iceteam

72 Five stars for Twin Star

Energy savings from DIHR

74 Beyond clean

KROMO's easy efficiency

76 The perfect combination

Wexiödisk for a Swedish Michelin-starred restaurant

78 Sweet dreams

MONO Equipment's Universal 3D-X depositor

80 Smart and connected

Introducing the SPI AI Esmach Spiral Mixer

82 Hiber on a high

Hiber shows off the fruits of its recent focus on R&D

84 Tradition meets innovation

Silko looks to the future with the multi-block Silblock

86 Lasting legacy

Legacy: Scotsman Ice's first limited-edition product

88 Blast from the future

Polaris sought professional chef input for its latest range

90 Lean, clean machines

Hoonved, the glassware specialist for half a century

91 Beyond clean

Grandimpianti I.L.E.'s next-generation washing systems



06

Ali Group

92 Around the world

News round-up from Ali Group companies

96 Our brands

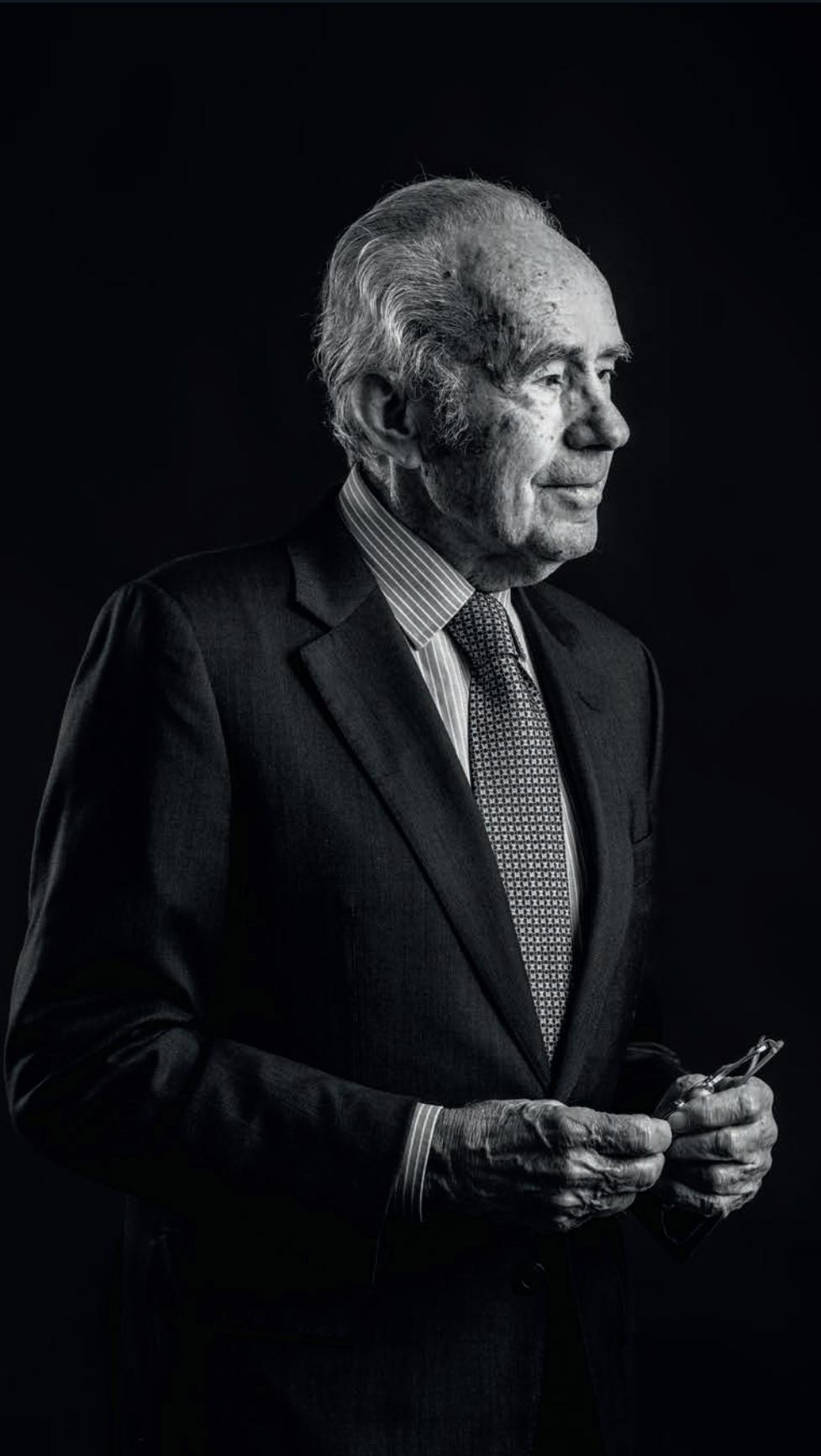
Ali Group brands across the globe – and the sectors in which they operate

98 Contact us

Addresses and contacts

LUCIANO BERTI: CELEBRATING THE LIFE AND JOURNEY OF A VISIONARY

Luciano Berti (1931-2021) not only founded the Ali Group and turned it into a global powerhouse, he made a profound impact on the foodservice industry and will leave a lasting legacy



Luciano Berti was more than just the founder of the Ali Group — for more than 50 years, he was its heart. He guided the company from its beginning as a warewashing equipment manufacturer in Italy to its current status as a global equipment powerhouse spanning 80 companies with 10,000 employees in 30 countries.

Berti was born in 1931 in Alessandria in the Piedmont region of Italy. Upon completing his general studies in Italy, Berti came to the US in 1954, and studied sociology at Stanford University in California on a Fulbright scholarship. “My degree in sociology was due to intellectual interest,” he said in 2013. “I still have that intellectual curiosity in people.”

Although his professors wanted him to stay and study longer in the States, Berti returned to Italy and received a doctorate in political science from the University of Turin. After a stint in the military and a brief time teaching sociology, Berti was still looking for something more challenging and exciting. He wanted to become an entrepreneur. In 1962, “I put an ad in the Milan newspaper,” he said, “stating who I was and what I wanted to do.” That ad connected him with a manufacturer of commercial warewashing machines. Within a few months, he helped the company become profitable but quickly became frustrated with the firm’s slow rate of growth. He wanted to be his own boss. So, in Milan in 1963, he founded his first company, Comenda, which soon became a major player in the warewashing industry.

When he married his beloved wife Giancarla in 1967, Berti found a partner who would be at his side as his business grew until her passing in 2019. Her dedication to the Ali Group was as strong as her husband’s. In fact, in the early days of the Ali Group, Luciano and Giancarla Berti would attend industry events together and it was not unusual for Giancarla to travel with Luciano to trade shows to assist him in setting up trade show booths.

In 1972, with the opening of Comenda’s first ▶

overseas sales office in Paris, Berti introduced the corporate name ALI (Apparecchiature Lavaggio Industriale, Italian for “industrial washing equipment”). Berti moved to the US seven years later, when the company purchased Champion Industries, its first North American acquisition. That began a period of continued growth for the Ali Group through the 1980s and 1990s, as it acquired a number of major foodservice equipment manufacturers around the world. In 1994, the Alicontract division was established, offering unique turnkey projects worldwide, including products, installation and assistance for clients across Europe, Africa and the Middle East.

Driving force

The Ali Group’s dynamic growth continued throughout the next two decades, with important acquisitions, such as Beverage-Air, Ice-O-Matic, Metro and Scotsman, giving the company a leadership position in a number of foodservice equipment categories. The Berti legacy was strengthened in 2003 when Luciano and Giancarla’s son Filippo officially joined the company.

Luciano Berti was also the driving force behind *Aliworld* magazine, which published its first edition in Europe in 2012 and in North America in 2015. From its very first issue, he was deeply involved in the magazine, reading both editions cover-to-cover and giving his input before they went to press.

In 2016, at the National Restaurant Association Show in Chicago, Berti received the inaugural Industry Icon award from *Foodservice Equipment & Supplies (FE&S)* magazine. This ceremony was a prime example of just how much he enjoyed talking with people. His acceptance speech was scheduled for two minutes...and turned into more than 10 minutes, with the crowd totally engrossed throughout and giving him a standing ovation at the end. At that same event, Filippo Berti was named chief executive officer of the Ali Group.

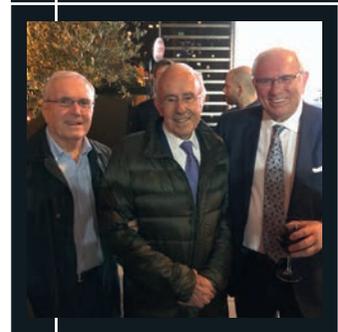
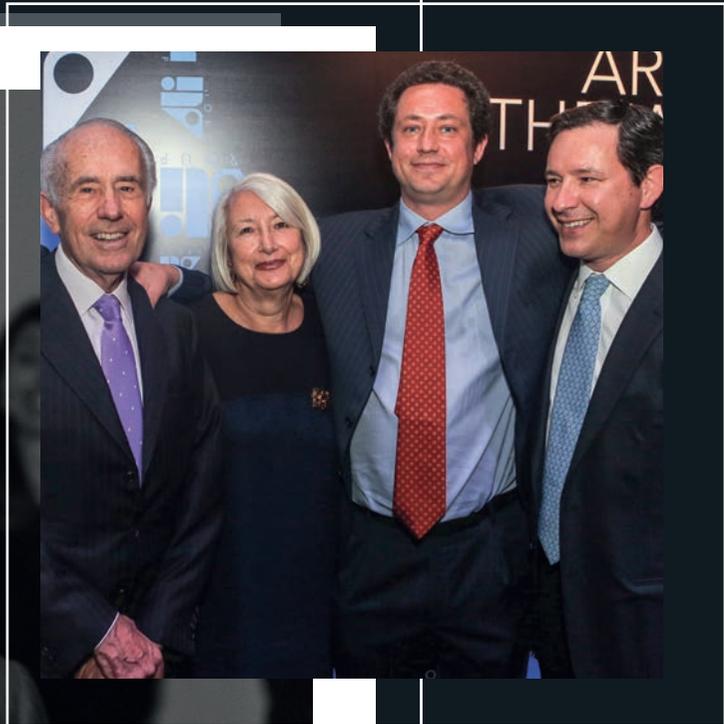
Under the direction of Luciano and Filippo Berti, the Ali Group continued its growth into the 2000s, broadening its reach and acquiring such major manufacturers as Edlund and Rancilio Group.

From the very beginning, Luciano Berti believed that the Ali Group companies would thrive if they were allowed to operate as separate, individual units – even competitively, in some cases. “Brand managers have always enjoyed ample autonomy in the decision-making process with the intent to develop an entrepreneurial spirit,” he said. The growth of the Ali Group has proved his theory correct over time.

Luciano Berti would remain chairman of the Ali Group until his passing. But with the company now in the capable hands of his son, he had more time to enjoy some of his leisure interests, such as reading, sailing and spending vacations with his six grandchildren. He and Giancarla were involved in a number of charitable and philanthropic pursuits, including the Carnegie Hall Society, Inc., The Metropolitan Opera, The Guggenheim Museum, the Byrd Hoffman Water Mill Foundation and the Friends of Fondo per l’Ambiente Italiano (the National Trust of Italy). The Bertis were also both deeply involved with organizations that supported the arts and sciences, through their founding of the Fondazione Berti in Italy and the Berti Foundation in the US. They were especially proud of the Berti Foundation Scholarship Program, which helps children of Ali Group employees pursue their educational dreams.

Today, the size and strength of the Ali Group stands as a testament to Luciano Berti, as the brands that make up the Ali Group are recognized worldwide for their performance, reliability and innovation. “My father was truly the heart and soul of the Ali Group,” said Filippo Berti. “He never lost his love for the business but more importantly, he never lost his love for people. I look forward to continuing his legacy.” ■





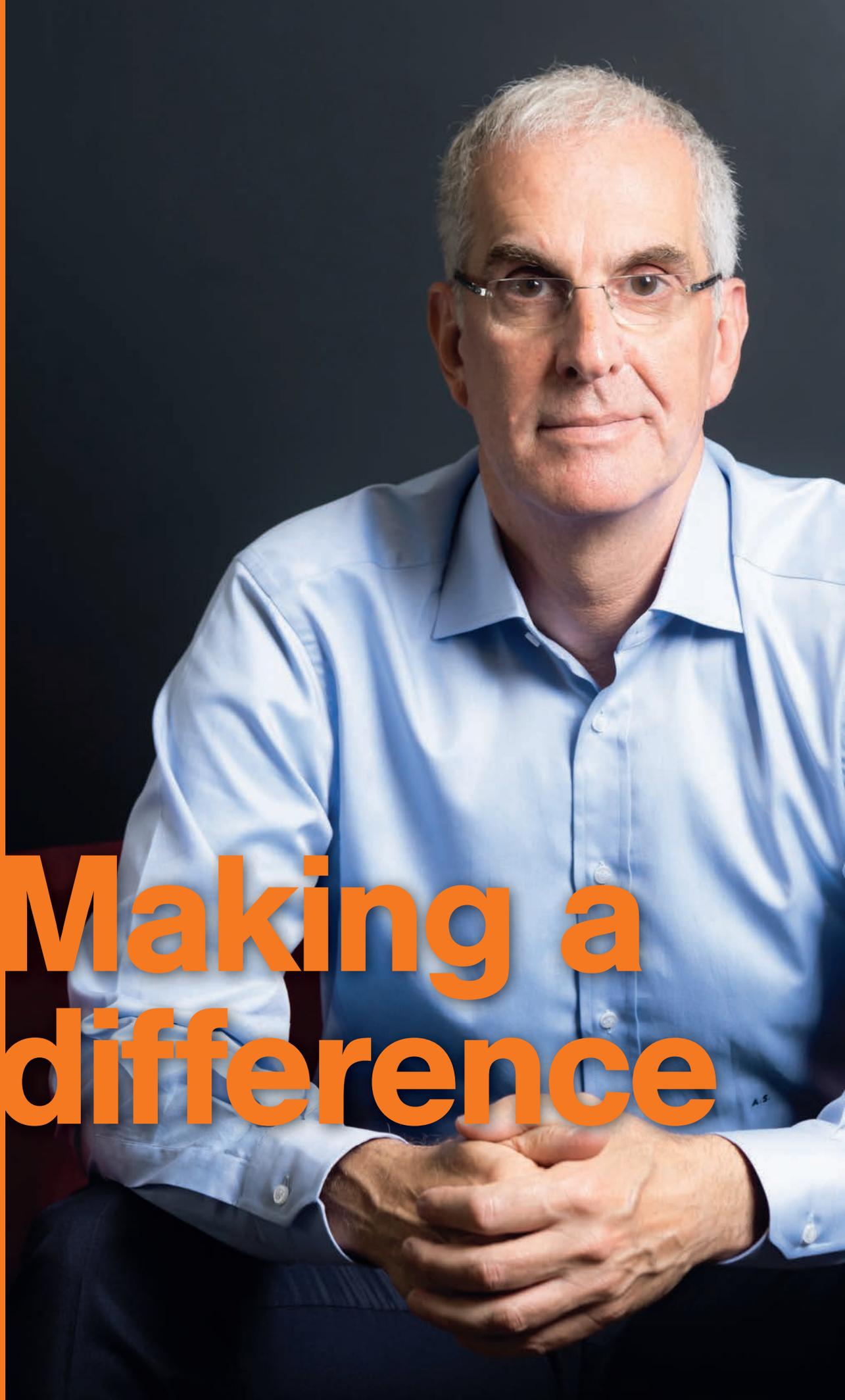
Luciano and Giancarla Berti (pictured, far left) leave a lasting legacy, continued by son Ali Group Chairman and CEO Filippo Berti (pictured left)

01

My view

Angelo Speranza is CEO of Burlodge and temp-rite, brands that specialize in meal delivery systems and equipment for the healthcare, long-term care, prison and educational sectors. He shares insights and stories from his journey so far and why the customer must always remain central to everything

Making a difference

A portrait of Angelo Speranza, CEO of Burlodge and temp-rite. He is a middle-aged man with short, graying hair, wearing glasses and a light blue button-down shirt. He is sitting in a dark chair, looking directly at the camera with a neutral expression. His hands are clasped in front of him. The background is dark and out of focus.

Burlodge started in 1984 when my father, Bruno Speranza, who was in the process of setting up his own company to sell foodservice equipment, asked me if I wanted to work with him. This was a complete shock because working with your father is never easy. It wasn't what I was planning, but it turned out to be the best decision I ever made. At the time he was managing director of Zanussi UK and I was completing my business studies and intending to take a sabbatical year. How that changed in an instant.

My father was a great role model and mentor – not just for me but to many of our colleagues. I was very grateful for the opportunity and, understandably, it was an exciting time. I will never forget those early days working from our dining room table.

Shortly into our efforts we were approached by a healthcare equipment supplier who wanted us to distribute their products in the UK. We accepted and quickly became well established in the market, but those early successes were dashed when our supplier was being acquired and demanded direct access to the UK market. Sadly, they broke contractual obligations and litigation followed.

It was a major frustration because we'd just started to realize the fruits of our labor. We had the know-how, market knowledge and drive, but we had no product. The second chapter of Burlodge began.

Burlodge takes root

We began designing and developing our own product, and within 12 months, we introduced our first meal trolley. It made waves in the market, and we proceeded to win a majority of projects.

Soon enough we started to distribute our products in Italy before venturing to Canada, where the food distribution methods were similar to the UK NHS model.

The US and France followed. We had a clear plan to enter one market at a time and do that well before moving into a new territory, either directly or via key distributors and partners.

By 1998, we had been approached by the Ali Group and we agreed to become part of its group of companies. After that, we started to work with Ali Group companies Metos, Stierlen and Moffat and subsequently temp-rite once it was acquired by the Ali Group. Together with our teams, partners

and products, we strive every day to be the best in the industry.

The power of the collective

Ali Group is unique. We all operate as individual companies in our own market segments, but the power of our collective specialties and talents gives clients tangible benefits. Sharing know-how, market knowledge and supplier connections – these are benefits we offer that our competitors lack.

Add to that the intangible advantages, such as peace of mind for clients who are making major investments in meal delivery systems. It's incredibly reassuring for them to buy from a stable, profitable company – backed by an international group of Ali's caliber. What's more, the Ali Group culture blends the family business feel on one side within a strong corporate structure, so we attract excellent talent.

Taking the lead

I was appointed CEO 10 years ago when my father Bruno retired. He'd made such an impression during his time and people still ask after him. Those aspirations and ambitions my father and I started with are still in our DNA. I think people really sense the passion that we had for the business – that we really took comfort in knowing we made a difference to patients who were dining in a difficult and unfamiliar environment.

We always focused on bringing some dignity to the patient experience. I still get as much joy thinking about facilitating well-presented meals to people around the world as I believe it does to those enjoying those moments.

At Burlodge and temp-rite, we have three simple rules: take care of every customer's needs, develop products that make a difference, and, employ the most skilled and professional team. In that, we have developed a multi-talented team that includes chefs, dieticians and engineers who, together, give us a better understanding of customers' needs and challenges.

Still, we don't like to make claims like, 'we innovate' or 'we're the leaders in...', as this marketing-speak means little for most people. We prefer to focus squarely on our customers' needs. We pride ourselves on speaking the same language because with our experience we understand what being on the front line really means. That gives us the insights necessary to develop the solutions and systems that have become the industry standard. ▶

I can confidently say that if you cite 10 major developments in our industry over the past 20 years, we've developed the majority of them.

Much more than a tag line

If there's a claim that we're comfortable standing behind, it's our motto: Together, We Work. On the one hand, it speaks to the effort we invest in getting those systems and solutions right. At the same time, it acknowledges the importance of that process being a collaboration between Burlodge and its clients as well as Burlodge and its partners. It defines our approach and distinguishes our final product.

The result is that we've produced one of the widest product ranges on the market and we're prepared to tailor solutions precisely to customer need. The sheer variety of inputs that we have to consider in helping a client get the most out of its system always pushes us.

Each of our clients has different requirements, which is why we accentuate that we sell systems, not boxes. We conduct site surveys, understand logistical arrangements, and factor in building layout/space availability, patients and populations. Naturally, culinary traditions of each country, standards and food safety legislations come into play as well. We listen, question and probe, then develop, adapt and refine.

Keep in mind, too, that our responsibilities extend beyond simply providing a solution. There's training and on-site implementation support as well as ongoing support through the life-cycle of the equipment.

All that work is validated when a customer is prepared to change or modernize their equipment after years of use. Customer retention is the greatest testament to the success of our relationships, and we have countless examples of that, wherever we operate.

Dealing with the pandemic

To look back at the past 18 months, the first thing we need to do is thank all healthcare and frontline workers for the way they've coped with this pandemic. We've seen first-hand some of the conditions and challenges they've gone through. It has been extremely hard for everyone but more so for them.

We can empathize with this situation as Bergamo, Italy, where our factories are located, was one of the Covid epicenters in Europe. Many of our colleagues got infected at the start of the pandemic and we decided to shut the factory to protect the rest of the workforce in advance of the national lockdown being announced. That gave us time to plan prior

“ We've never worked harder or been busier. The way our teams responded to the situation was unbelievable. The speed, effort and creativity during this time took our company to an entirely new level ”

to the imposed lockdown and develop ways to continue operations so that we could support our customers. We quickly pivoted and prepared for a new way of remote working during lockdown.

This also gave us sufficient warning for our offices in the UK, Germany, Canada, Holland, France and the US to prepare to provide much needed client service. Despite the difficulties that so many clients were enduring, we were touched by those who took the time to thank us for supplying them with products and send thoughts of solidarity to healthcare facilities in Bergamo.

Adapt and overcome

During this time, we were told to stop and put tools down. Instead, we've never worked harder or been busier. The way our teams responded to the situation was unbelievable. The speed, effort and creativity during this time took our company to an entirely new level. The factory became a working lab. Feedback from hospitals indicated that staff were reluctant to work with meal trolleys due to concerns about cross-contamination, so we not only had to support clients, we also had to evolve our offerings.

Interestingly, this inspired an entirely new wave of product development, which was remarkable given the time span and challenging lockdown conditions. At the upcoming HostMilano show in October 2021 we're preparing to launch two major new products which have a direct connection to client feedback during the pandemic.

The first product is Logiko, which stands to be the greenest, lightest, easiest, cleanest and smartest tray meal delivery system available on the marketplace. Its product configuration and capacities will also open new market opportunities. We've constructed this piece in a new way that does not compromise the strength or durability of the equipment. We've reduced raw materials and



The company prides itself on its training, on-site implementation and ongoing equipment support

BRAND WATCH

burlodge
TOGETHER, WE WORK.

Established:

1984

Part of Ali Group:

1998

burlodge.com



plastics and introduced an operating system that reduces human input, increases productivity and diminishes the possibility of cross-contamination.

An app interface allows for touchless remote control, monitoring and programming of the trolley, and also provides HACCP data. What's more, the touchpoints are all antimicrobial and this is the only trolley that can be 100% cleaned inside and out, even behind the ventilation panels. All in all, we consider Logiko a game-changer.

No less impressive is the development of what we've called the Steri-Station, a piece of equipment that completely sterilizes equipment inside and out. The fact that it can sterilize not just Burlodge equipment but all rolling stock to prevent cross contamination between departments and wards will appeal to healthcare managers everywhere.

Preparing for what's next

As we look ahead to the next five years, we anticipate a huge demand on healthcare resources to manage this new reality. That includes coping with the demands of Covid, managing the backlog of procedures, and the possible long-term effects of reduced preventative care.

In response, we continue to develop products that allow operations to do more with less. Equipment like Logiko [pictured, above] is created expressly to maximize efficiencies, introduce greater automation, and allow for manageable running costs and greater flexibility all while boosting patient satisfaction.

This all comes back to our close relationships

with clients, which starts with really understanding their day-to-day problems. The experience we have means we speak the same language and can respond with solutions that make a real difference.

Our HACCP monitoring system is a perfect example – a development that emerged directly from a client discussion. This system has now become industry standard and our BCloud is at the forefront of the technology. The same holds true for FeedBack, the digital patient satisfaction system that we're currently developing. This device gauges patient and customer satisfaction by electronically generating feedback so hospitals can highlight and quickly respond to issues around food quality, temperature or presentation. It effectively provides a complete picture and closes the loop between BCloud HACCP equipment monitoring and patient feeding, which leads to improved patient satisfaction.

These efforts represent how Burlodge looks at the totality of service rather than focusing solely on a narrow area. It's that thinking that continues to distinguish our approach and ambitions in the industry. We're so much more than a company that just supplies food trolleys. By questioning how operations can run smoother, faster and better, we are far more invested in developing stronger relationships and generating creative solutions. It's a challenge that the entire Burlodge and temp-rite teams welcome every day and it's why we look forward to finding ways to help clients better serve patients wherever in the world our equipment is found. ■



COMPANY STRUCTURE AND SYNERGIES

While I'm based in the UK, regular interaction between head office and each country's managing director keeps everyone up to speed. Every day offers new challenges and my involvement in product development is a vital part of my work. Our investment in tooling or in new technologies, such as cloud monitoring or touchless control systems, is shared between our brands, which gives us a good ROI.



FINDING BALANCE

When I have time to pursue my other passions, it's important that I get outside my comfort zone, both mentally and physically. Climbing Kilimanjaro and expeditions to both the North and South Poles have been a challenge, a privilege and an education in witnessing and conferring with scientists on the impact of climate change. It's a reminder that we all need to limit our footprint and tread lightly. Otherwise, I can be found enjoying triathlons, skiing and sailing.

02

Cover story



Gimme shelter

Mama Shelter Roma reflects the spirit, culture and cuisine of the Italian capital, while adding something quirky and cutting-edge to its hospitality scene. It was a hotel project that fascinated Grandimpianti and one they pulled off in an impressive time, sales director **Alessandro D'Andrade** tells Elly Earls

Hotelier Serge Trigano, one of the early visionaries behind Club Med, and his sons Jérémie and Benjamin, founded Mama Shelter, a quirky and affordable boutique brand that combines fun, business and relaxation with exceptional service, in 2008.

Since then, the trio has brought the concept to some of their favorite neighborhoods across North and South America and Europe, from Rio de Janeiro to Los Angeles, Belgrade, Luxembourg, Paris, and most recently Rome.

Located on the right bank of the Tiber River in the elegant Prati district, Mama Shelter's newest property – Mama Roma – is in the heart of the Italian capital's historic center, a stone's throw from Vatican City and a short walk to the city's trendiest boutique stores, bars and restaurants.

Like its predecessors, Mama Roma's cutting-edge design embodies both the local culture and the brand's signature touch. In Rome this means mosaic floors, ceilings decorated with artwork by graphic designer and artist Beniloy and contemporary geometric shapes throughout.

Locals and hotel guests alike are invited to experience the hotel's five F&B outlets, which, together, cater to almost 700 guests. The main restaurant Giardino d'Inverno offers Italian cuisine

with international influences to a potential 200 people, while Giardino d'Estate with its cabana bar, located in the hotel's courtyard, is the ideal place for a breakfast, coffee, tea or aperitif for up to 160.

Daily at 6pm, the doors are opened to the 250-guest-capacity Rooftop Bar and Restaurant, one of the largest terraces open to the public in Rome, which offers a spectacular view of the famous dome of St. Peter's Basilica. Here, the satellite kitchen serves salads and crudites along with gourmet focaccia, the perfect accompaniment to sunset cocktails. And of course, no Roman property would be complete without an authentic pizzeria. Mama Roma features a show kitchen with a pizza oven in the center of the dining room.

In addition, the property can host meetings for up to 50 guests in its two ateliers, complete with a 'breakroom' featuring a giant table-football and an outdoor space to play ping pong and bocce – a ball game loosely related to British bowls and French pétanque.

Unique, original and fun

A vast urban retreat, Mama Roma's F&B and business facilities are spread out, meaning waiters must cope with long distances between the kitchen and the table, in the current soft opening phase at least.

"The staffing level budgeted for this phase does not allow to operate the three kitchens at the same time," explains general manager Bruno Cavasini. "When fully operational, the kitchen brigade of Mama Roma will include 30 chefs and cooks."

The whole F&B operation has been designed by Ali Group company Grandimpianti, which was brought in at the end of 2018. At this point it was decided that Grandimpianti would take responsibility for developing all the catering

The hotel's five F&B outlets together cater to almost 700 guests

“ The mix of design and conviviality of common areas integrate perfectly with the functions of hospitality, making the structures unique ”

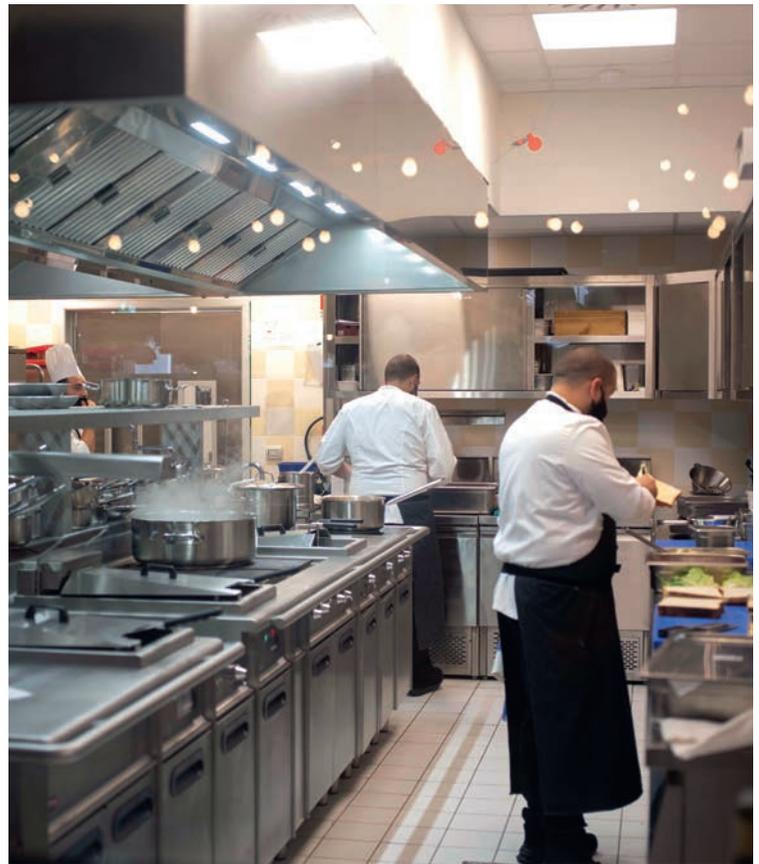
Alessandro D'Andrade
Grandimpianti

projects in the hotel – the restaurant show kitchen, the osteria, the bars, the summer garden, the rooftop terrace, the kitchens and storage areas.

The design phase kicked off a year later when the project manager, Mama Shelter's executive chef Andrea Sangiuliano and the Grandimpianti team met in Paris. A year after that – following several proposals, which had to be tweaked multiple times to ensure the foodservice design was both in line with Mama Shelter's worldwide guidelines and chimed with the gastronomic approach of the property in Rome – everything was complete.

Grandimpianti sales director Alessandro D'Andrade recalls being fascinated by the format and concept of the brand. “The mix of design and conviviality of common areas integrate perfectly with the functions of hospitality, making the structures unique and with original and fun solutions suitable for all types of people and ages.”

Meanwhile, Sangiuliano had worked with equipment from the Ali Group throughout his career. “He was very satisfied with the equipment.



This helped us a lot in choosing and proposing the best equipment,” says D'Andrade.

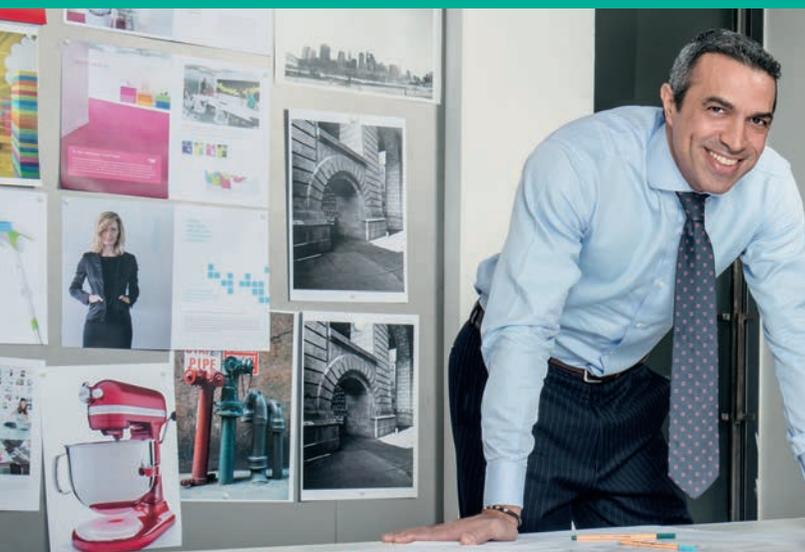
The whole range of Ali Group equipment

D'Andrade called on expertise from the whole gamut of Ali Group's brands. Rosinox – known for its power, modularity and sturdiness – supplied the main kitchen islands, while Metos provided additional cooking equipment. Oem took care of the pizza ovens, Comenda and DIHR handled washing and waste management and Scotsman handled the ice machines.

The most significant customization was required for the Rosinox cooking blocks, which were built according to the chef's specifications using full-range induction plates. The Mama Shelter team were also impressed with Grandimpianti's work in the limited roof space they were allotted. “The satellite kitchen on the rooftop terrace could not



When proposing and choosing the kitchen equipment for Mama Shelter Roma, Grandimpianti called on the expansive portfolio of Ali Group's brands



be built as a full kitchen. However, the equipment installed by Grandimpianti helped in keeping warm and regenerating the dishes prepared in the main kitchen of the ground floor,” Cavasini explains. “The kitchen is 100% electric with induction hobs that guarantee an excellent performance.”

D’Andrade also received positive feedback from Mama Shelter both in the installation and training phases, the latter of which was helped by Sangiuliano’s previous knowledge of Ali Group equipment. The greatest challenge was to meet the tight timeline set for the opening of the hotel – 1 July 2021 – but even with last-minute requests from the kitchen team coming in just under the wire, the lines of communication never failed.

“We have been able to put together a team of professionals, capable of understanding the requests and the format desired by Mama Shelter and interpreting it in the best possible way to achieve a single goal in terms of result and customer satisfaction,” says D’Andrade. “The collaboration between the two companies was fundamental for an exchange of knowledge, know-how and professionalism.”

Ambitious expansion plans

After a short soft opening period, Mama Shelter Roma will begin full operation in September. The Mama Pizzeria will open as well as the Giardino d’Estate and its cabana bar. Sunday brunches will be available for residents and non-resident guests, with live music planned every Thursday, Friday and Saturday until late on the stage at the Giardino d’Inverno.

Then it will be time for Trigano and his team to shift their attention to the next Mama Shelter opening. Despite difficult times for the hospitality industry, the brand’s expansion plans remain ambitious with new properties in the pipeline for Bahrain, Dubai, Lisbon and more by 2025.

Before starting the whole process again, however, they’ll certainly be taking some time to enjoy what Grandimpianti and the Mama Shelter Roma team have created in the heart of the Italian capital – a vibrant urban retreat that reflects the local spirit, culture and cuisine in Mama’s signature off-the-wall fashion. ■

Pictured from top: the hotel's general manager, Bruno Cavasini; Borie Levy, Mama Shelter Roma's director of image and entertainment; Andrea Sangiuliano, Mama Shelter Roma's executive chef; Grandimpianti's Alessandro D'Andrade

BRAND WATCH



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03

Trends



FROM CRISIS TO OPPORTUNITY:

Trend tracking

InterMetro Industries Corporation's president and CEO assesses key foodservice trends and their impact over the next decade. Elly Earls finds out how these, and other emerging trends, have been fast-tracked by the pandemic

Over the last five years, there has been significant growth in online food delivery, with households, particularly those with younger consumers such as Millennials, Gen Y and Gen Z, becoming more and more accustomed to experiencing their favorite restaurant dishes in the comfort of their homes, either by ordering through restaurants' proprietary apps or a third-party aggregator such as Deliveroo, Uber Eats or DoorDash.

It came as little surprise to GlobalData's consulting director Mark Dempsey, then, that with millions of people stuck at home for months on end over the last year and a half, this trend has taken even stronger hold.

"The most influential trend in foodservice over the last 18 months has been the need for all players to work out how to ensure a great at-home experience through the delivery of as much of their menus as is reasonably possible," he says.

"This is not going to go away. We expect to see all the main foodservice players – not just quick-service restaurant [QSR] brands and fast-casual but also more formal casual dining players all working out how to deliver a great experience, great service, and great loyalty through online apps and digital ordering."



MARKET SHIFTS

GlobalData projects that over the next three years, the global foodservice sector will recover to where it was in 2019. But it's going to be an easier road for some segments than others.

“There will be some nervousness amongst diners. Consumers are generally happy to return to normal in their local coffee shop or artisan burger joint because you can be in and out quickly and maintain a pretty Covid-safe approach,” says Dempsey.

“The slower recovery will be that move back to sit-down dining with an appetizer, main course, dessert, and coffee, which is why we are expecting a shift in market share towards QSR burger, pizza and coffee and away from more formal dining experiences.”

He does add one caveat: that formal foodservice in hotels has a slightly more positive trajectory. “As consumers start going back on vacations and overseas travel, we expect to find a higher percentage of their food spend being spent within their hotels, as they restrict the number of places they go to and the number of strangers they want to meet,” he explains.



SUPER SPECIFICITY

In an extension of the farm-to-fork movement, diners increasingly want to understand the nuts and bolts of why they're eating what they're eating, a trend Dempsey calls 'super-specificity.'

“They want to know, for example, how can I have the most authentic curry possible, not just from India but from a very specific region in India using the ingredients or spices from there,” he explains.

“Similarly, no one is interested in an 'Italian sauce' anymore – they want a 'Sicilian sauce' or a 'Tuscan sauce'. And they want to know why that particular cherry tomato is being used, what it adds to the experience and if they want to make the same sauce at home, where can they buy it?”

It's a trend that chimes with the resurgence of the food truck, in many instances a more Covid-safe option than a restaurant or food hall. “We could see a move away from groups who might normally have gone to a casual-dining restaurant,” Dempsey predicts. “People feel safer in a queue outside and they want to have these fun, engaging, specific cuisines that they can grab from the local trendy food truck.”

GHOST KITCHENS

In November 2019, McDonald's launched its first ghost kitchen in West London as part of a wider trial to test varying restaurant formats and assess how best to manage delivery and order flow. Chick-fil-A, Wendy's, Sweetgreen and Dickey's Barbecue Pit have followed suit, the latter recently announcing a partnership with Florida-based ghost kitchen franchise Combo Kitchen, which allows restaurant franchisees to offer takeout and delivery of Dickey's menu items from a new or existing kitchen.

Dempsey says there are two main reasons for the growth in ghost kitchens, which some companies, like Kitchen United, now offer on a subscription model, including back-of-house services, dishwashing and order processing and delivery systems.

“It reduces labor, simplifies operations and it allows you to maximize your brand potential in an area where you might only have two or three outlets that can deliver to a 5-mile radius, in turn allowing you to get considerably broader and deeper in terms of your penetration into a local community,” he explains.

Indeed, while most QSR chains employ 30-50 people, according to Jim Collins, former CEO of Kitchen United, they only need two people per shift if they subscribe to Kitchen United. “It cuts labor cost by 75-80%.” ▶

“ It allows you to maximize your brand potential ”



BEHIND- THE-SCENES AUTOMATION

US foodservice consultant Christine Guyott FCSI, incoming chair of FCSI The Americas Division and Principal at Rippe Associates, specializes in healthcare foodservice and says one of the most important trends she has noticed in recent months is the growth in robotic deliveries. Rather than having staff members moving carts and trays around, she says, more hospital caterers are using autonomous mobile robots (AMRs) or automated guided vehicles (AGVs) to deliver food, return soiled trays and move items between kitchens.

“I’m not talking about robots flipping your burgers,” she says. “Maybe that’s coming, maybe it’s not; but this is about finding ways to reduce material management movement in spaces.”

For Dempsey, it’s related to the operational and labor-saving benefits operators are seeking from ghost kitchens. “For the next few years, we are going to see reduced footfall and people being careful with their disposable income, so restaurant operators are going to be on the lookout for every single labor- and cost-saving they can find,” he says.

“ This is about finding ways to reduce material management movement in spaces ”

EDGING TOWARDS ELECTRIC

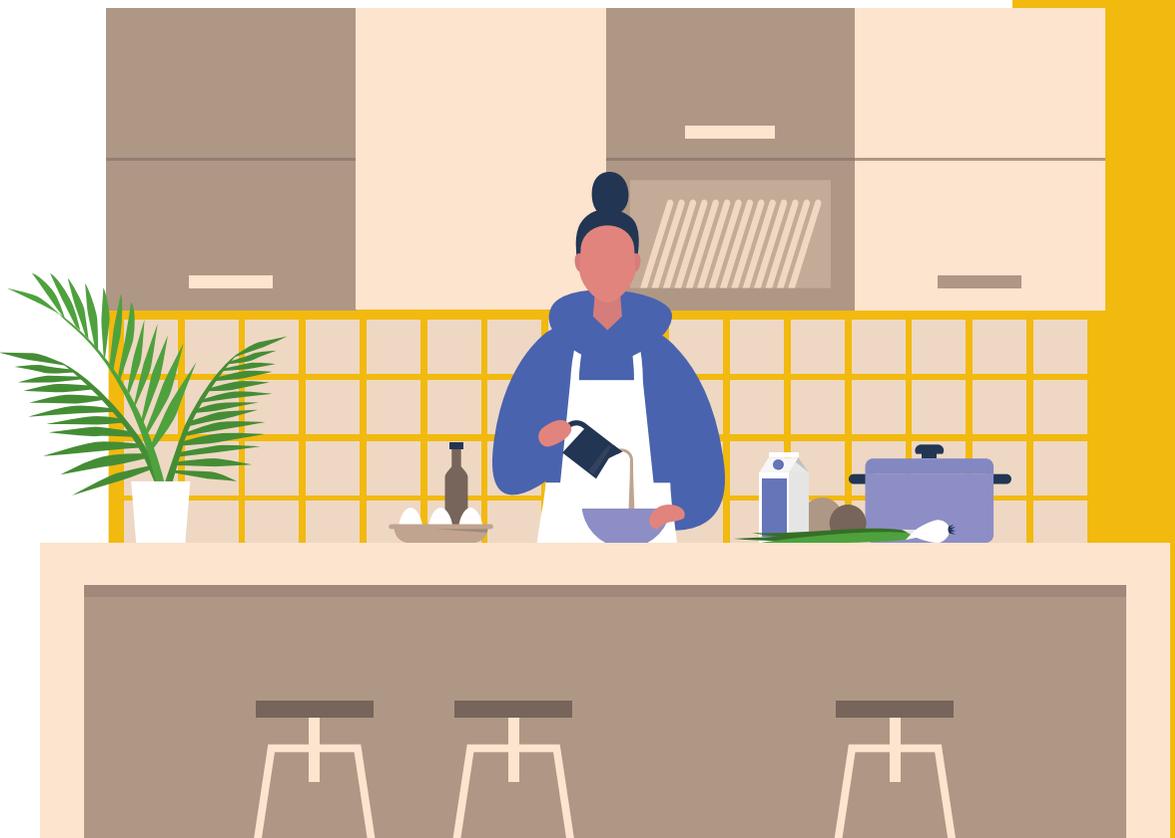
Guyott is also seeing a move away from natural gas sources in the kitchen, especially on the West Coast of the US. “Operators are aiming for net-zero kitchens and really watching their energy consumption,” she says. “That’s going to affect the industry a lot.”

The challenge for foodservice businesses is the availability of electric equipment. “I think we need to get ahead of that from a manufacturing standpoint because it’s coming fairly quickly and we don’t have a whole lot of choices at the moment,” she says.

Many Ali Group brands have introduced functionalities to help their clients save energy. For example, the Easy Touch control

“ Operators are aiming for net-zero kitchens and watching their energy consumption ”

panel, which comes as standard with all the latest Pavailler lines, includes ‘Eco Mode’, designed to help operators lighten their electricity bills without sacrificing temperature or quality, and ‘Expert Mode’, which gives users access to advanced visualization programs so they can track their energy consumption, internal temperatures or technical data (see p58 for more information).



CONTACTLESS PAYMENT

The use of contactless payment has unsurprisingly skyrocketed during the pandemic. “We had started with it before Covid, but it’s really taken off in healthcare as well as all other segments, starting with restaurants and also moving into higher education,” says Guyott.

When Guyott is designing new healthcare facilities now, these will often include specific retail areas focused on pre-order and pre-pay.

“This will serve a group of people who work in the clinical setting who only have 30 minutes to eat and are very rushed for meals,” she explains. “Standing in long queues was always a thorn in the administrators’ backs so we’re hoping that these hub kitchens, which might feature lockers or cubbies where people can pick up their pre-ordered food, will help solve that need.”

Self-service food lockers are also being seen more in sports venues, allowing customers to order from a restaurant or a kiosk or on their phone and pick their food up using a combination when it’s ready. Some venues are even investing in Just Walk Out technology, whereby customers pick what they want and when they walk out through dedicated exit lanes, their order is automatically charged to a card in a cashless, touchless transaction.



FOCUS ON DATA

Matteo Pichi is the CEO of European poke bowl chain Poke House, which has grown phenomenally during the pandemic, because, he believes, of its focus on providing diners with a variety of different ordering channels – Poke House’s ordering system integrates seamlessly with third-party aggregators – and data.

In every store, every day, its proprietary CRM delivers at least 100 pieces of data, telling managers, how much time each staff member took to prepare each poke, how customers rated each one, how many orders were missing items, and more. He says this gives him and his management team a full understanding of the business, allowing them to scale more quickly than a traditional operation.

He strongly believes that his next big competitors in the foodservice space will be “digital natives”, such as Poke House, who mix the art of hospitality with a focus on technology.

THE VIEW FROM THE MANUFACTURER

JOHN NACKLEY

President & CEO, InterMetro Industries Corporation, assesses key foodservice trends and their impact over the next decade



What three trends will shape foodservice in the next decade?

The desire for faster preparation times, for labor reduction and make-to-order takeout food will continue to emphasize technologies that support speed and prep time reduction. Sous-vide, high-speed impingement and combo microwaves will reduce preparation time for quick response, while not sacrificing quality. This has a corresponding reduction in food cost because of waste reduction as well as labor reduction. The focus on overall efficiencies because of labor availability and cost will drive innovation in these areas.

The second key trend is the transition to new delivery models as remote/working from home and hybrid models are driving the need for alternate menus and delivery models. Technology will drive this transition along with the response to the need for flexible work environments.

Finally, alternate preparation sites and smaller footprint locations will drive the need for more efficient space utilization products as well as packaging changes and prep/holding equipment.

How will these trends impact the sector?

The major impact will be the manufacturers’ response to innovate with products to meet these changing needs. These products will focus on speed, be more compact and flexible for multi-use. Another impact will be the new players entering the market that are in line with

the changing menu desires and locations. Many existing multi-unit concepts will be challenged to adapt. Manufacturers, dealers and operators will survive if they are flexible and respond to the dynamic environment. Many traditionally structured operations will be challenged to survive in this disruptive environment.

Why is Metro well-placed to face these changes?

Metro is continually employing “Voice of the Customer” methodologies along with our high level of involvement with the development teams of major sector players and channel partners. Many of our new and existing products focus on optimizing space utilization and operator productivity. These emanate from research and defined need in the market sectors we serve. We have a significant commitment to new product/solution development and a team environment focused on innovating to meet changing needs.

Are you positive about the future of the sector?

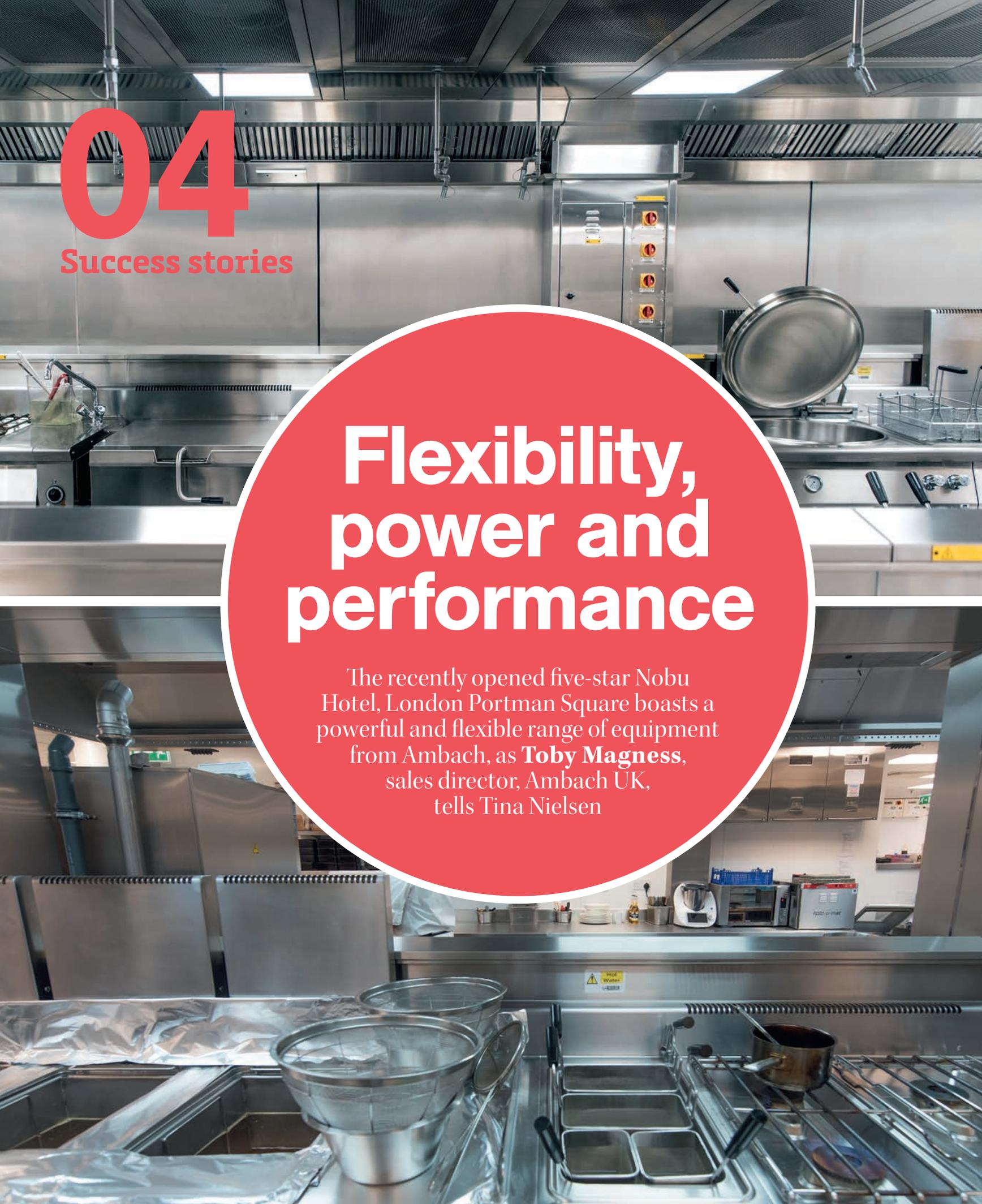
Very positive, because these changes create unique new solutions while meeting the realities of the market. These trends will bring exciting new technologies and companies into the foodservice market and also drive the many great companies we have to be even more innovative. History has proven that changing needs drive creative solutions, while requiring the channel and all manufacturing players to adapt or be disrupted. Some existing technologies and business models will no longer be relevant and will be replaced with the next generation of solutions.



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04

Success stories

Flexibility, power and performance

The recently opened five-star Nobu Hotel, London Portman Square boasts a powerful and flexible range of equipment from Ambach, as **Toby Magness**, sales director, Ambach UK, tells Tina Nielsen

When Nobu Hotels opened its most recent site in London, it needed a flexible and high-functioning kitchen to serve a variety of purposes, from bulk cooking to fine dining.

A lifestyle hotel concept, described as “a blend of modern cool luxury and minimal Japanese tradition,” the first Nobu Hotel launched in 2013 within Caesars Palace Las Vegas. The hotel concept was a natural development for the global lifestyle brand and followed the immense popularity of Nobu Restaurants; first opened in New York City in 1994 and famously co-owned by actor Robert De Niro.

Today there are 13 Nobu Hotels worldwide, with more in development, and 47 restaurants, from Malibu to Melbourne. Nobu Hotel, London Portman Square, is the most recent European opening for the global brand. It is the second Nobu Hotel in London, following the 2017 opening of the Nobu Hotel Shoreditch in the trendy East End of the city.

Nobu Hotel, London Portman Square in the village-like Marylebone neighborhood of the British capital, has 249 rooms and suites.

Chef Nobu Matsuhisa has impressed diners the world over with his fusion cuisine blending traditional Japanese dishes with Peruvian ingredients; among his most famous signature dishes is black cod in miso.



Here, his menu is served in the restaurant with 200 covers, the bar and terrace seating 70 and the lounge, which can seat an additional 80 diners.

Graham Barrie from Graham Barrie Design was tasked with designing the kitchens of Nobu Hotel Portman Square. “Looking to deliver a hand-crafted approach to cuisine and service and to maintain their exceptional standards, the kitchens needed to be flexible, powerful and robust to cater for fine dining, events, and banqueting, all being orchestrated from the main kitchen on the first floor,” he explains.

Considering the needs of the different kitchen areas, he decided on Ambach equipment.

“Ambach provides a large range of equipment in both gas and electric, suitable for bulk cooking and fine dining, so their System 850 was selected and proved ideal for Nobu Hotel, Portman Square as they have all bases covered from this range,” he says.

The range matched the requirements Barrie was after considering the challenges the team had to overcome in the central London site. “Performance was key, but the site had restrictions on both power supply and space, which necessitated a mix of gas and electric appliances and had to fit between and around structural pillars,” he says. “System 850 provided the range of appliances and the flexibility to seamlessly incorporate the obstacles.”



Nobu Hotels combine an artful blend of modern cool luxury and minimal Japanese tradition



Ambach appliances are versatile, powerful, robust and simple to use, giving the culinary team complete control in the kitchen



KITCHEN SOLUTIONS FOR NOBU HOTEL, LONDON PORTMAN SQUARE

The Ambach System 850 line was chosen to meet the requirements in the kitchen. The solutions included:

- Main kitchen: open burners, grill, oven, pasta cooker, grill and plancha.
- Satellite kitchen: open burners, oven, fryer and plancha.
- Suited banqueting equipment: tilting gas bratt pans, static gas kettles, open burners, gas fryers, grill and plancha.

Versatile, powerful and robust

According to Toby Magness, sales director with Ambach UK, key to the project was that the equipment was suitable for different areas of the operation. “There’s a banqueting kitchen, a main kitchen and a couple of satellite kitchens, so the range of equipment had to work for all those,” he says. “The key words are flexibility, the power and performance of the appliances along with the joining systems that make it easy to clean and maintain, keep it looking good.”

Executive chef Michael Paul is delighted with his kitchen. “The Ambach appliances are versatile, powerful, robust and simple to use, they give us complete control in the kitchen,” he says. “They are easy to clean too, so the team keep them looking great with a minimum effort.”

The open nature of the restaurant meant that aesthetics were an important element of the project and hygiene, always the top priority, was even more important consideration in a post-pandemic environment.

“There is an open pass to the front and an unhindered view into the kitchen, so the equipment also had to look great and be easy to clean,” says Barrie. “The hygienic joining system, fully H3 bases and common flue design available with System 850 enables the team to maintain impeccable standards of cleanliness.”

Despite the challenges posed by completing the project during a global pandemic, getting the



equipment into place was a smooth process, according to Oliver Duff, project manager with kitchen contractor, Berkeley Projects. “The unrivalled quality of finish and combination of practicality coupled with elegance makes installing Ambach equipment a pleasure. A challenging project completed during lockdown was delivered on time and on budget in difficult circumstances,” he says.

Reflecting on the outcome of the project, the designer says the result “is very pleasing and provided the client excellent value for money. Ambach supported me throughout the design and tender processes and delivered both on time and within budget,” he says.

“I understand the team at Nobu are delighted with the end result. Great product performance, easy to keep clean and will continue to look great for years to come.”

From Ambach’s point of view the hotel kitchen is a resounding success, says Magness.

“I think it is an absolutely beautiful site and so much attention to detail has gone into it. I am just pleased Ambach, in partnership with Berkeley Projects, was able to deliver such a prestigious account and such a prestigious kitchen, particularly as they had all sorts of restrictions working due to Covid,” he says. “The end result has been thoroughly worthwhile.” ■

“The team at Nobu are delighted with the end result. Great product performance, easy to keep clean and will continue to look great for years to come”

Graham Barrie
Graham Barrie Design

BRAND WATCH

ambach®

1953

Ambach has more than 65 years of experience in the design and manufacture of professional kitchens

100%

Ambach manufactures 100% usable cook tops that provide complete ergonomics and temperature control

40%

Ambach’s fast heat-up Pressure Braising Pans reduce cooking time by 40%

ambach.com

04 Success stories

A new vision for China

When one of China's most successful new-economy companies wanted a new headquarters with a state-of-the-art professional kitchen, it turned to Ali China to provide the next-generation equipment it required. Consultant **Thomas Lai** FCSI tells Jim Banks how collaboration delivered the quality and capacity that a growing business needs



VIP.com pioneered the online discount retail model in China. As a leading player in the country's burgeoning tech sector, it fast became the country's leading flash-sale site. The site, which has more than 12 million active unique users each day and processes an average of 204 orders per minute, has rapidly made its presence felt in the market. So, it is no surprise that it required a headquarters to match its status.

In 2020, the project to create a new global headquarters building for the company behind the website – VIPSHOP – was completed. The location – the second Pearl River New City in Guangzhou-Pazhou Flower City Hui – is a modern industrial area that is home to many well-known internet companies, and it brings together pioneers in the development of digital technologies such as cloud computing, big data and artificial intelligence.

To fit in with its illustrious and innovative neighbors, VIPSHOP needed a building that would stand out, not only for the people seeing it from the outside, but for the people working hard inside. The project, which covers an area of 13,000 square meters and consists of two towers, can accommodate more than 10,000 employees. Catering to a high standard for so many people is a tall order. But with the help of Thomas Lai FCSI, managing director, Trillion Foodservices Planner (TFP) Ltd, a professional kitchen and laundry consultancy based in Hong Kong, Macao, Shenzhen and Beijing, VIPSHOP found the design – and the equipment – to meet the challenge.

“From the kitchen design point of view, it is hard to say what were the biggest challenges during the project,” says Lai. “What we do at the design stage is to make sure the whole kitchen layout is reasonable, workflow is fluent, and that it has a maximum dish-out requirement that can satisfy the required quality of service. Moreover, thanks to Ali Group's diverse product range, we can easily find the suitable equipment to fulfill the needs of the wide variety of cuisines that are prepared in the kitchen.”



A perfect partnership

As Lai suggests, the project leaned heavily on equipment from the Ali Group in the design of its commercial kitchens. Many of the group's brands play pivotal roles in the kitchen – Mareno, Metos, Lainox, Ambach, Baron, Rendisk, Egro and Metro – and through Ali China, Lai was able to source the right machines for each application.

“TFP has been cooperating with Ali Group for more than 15 years,” Lai says. “They know us very well. Ali China works to provide more efficient service and quick responses in the design stage.”

“Once I heard that the VIP Global Headquarters project started construction in 2017, I started to think about whether we could have any chance to work on such a big project,” says Andy Zhang, general manager of Ali China. “Fortunately, I knew that TFP had taken on the kitchen consultant work because we have a good relationship with them, and it is one of the leading consultancy companies in China. So, we have been involved in this project since they started to design it.”

“At the beginning, the design department colleagues participated in the one-piece top block design and picked up the other equipment,” explains Zhang. “After the project bidding process, the sales department colleagues follow up. After the completion of the order, after-sales colleagues participate in the installation and



Ali Group's diverse product range made it easy for the kitchen design team to find suitable equipment to meet the requirements of the space



Many brands make the perfect recipe

At the VIPSHOP headquarters, two catering service management companies play key roles in foodservice operations – one is the global company Sodexo, the other a local company called New uhoo. Together, they serve 10,000 people dining in the new building, which has a Starbucks, a Heytea, a convenience store, an Italian gelato shop, a British tea shop, a salad shop, a bakery shop, a VIP restaurant, and the CEO restaurant.

“The biggest challenge is the number of customers,” says the head chef of the restaurant. “There has been a decline in business during the pandemic, so each food stall has not played a greater role in the overall project, and they have been employing less-experienced personnel.”

“The greatest advantage has been the strong cooperation, mutual support and brand effect that comes with working with TFP and Ali China,” he adds.

The equipment from Mareno, Metos, Lainox, Ambach, Baron, Rendisk, Egro and Metro has helped the foodservice operations in the new HQ to deliver high-quality food, as well as conveying reliability and brand appeal.

“The equipment has brought improved efficiency, reduced waste and reduced manpower, while ensuring production meets demand,” says the chef.

“I like the equipment – it offers simple operation, fast production, and stable quality. I would recommend it to other partners.”



The foodservice operations in the new VIPSHOP headquarters serve 10,000 diners every day. Ali Group equipment from Mareno, Lainox, Metos, Ambach, Rendisk, Egro and Baron help operators deliver high-quality food efficiently through the day



operational training. All departments of our company work together to ensure the greatest success.”

“For us, it is a very big project with lots of our brands in it,” he adds. “And the VIPSHOP headquarters building will become its global headquarters, responsible for global strategy and the group’s core operations.”

Rising to the challenge

With such a large and high-profile project there are inevitably challenges. But overcoming those challenges is what the experience of consultants and their equipment providers is for.

“Time is tight; the quantity of work is large; the project is big,” says Zhang. “When other competitors know about this project, they all go to visit the kitchen contractor, hoping to use these equipment brands. Finally, we repeatedly presented the overall analysis of our equipment and the unified project. The kitchen contractor, the owners and the consultants selected our final brands, based on our cooperative approach and the trust built up by the kitchen contractor and the consultant over many years, as well as the recognition of our brands’ quality and service.”

In the VIP CEO kitchen, which is situated on the 33rd floor, Zhang and Lai used Ambach Thermoblocks cut into two pieces and welded together on-site. It was the first Ambach block to be used in China with two colors in one block – black on the control panel and red on the body with gold trims – giving a luxurious appearance.

“I am always impressed with the Italian-made monoblock island type of Western cooking range,” says Lai. “The design is brilliant and attractive. This is why I specified two Italian brands from Ali Group – Ambach and Baron – for this project for the monoblock cooking range. It is great that the final result is so perfect. Moreover, the reason we specified a number of Ali Group products is that their products comply to our TFP tender specification.”

“In addition, Ali China can provide a one-stop purchasing service platform, as well as customized service as per the needs of the design,” he adds. “Ali China can provide its customers with excellent after-sales service and quality oversight, which is crucial to the Chinese market. We also would like to

“The kitchen contractor, the owners and the consultants selected our brands based on our cooperative approach and the trust built over many years, as well as the recognition of our brands’ quality and service”

Andy Zhang
General manager, Ali China

express our thanks to Ali China for the great support to us all the time.”

A break from tradition

The market-firsts in this project did not end with the innovative use of the monoblocks. The kitchens in the VIPSHOP HQ also mark a break from the traditional setup of Chinese kitchens because they chose to adopt electric cooking ranges rather than the usual gas-powered hobs.

“For this VIPSHOP project, the most interesting thing is that the entire kitchen is specified with full electrical cooking units for back-of-house and front-of-house kitchens, instead of using gas to do the Chinese cuisine,” says Lai. “This is an innovative move. As you know, most Chinese cuisine uses gas woks more than the electric ones. However, for this project, we are glad that Ali Group has so many brands with full-featured equipment to support our design needs.”

Innovative in design and representing the highest quality, the VIPSHOP HQ kitchens are a mark of the close relationship between consultant, client and equipment supplier. That collaborative approach is at the heart of Ali Group’s business philosophy and, as this project shows, that strategy continues to bear fruit. ■



BRAND WATCH



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CHINA

Ali China is a China-based Ali Group subsidiary to promote, sell, distribute and service a wide range of products through a locally managed partner network.

2005

Ali Group founded Ali Food Service (Shanghai) Co. Ltd. in late 2005, with full operations commencing in 2006

40

Ali China’s equipment delivery is supported by a far-reaching after-sales service network comprising more than 40 service points

24/7

Ali China stocks only original spare parts for the product portfolio and provides 24/7 service capability through its service hotline

info@aligroup.cn

A heritage site for Irish horse racing, the newly refurbished The Curragh is set up to host thousands of visitors in style – and the decision to choose Williams refrigeration equipment has proved to be on the nose, reports Jacquetta Picton

The Curragh, historic home of Irish horse racing and one of the major flat racing tracks in the world, has been undergoing a transformation since 2017. In April 2019 the stunning Aga Khan stand opened, with space for 6,000 punters over four floors. It is the largest single part of the project.

On race days thousands of racegoers expect to be fed and watered and catering to them is serious business. “We have everything from à la carte restaurants, casual dining and cafés, to a selection of street food and grab-and-go operations,” says Fergal Nugent, The Curragh’s head chef. “We cater to groups of all sizes, and making sure we had the right refrigeration equipment to handle all our needs here was vital.”

Intoto Design Limited was commissioned by Curragh Racecourse Limited to design and oversee all the food and beverage elements of the project. “Our brief was simple: to design the food and beverage spaces to match the client aspirations of building a world-class facility for racegoers,” says Simon Gillott, director of Intoto.

Kaneco Commercial Kitchen Specialists were brought on board for the installation. “This has been an enormous job; we’re creating a world-class venue,” says project manager Keith Mulvaney. “We’ve basically rebuilt everything that was here. We’ve brought all amenities up to modern standards – not just the public spaces, but the areas for staff, owners and trainers too, and the behind-the-scenes infrastructure supporting it.”

Construction was done in controlled stages, allowing only what was needed at each stage on site. “It was vital that we could trust the equipment suppliers to work with the kind of precise schedule we required,” says Mulvaney. “This is why working with Williams for refrigeration was so easy.” ▶

A racing certainty



“ It was vital that we could trust the equipment suppliers. This is why working with Williams for refrigeration was so easy ”



The Curragh's amenities – all public areas and behind-the-scenes infrastructure – were brought up to modern standards

A full range with high specifications

The Curragh's requirements cover every step of the catering workflow, from bulk-storage modular coldrooms to storage refrigerators, blast chillers and prep tables as well as bar fridges and wine coolers. "We were looking for a single manufacturer for all bulk-storage rooms and plant. Williams were able to offer a full range of products to meet our very high specifications," says Gillott.

"In terms of the refrigeration, there was a wide variety of requirements for the project, falling into quite a few categories. These ranged from bulk food storage, including cold rooms and freezer rooms, to upmarket, bespoke front-of-house wine displays, he adds. "We needed blast chillers for the cook/chill food preparation. We also needed refrigerated cabinets and bottle coolers. Plus, there were beer cellars throughout the building for the bars as well as chilled temperature preparation rooms featuring a ceiling-mounted refrigeration system," he says.

"The cold room and plant installations were complex – a multi-level building of this shape has some interesting spaces for the catering back-of-house areas," says Gillott. "The team of engineers from Williams was able to offer a professional and first-class service, working with the challenges and fulfilling all the requirements."

A central coldroom distributes supplies to the other coldrooms attached to each kitchen and bar. Williams was involved in the kitchen design to ensure the equipment fitted. "They worked hard on the ergonomic flow through the kitchen, the layout of the cooking islands and the accessibility of the fridges. It helps chefs get on with their job without running out of ingredients," says Nugent.

The Curragh boasts an impressive centerpiece in the Champagne Bar overlooking the parade – a wine tower with crystal-clear glass walls and under-rack LED lighting – custom made to Intoto Design and The Curragh's exact specifications. "That's really been catching people's attention," says Nugent. "We get a lot of compliments from customers about how good it looks, and of course it keeps our best wines in perfect condition."

"The Williams wine tower is a real statement piece in the Champagne and Owners & Trainers Bars," says Gillott. "Even this combines a 'wow'

“We’ve got the most impressive setup I’ve ever seen here. Williams listened to what we needed and exceeded our expectations”



factor with practical features – it's a pass-through unit displaying chilled wines, it has a double aspect so it can supply both bars, and it also runs off the chilled-water system.

"The chilled-water system was specified for other plant on site, so it made sense to tap into it for the refrigeration, too," Gillott adds. "The Williams equipment was adapted to run off the system, and the guys in the Williams team took the required changes to specifications in their stride. It's about 20% more energy efficient than a standard air-cooled version."

The last word on the refurbished facilities goes to Nugent. "We've got the most impressive setup I've ever seen here. Williams listened to what we needed and easily exceeded our expectations," he says. "I couldn't be happier with it." ■



The expert team of engineers from Williams offered The Curragh a professional and first-class service to update its facilities



THE VIEW FROM MALCOLM HARLING, SALES AND MARKETING DIRECTOR, WILLIAMS REFRIGERATION

“The Curragh is one of the most iconic horse racing venues in the world and the new stand is spectacular. From an installation perspective, all the cold rooms were specified by the consultant on a water-cooled system, which is more energy efficient – offering the customer savings on running costs.

In addition, the client wanted to display higher-value wine and Champagne and our Wine Tower not only ensures that they are held at a consistent temperature, but it forms a focal point in the bar.

“Due to space constraints in certain areas, we had to manufacture a drinks storage room with the sliding door on the inside of the room. A hinged door was not possible as it would open into the bar area impeding staff serving customers.”



BRAND WATCH



99%
of all Williams products are recyclable

29.5%
reduction in electricity consumption since 2019

20.6%
reduction in gas consumption since 2019

williams-refrigeration.co.uk

04 Success stories

Building on the past, embracing the future

After a challenging year for the industry, operators need more than just good cooking equipment, they need close relationships with equipment manufacturers who are innovating for the future. German company Eloma is that kind of partner. Managing director **Mark Joseph Müller** tells Jim Banks about the company's approach to innovation



Eloma's strategic cooperation with foodlab Hamburg showcases both companies' commitment to speed and flexibility





At the gates of Munich in Bavaria, Germany, lies a hub of innovation. In the headquarters of Eloma and in its development and production site in Saxony, product management, engineers and chefs work hard to blend the traditional and the modern to create combi-steamers, baking ovens and convection ovens that bring together the best in cooking and baking. The company focuses on versatility, simplicity of operation and, of course, the highest quality of the end product.

“As a company, Eloma stands for quality, durability, reliability and performance,” says Mark Joseph Müller, managing director of Eloma. “But also, we focus on multi-functionality. Cooking and baking are very different processes, so the ability to do both in one machine opens up great advantages.”

The durability of the company’s products is beyond question. Some customers are using machines purchased 20 years ago that are still working perfectly. At the same time, however, the company has its eyes firmly fixed on the future. It is, for example, helping clients address the modern challenge of small kitchens.

“We like compact solutions, and our machines are small relative to their performance,” remarks Müller. “Usually, operators use two or three trays maximum out of five or six available in order to ensure the highest quality, but we take full advantage of all of that capacity.” ▶



The foodlab kitchen can be used by pop-up or start-up restaurateurs to test new concepts



THE FOUNDATION OF FOODLAB HAMBURG

Eloma has formed a strategic cooperation with foodlab Hamburg, where the company's speed, flexibility and commitment to partnerships has made its ovens a key pillar of a new and exciting food concept. "It is a place for foodies to meet, a co-working space and a pop-up restaurant for people to experiment with new cooking ideas," says Christin Siegemund (pictured), CEO of foodlab Hamburg. "We use the equipment from Eloma because it can do so much and everyone in foodlab uses the ovens, whether for production or for research."

The foodlab kitchen can be used by pop-up or start-up restaurateurs to test new concepts, so the kitchen needed a variety of flexible areas. The restaurant kitchen has a tabletop combi-steamer, the patisserie kitchen relies on a compact combi-steamer, the production kitchen has a floor-standing combi-steamer, the allergen kitchen has a combi-steamer for cooking and baking, and there is also a baking oven for the café. The relationship relies on a shared vision, which says a lot about how Eloma approaches its relationships with clients and partners. "When there was nothing here – just four walls and a big window – the people from Eloma came down and I could see that they shared my vision of what it could be," says Siegemund. "They loved the idea, the community approach and the way we work. They showed a lot of enthusiasm."

"Now, people are working on ideas for the future of gastronomy in the post-pandemic world," adds Siegemund. "For that we need the kind of co-operation we have with Eloma."

The best of past and present

Eloma can be proud of its heritage, but it does not rest on its laurels. It continues to focus on machines that meet the needs of workers in today's kitchens.

"We always focus on user-centric design," adds Müller. "We want to remove the stress away from the users, so they are always at the center of our design decisions."

That commitment to innovation and investment in R&D is evident in the company's latest market offering. "We are always improving our technology, and our new JOKER model represents our most elaborate R&D project," says Müller. "We started the design from scratch. We even looked at brain function measurements of the users to analyse their stress levels, so that we could identify how to make it easier to use."

The JOKER model was first launched in 1998 as the first compact combi-steamer to be introduced successfully to the global market. The latest version, released in 2020, is a compact model with a unique modular concept that encapsulates Eloma's belief in reliability, flexibility, quality and user-friendliness. At 52cm wide, the latest JOKER model with water tank module, for example, enables cooking and baking anywhere, even without a fixed water connection.

"A lot of companies are competing for our customers, so to hold onto our market position we need to not only keep up with the competition but to get ahead through innovation," Müller adds. "Even very simple changes can make a big difference for users and for the quality of the end product. It is all about the small details."

One of foodlab's several kitchen sections using the compact and high-performance JOKER



“Companies are competing for our customers, so to hold onto our market position we need to not only keep up with the competition but get ahead through innovation”

Mark Joseph Müller
Eloma

Focused on the future

Eloma's machines are used in many sectors of the foodservice industry, and the company works a lot with retirement homes, schools, restaurants and petrol stations, but its technology fits well in almost any setting. In fact, it has become a pillar of innovative concepts that test the versatility of the equipment to the maximum.

"We've been working with foodlab Hamburg, an experimental venture and a place where innovation happens," says Müller.

"It is a unique venture where something new happens every week. People test recipes there, so they need reliable, multi-functional equipment and an exactness of design that allows people to achieve specific results," he says.

"It is the same with our distribution partner HIG [see sidebar on the following page] in the Netherlands," he adds. "It is a refurbished goat shed with a newly installed experience kitchen. The founder pushes a lot to find new ideas, and during the pandemic he created a food laboratory to test new concepts. He, too, benefits from the multi-functionality, precision and quality of our machines."

With a rich heritage, Eloma has a lot to be proud of, but as its latest offerings show, there is much more to come. ■





HIG: IT'S ALL ABOUT THE EXPERIENCE

The art of 'not selling to sell' – that is the vision of Horeca Innovation Group (HIG). Housed in a 65-year-old farmhouse in the middle of a small village located in the idyllic province of Brabant, Netherlands, HIG scouts products worldwide to create an ideal place for chefs to seek inspiration and motivation, and experience the benefits of new equipment, including Eloma machines, first-hand.

"We transform the customer into a guest upon arrival," says founder Rob Schollen. "This way he will feel more comfortable being tempted to use equipment like the Eloma ovens."

"When customers come to us, the intention is to make them feel welcome," he adds. "This has an emotional effect on our guests, so they sense that we are not going to sell but will look for the best solutions that fit the needs of their concept kitchen. We are genuinely happy to take up this challenge and feel comfortable with this approach for every customer, from our reseller to key account and from end-customer to consultant."

Schollen scouts the work for products to showcase, but he believes any restaurant, bakery or foodservice operation can benefit from the durability, usability and functionality of Eloma ovens.

"Eloma is central to our inspiration kitchen," he remarks. "With Eloma, we can work together to make your kitchen more profitable."

HIG Netherlands showcases and uses Eloma units for tests on site



BRAND WATCH



1975

Eloma was founded in Germany 46 years ago

2008

Eloma joined the Ali Group 13 years ago

100%

Eloma products are manufactured completely in Germany

eloma.com



For foodlab Hamburg Eloma's reliable, multifunctional equipment allows recipes and gastronomical concepts to be put through its paces



Olympic dreams realized



The newly renovated Helsinki Olympic Stadium will host over a million people each year. Compass Group and manufacturer Metos have leveraged their longstanding relationship to face the challenge of meeting those F&B needs, the operator's Sari Salminen tells Juliet Martin

Considered to be the crown jewel of Finnish functionalist architecture, the Helsinki Olympic Stadium first opened in 1938 and hosted the 1952 Summer Olympics. In August 2020, following a four-year renovation, the stadium was reopened, now boasting an extension and new underground facilities to nearly double its size. Now, over a million people each year will meet at the stadium for sports, entertainment, tourism and business events.

Compass Group takes the reins

Catering management experts Compass Group supported the hospitality installations as part of the renovation and now operate the stadium's catering services, serving daily visitors, private events, sports events and other major events. "There are 41 F&B points with a total of about 160 checkout points,"

describes Sari Salminen, restaurant business manager at Compass Group. Depending on the event, hospitality services are managed from the restaurant kitchen and a central kitchen. Kitchen manager Arto Ruotsalainen is responsible for the design of food products, and kiosk products are also designed by event manager Jani Immonen. "Of course, we also utilize the Compass Group's product development team," says Salminen.

The scale of demand is highly variable. "During non-event times, we have four to ten employees in the restaurant operations. At events, we have about 300 people at work, depending on the size and nature of the event," Salminen explains. "The maximum number of spectators in games is 36,000 and in concerts about 45,000 people. Depending on the event, food sales will be around 10-20% for viewers. Quite a number of factors affect this."

The overall picture is a significant catering challenge. "The success of logistics is one third of the success of foodservices," Salminen emphasizes. "The timely availability of products and a proactive response during the event is important." A vital piece of this puzzle is having the right equipment and management. Enter Metos, a leading professional kitchen equipment



Top, from left: Petri Nevala, Metos area manager; Compass Group team: Arto Ruotsalainen, kitchen manager; Jani Immonen, event manager; and Sari Salminen, restaurant business manager



manufacturer, offering a large range of products and services to complement them.

A partnership with history

Metos' partnership with Compass Group for the project is the happy product of an existing relationship. "Metos is a well-known and reliable kitchen appliance supplier. We have a long history of cooperation for decades," says Salminen. "Metos' installation team did their job in an exemplary manner, and Metos' maintenance also plays an important role in events."

Metos has a long history of providing professional equipment for the stadium and for the City of Helsinki, the body which organized the renovation. "Metos delivered the first installation in 1938 when the stadium was built," explains Petri Nevala, Metos' regional manager. Until 2020, the stadium's foodservices changed little, and there was a limited number of F&B points. "The renovation changed the whole infrastructure," says Nevala. "The first central kitchen was installed in summer 2019. The final installations were ready in autumn 2020."

The main challenge was the sheer scale of the project. "The biggest difference to more standard projects was the large amount of F&B points. There are several of the same type of units in different locations," says Nevala. "Metos' service keeps track of each product by giving each unit a unique service code."

There were also challenges involved in bringing the equipment into the stadium. "The measurements of the F&B points didn't always match the original plans," says Nevala. "We tailored some equipment to fit them in."



The stadium's recent renovation changed the whole infrastructure

THE SCALE OF AMBITION

First opened in 1938, the Helsinki Olympic Stadium is Finland's largest event arena. Since the completion of its renovation in August 2020, the stadium will host over a million people each year. Its facilities include 41 F&B points and about 160 checkout points, which are managed by Compass Group. Kitchen manufacturer Metos was selected to provide the equipment installations. Together, the companies took on the challenges of logistics, sustainability and Covid-19 disruption, not to mention the sheer scale of the project.



Collective success

Metos had to consider how operations could rise to the challenge of looking after the stadium's many guests. "Heat safety and transport chain management are very important so that the product is designed exactly as specified by the customer," says Salminen. "Responsibility is also taken into account, because everything related to the product must be recyclable." In addition, the impact of Covid-19 presented new obstacles, particularly in terms of securing a workforce. This required strong leadership and innovative solutions, such as food trolleys.

Another consideration is how customers will eat the food. Because there is no dining seating, products must be able to eaten with one hand, and heated up in batches. Compass Group worked in the Metos test kitchen to optimize the menu, and Metos had the wide product range to respond to these needs. "Scalability, automation, energy efficiency and sustainability were the most important criteria when selecting equipment," says Nevala.

With the Olympic Stadium starting to reopen following the effects of Covid-19, the results of a combined effort between Compass Group and Metos are now proudly on display, and it is time to show off what a winning partnership can achieve. ■

BRAND WATCH



100 years of experience

Metos was founded in 1922

10 countries

Metos has employees in 10 European countries

25,000 products

Metos provides clients with complete systems that are reliable and efficient

metos.com

04 Success stories



Strength through adversity

Peter McAllister, managing director of Falcon Foodservice Equipment, discusses the company's response to the pandemic with Michael Jones and how its 200-year heritage and experience has helped make it future-fit

How did Falcon weather the storm of the pandemic? What was your strategy?

When I saw the UK Prime Minister's speech on 23 March, announcing the first lockdown, I realized we had to make some quick decisions. We had to balance remaining open and being able to support our customers with the need to protect the health and safety of our employees and public health.

We decided to put a hold on our manufacturing, which meant we could make our site Covid-secure very quickly. But we kept a small team in place for customer service, sales, finance and logistics to support and keep engaging with our customers. It was an easy decision at the time – and the support we got from Ali Group was fantastic – but it's one that has really served us well over the last 18 months.

We became very good at multitasking. We had strong levels of stock, so, we were able to supply a significant amount of product without manufacturing. We had the finance team answering the phone, covering sales tasks. We were all mucking in. What has come out of this is a fantastic team spirit. In adversity, you learn a lot about your team and that spirit has continued as everybody else has returned to the business.

How was business affected?

Some of our customers have been quiet, particularly those in hospitality, but many of our customers in the public sector, such as



hospitals, care homes and education, were still really busy. It was a good decision to stay open to support them. We were on the cusp of developing some new products at the point when Covid struck, and one of the more radical ideas the team had was to accelerate those plans. It was the opposite of what a lot of other companies did at the time and it left us best-placed as the market reopened and has stood us in good stead since.

How does the company's history help to make it resilient to these major events?

We were founded in 1819, so Falcon is in a unique position of operating during the last global pandemic, in 1918. At the start of the pandemic, it would have been nice to look back and see how the custodians of Falcon in 1918 managed their way through the crisis, but obviously there were no records from that time.

The key to longevity is having the ability to adapt, whether that's to customer requirements, global events or market developments. A big part of the [Falcon] board's responsibility was to make the right decisions to ensure the business came out stronger. It's always important to look back to Falcon's core values of quality, reliability, value for money and innovation. That made us even more of the go-to brand for our customers. I believe we've come out much stronger than we went into the pandemic. Falcon won the *Catering Insight* 2020 Kitchen & Equipment Awards Supplier of the Year – Service & Support Award category for our customer service and support through the year, which was a great recognition.

Why was the time right to update Falcon's branding and website in January 2021?

The business is evolving rapidly. We're really focusing on technology and developing new products. We're also targeting new end-users and felt we needed something visual to represent that. It's not something we took lightly. We know Falcon's history. The logo had only been changed twice previously, so we worked with our market research agency. At one focus group, a chef said: "When I move into a new restaurant, the first thing I do when I walk into the kitchen is look for those red logos. If I see that red Falcon, I know I'm going to be okay." Our customers recognize our brand – and what it stands for – instantaneously. So, we opted for evolution, not revolution, and

looked to modernize the existing logo rather than going for a complete change. Customer feedback has been exceptionally positive. We also launched our new website at the same time, providing a more modern and informative platform with which to engage with the entire foodservice sector.

Why is Falcon such a special company?

We've been an integral part of the UK catering industry for over 200 years. Chefs know our products thrive in some of the toughest working environments in the world and are value for money. Our products suit all markets and sectors. We're a key supplier for the UK prison service. We have a partnership with Lainox, an Ali Group company, and supply their combi-ovens in the UK – they complement the products that we manufacture.

In my time at Falcon, since 2018, we've re-focused on innovation and developed a new full range of innovative products with embedded connectivity. But it's truly the people here that make the business so special.

What new products have you developed?

The Falcon Fryer Angel is a unique, integrated safety system that raises the standard of safety and fire prevention for commercial fryers to a new level. It has the potential to become a standard part of any commercial fryer, in the same way an airbag is part of a car's safety system. It uses a multi-patented technology to monitor oil levels, cutting power if the oil drops to an unsafe level. Some innovations are revolutionary and redefine standards. Fryer Angel is revolutionary technology which sets completely new standards of safety.

We have also taken our Kitchen 4.0 core principles and created The Falcon Connected Kitchen, which delivers a step-change in HACCP, energy and kitchen monitoring. It's a useful, low-cost, multi-brand solution that is helping a lot of operators in the UK. We developed a bulk meal delivery system targeted at the healthcare sector, called the Vario-Therm Series, which is highly sophisticated, enabling the user to control and automate functions and makes it easier to provide hot and chilled meals away from the main kitchen. The controller is packed with easy-to-use features that make life for the catering team simple. It's important we don't forget our core products and markets, and remain at the forefront of technology. ■

BRAND WATCH



1819

Falcon was founded in Falkirk, Scotland

1860

Manufactured their first cooking range

1915-18

Manufactured various munitions for Britain during the First World War

falconfoodservice.com

FRYER ANGEL

Left: The Falcon Fryer Angel sets new safety and fire prevention standards for the industry



04 Success stories



The European Council: ready to serve

When Rosinox received a call for help with the refurbishment of a kitchen and self-service restaurant in the European Council building, its positive response led to a satisfying solution for the consultant and client, **Giuseppe Politi**, export manager at Rosinox and Friginox, tells Jacquetta Picton

At the hub of European government, Brussels, Belgium, is a busy place and keeping the workers at the European Council building fed and hydrated plays an important role in keeping the wheels of government turning.

When architects Art 48 contacted foodservice consultant Jean-Michel Hendrick in 2018 they wanted his expertise to help rethink the kitchen and self-service restaurant for the staff of the European Council.

“The first thing was to understand how it was working and what we had to improve,” says Hendrick. “My first concern was how can I make the kitchen easy to clean. I showed the client some realizations with hanging units that had no feet on the floor. They liked that very much. It was something I had done before, but the client didn’t know it was possible to do that.”

Upgrade and convert

In addition to keeping the existing ventilation equipment and drainage, the client also requested that some of the existing equipment be incorporated into the new kitchen as it was only five years old. However, Hendrick did remove three of the eight kettles in the kitchen.

For the type of meals the European Council prepares they needed to upgrade the refrigeration, so two large blast chillers from Friginox were added. Another piece Hendrick wanted to add was a Rosinox multi-purpose pressure bratt pan.

The next challenge was to convert the existing equipment to be able to hang it from the wall, keeping the floor area clear and easy to clean. This is where Hendrick called Rosinox.

Finding a solution

“The challenge from the consultant, with whom we have a good relationship, was to see what we could use of the existing equipment, verify that they could last a few more years, and what we could add to look nice aesthetically and also functionally,” says Giuseppe Politi, export manager at Rosinox and Friginox.

“They wanted to add a cantilevered range, which is suspended from the wall,” he adds. “The existing

line was not designed to be suspended originally so this was a conversation about hanging something that was not hangable. So, in May 2018 we submitted the drawings to the consultant showing how we proposed to do it."

Hendrick submitted the proposal to the European Council who gave the approval for the project. The tender was awarded in November 2019. Just a few months later work on the project was brought to a halt by the Covid-19 crisis. While the Rosinox factory was closed for three weeks in March and April 2020, it quickly reopened and resumed normal operations.

"The bratt pan from the existing line was brought back to Rosinox," says Politi. "We had to make it look like new and change some of the components. We delivered everything [including the new equipment] in the first six months of 2020."

Carrying on in a crisis

The building work continued during the pandemic restrictions. Hendrick did ask if the client wanted to reconsider the design in light of the new awareness of hygiene in the self-service model. "I asked, 'What are we doing? Do we stop and rethink the project?' They said 'No, we will carry on,'" he says.

With most of the European Council's staff working from home, the new kitchen and self-service restaurant only opened in the last week of June 2021.

Hendrick is eager to see if the improvements he has made to the flow in the restaurant and the kitchen are effective. For example, he has increased the number of cashier points and changed their position to cut down the queues. "I'm keen to see how the queuing system works when there are people using the restaurant, but I will have to wait a bit longer to find out," he says.

"One of the things the Council wanted from the design was the ability to change the catering company if they wanted. I had to design a kitchen that can cope with a different food offering. I used standard equipment but installed it in a different way. Any catering company can come in and use this kitchen."

Left: the kitchens can cope with different food offerings, facilitated by products from Rosinox (above) and Friginox



Waiting to see

For Hendrick, this project has led to more work within the European Council building. He has installed a dishwashing zone and is currently working on a bakery/patisserie. "What I liked most was meeting all the people. They were all very positive, so it was nice to work with them," he says. "Sometimes chefs are not keen to change their ways. I had to lead them by the hand. The multifunctional bratt pan was an idea to help them improve the way they cook. We've done one training session with them and they were happy, and we will do another one later this year."

Politi attended the training session to showcase the new equipment. "The new multi-function pressure bratt pan is a sophisticated unit with huge capacity and ecologically advanced features. We had six or seven people for training. They were all excited to use the new equipment and once again welcome customers into the restaurant."

Politi was pleased with the new kitchen when he visited to deliver the training session. "It is a well-organized kitchen. People could really move around," he says. "The most exciting part of a project for me is to start from a drawing and see the result. The kitchen looks robust, well organized and the matching between the old and the new has the continuity and is nice looking. I'm proud of what we and our dealer have done and the way the consultant has conceived the kitchen to give us the chance to add Rosinox products into the kitchen." ■

BRAND WATCH



Rosinox consistently produces the finest cooking equipment available to chefs.

1837

Rosinox can trace its heritage back 184 years

22 years

Rosinox became part of the Ali Group in 1999

rosinox.com



Friginox offers the best refrigeration solutions to food industry professionals.

1973

Friginox was founded nearly 50 years ago

1982

Friginox was the first manufacturer of blast chillers

friginox.com



Triumph at the tower



Providing the solutions to feeding the workers for one of Italy's biggest companies in an architecturally unique building was a challenge Grandimpianti relished taking on, commercial director **Alessandro D'Andrade** tells Jacquetta Picton



W

ith a majestic, soaring and twisting profile, the Generali Tower has added distinction and drama to the skyline of Milan. It is located in Milan's new CityLife complex and consists of 44 floors, open spaces, an Energy Lab, a canteen/cafeteria, an auditorium, reconfigurable meeting room and parking areas. This means a total space of 80,000 sq m, of which 50,000 sq m are used as offices.

Assicurazioni Generali S.p.A. or simply Generali Group is the largest of its kind in Italy and among the 10 largest insurance companies in the world. "Since July 2018, Generali has grouped the companies of the Group previously distributed in different buildings around Milan in this distinctive building," says Marco Boldrini, Generali's tower facility manager. "About 2,200 employees work in the Tower. Also, we welcome 200 external consultants to share the workspace."

Boldrini explains there are various foodservice operations in the Tower. On the 40th floor, there is an exclusive restaurant for top management where MOAM, the company of chef Giancarlo Morelli (see p49), offers a high-level service both for daily lunches and for special events such as management and board meetings.

On the second floor, CIRFOOD, one of Italy's largest commercial and collective catering companies, manages the cafeteria where employees and external consultants enjoy an excellent variety of meal options. This space, with its innovative and functional characteristics,

can also be used by employees for informal meetings and work activities throughout the day. Finally, there is the Italian Bar where CIRFOOD offers breakfasts, light lunches and a bakery service.

"The main challenge for the catering service has been to provide different offers with different levels of service according to the user's needs, creating functional areas in limited and irregular spaces – due to the uniqueness of the tower's architecture," says Boldrini. "Also, they need to manage peaks of turnout during the lunch break by limiting waiting times while maintaining a varied offer in terms of menus and dishes."

Solutions from crisis

During the Covid-19 pandemic CIRFOOD stepped up with a solution to another challenge: to feed Generali employees working in the office when the staff canteen was closed.

"Since the opening of the restaurant in 2019 we have implemented a takeaway service via an app to improve the customer experience," says Lorenzo Catanoso, client manager at CIRFOOD. "The employee can order and collect it when it suits them at our 'lockers' – refrigerated cabinets. During the Covid period, we adapted this service, taking the meal directly to the desk."

The app is simple to use, says Catanoso and resembles "all the classic delivery apps, but with the difference that the meal must be booked the day before, indicating the chosen menu and delivery location. Delivery time is scheduled in from 12.30 to 2pm."

There is no doubt this service enabled Generali Group to reorganize their workflow quickly in a complex situation. "The app allowed Generali



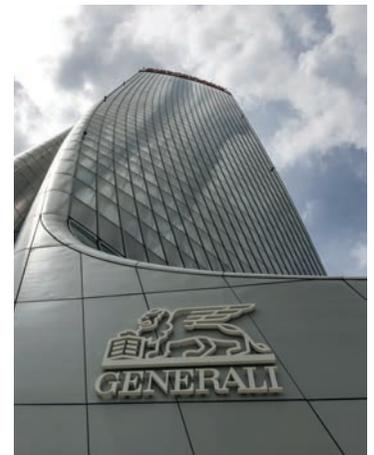
employees to order a lunch box, then get it delivered to their floor," says Boldrini. "It provided a wide choice of dishes – all in safety, without crowds and without the need to leave the office – because the problem was many of the food businesses in the area were also closed."

This solution, born in a crisis, has long-term benefits to take into the future as Catanoso outlines: "This service has revolutionized the way we work. First of all because we receive reservations the day before we now know in advance how to organize the day and how to optimize times. Above all this knowledge enables us to minimize waste."

Sustainability goals

Reducing food waste fits well with the spirit of sustainability in which Generali Group wanted to approach the project. Generali paid particular attention to creating a low-energy impact LEED building.

The collaboration between Grandimpianti and Generali on this project began in 2017, when Grandimpianti won the tender announced by Generali for the supply of equipment and furnishings for the food areas of the Zaha Hadid Architects-designed Tower. The objectives outlined when Grandimpianti



Far left: the soaring Generali Tower. Above, top: The CIRFOOD app allows employees to have lunch delivered to their floor. Above, bottom: Generali's Marco Boldrini

“ We are two companies who pay particular attention to our customers, and this approach facilitates collaboration and harmony ”

were brought on board included: reduction of CO₂ emissions, energy and water savings, improving the ecological quality of the interiors, and the materials used for the construction to reach the highest level of LEED 'Platinum' certification.

To meet the requirements of the LEED certification, Grandimpianti has used the latest generation of technological systems and equipment – such as the Lainox Naboo ovens,” says Alessandro D’Andrade, commercial director, Grandimpianti. “The refrigeration equipment was managed through a unit capable of controlling all the refrigerated utilities dedicated to the catering areas, a unit capable of being managed remotely and with low energy consumption. This arrangement also ensures greater comfort in the workplace, due to the absence of heat dissipation due to having the motors on board on the individual refrigeration units.”

When looking for a company to provide a turnkey solution in Milan, Generali relied on the tried and tested. “The relationship between Grandimpianti and Generali dates back many years. In the

past, we supplied the equipment in its headquarters in Mogliano Veneto, Treviso, Italy,” says D’Andrade. “Also, we recently won the contract to supply at the historic building owned by Generali ‘Procuratie Vecchie’ in Piazza San Marco, Venice, a project led by David Chipperfield Architects.”

When asked what makes Generali and Grandimpianti good partners and collaborators, D’Andrade replies: “We are two companies who pay particular attention to our customers, and this approach facilitates collaboration and harmony between the parties involved in the project. The collaboration worked very well, as the set goals were achieved with shared satisfaction and on schedule.”

The service offered by Grandimpianti provides “the highest level of competence and reliability” and “complete control over all aspects of the project.” D’Andrade explained how this was what Generali was looking for. “Grandimpianti has a technical structure able to follow and support the client on all the choices regarding the equipment and design of the whole project. Our presence in this project has been recognized as very useful

in optimizing processes, solving the needs of the construction site and the construction management during the work.”

This appraisal is supported by Generali’s Boldrini. “CityLife [the builder of the tower on behalf of Generali Group] has chosen a reliable partner in Grandimpianti for this challenging project. The request was a full project including the design of technical spaces for catering and the supply of all the equipment to efficiently organize all the catering services. The service managers worked together with Grandimpianti by suggesting small adjustments based on their experience and requests,” he says.

“The main challenge for the catering service has been to provide different offers with different levels of service according to user’s needs, creating functional areas in limited and irregular spaces created by the uniqueness of the tower’s architecture,” he continues. “Also, we needed to manage peaks of turnout during the lunch break by limiting waiting times while maintaining a varied offer in terms of menus.”

The sheer size of this project called for excellent organizational and collaboration skills from Grandimpianti. “Due to the dimensions of the project, we organized the workflow into several phases, collaborating with the client’s internal team made of architects, engineers and installers to ensure the maximum coordination and alignment with the strict deadlines,” says D’Andrade. “The space available for the kitchen of the corporate canteen was very

Left: Grandimpianti’s organizational skills came to the forefront as they oversaw the workflow of the corporate canteen. Far left: Lorenzo Catanoso of CIRFOOD





limited. It has been challenging to include all the equipment needed to allow chefs to work efficiently and serve all the employees quickly.

“Also, the kitchen of the corporate restaurant had to live up to the needs and expectations of the famous and award-winning chef Giancarlo Morelli,” he adds. (See sidebar, right.)

During the planning and construction of this site, when the world was hit by the unprecedented obstacle that was the global Covid-19 pandemic, CIRFOOD’s Catanoso considered how this would affect the service provided at Generali in the future. “The first aspect to think about was food and health safety. The hot topic, relating to food safety, is sustainability, which has many facets – from the use of organic and local products to the implementation of good circular economy practices,” he says.

Another aspect to consider, says Catanoso, is how the pandemic has reduced social contact to a minimum. “Therefore, not only will the relationship between waiters and diners in the dining room need to be re-established, but also paper menus and cash will be eliminated. Technology and digitization will play a fundamental role in this. To date, the shock wave of the pandemic

has accelerated decision-making processes to bring about strong changes for a hopefully better future,” he says.

In a complex sector such as catering where income and expenses, costs and revenues are among the primary considerations, and there is much talk about food, format and location, Catanoso emphasizes how success can only be achieved thanks to a qualified team. “It is necessary for all companies to invest in training for their employees and collaborators,” he says. “Knowledge and skills are not only able to increase the competitiveness of one’s company, but they can also prove to be essential tools to face a rapidly changing reality, such as that of catering over the past 18 months.”

Adding such a visually impactful building to the architecture and working life of Milan is a matter of pride for everyone involved. “The CityLife project can be described as an urban redevelopment that has changed the face of Milan, projecting the city into a future of innovation and increasing Milan’s international visibility, says D’Andrade in conclusion. “And being part of a unique project of this kind, and of such an important size, has made us very proud.” ■



IN PROFILE: EXECUTIVE CHEF GIANCARLO MORELLI

Ever since he was a child Giancarlo Morelli dreamed of being a chef. Although trained in Italy he has spent periods abroad in France and the US before heading home to Lombardy to open his own restaurant, Pomiroeu.

What is your philosophy for managing the kitchen for Generali’s senior executives?

We try to make lunch for those who work all day at a frenetic pace at Generali and provide a moment during which they can disconnect from work – bringing their mind to places, people and flavors that characterize their personal life.

What are your top requirements in a kitchen design?

My kitchens are always designed to better manage both storage and preparation spaces. It is important that they are designed to clearly separate cold dishes from hot ones; each one must have its own work plan to perform at its best.

How many people work in your kitchen?

I always work with at least two chefs and a person who takes care of the dishwashing area. The number of covers depends on the occasion and type of event taking place in the Tower.

What are the biggest challenges you face in the kitchens of Generali currently?

The main challenge is to manage all the events – from formal lunches, to small and large banquets, to aperitifs – while always guaranteeing high quality. Every moment in front of a dish or cocktail is a celebratory moment for the diners who experience it. Another big challenge is getting the best performance from your kitchen and your brigade.

How does Grandimpianti help answer those challenges?

Grandimpianti has helped me and my team by proposing solutions aligned to the concept I want to express: flexibility, enhancement of large spaces that allow accuracy and precision in treating the raw ingredients, which is fundamental for me.

BRAND WATCH



grandimpianti.it

500+

Grandimpianti works on more than 500 turnkey client projects each year, across a range of sectors

05

Innovation



The highest level of hygiene where it is needed most

At a time when hygiene is paramount, warewashing market leader Comenda guarantees outstanding standards of disinfection. Strategic sales and marketing manager **Andrea Genoni** and product development manager **Antonio Di Giorgio** talk to Juliet Martin about the company's ThermoCare range and explain why it comes at the perfect time for foodservice operations of all kinds



Left: Comenda's notion of "consistency in hygiene" is key to its success. Above (from top) Andrea Genoni and Antonio Di Giorgio

With face masks and hand sanitizer having become everyday essentials, the Covid-19 pandemic has heightened our awareness of hygiene in all areas of life. The catering sector, of course, is no exception. Indeed, it's a sector that has to take hygiene and sanitation more seriously than ever.

"We as manufacturers had to be quick in understanding the new scenario and adapting to it," says Andrea Genoni, strategic sales and marketing manager of warewashing brand Comenda. "Hygiene has been at the top of the global agenda for months and we must implement solutions which respond to this, focusing on operations."

Comenda has taken this imperative firmly in its stride. "Hygiene is our bread and butter," says Genoni. "It's all about avoiding cross-contamination and making operators aware of what is at stake. We offer different options to eliminate those risks."

Now more than ever, foodservice operators are turning to technologies which offer higher levels of disinfection. Thermal disinfection, which uses moist heat to kill microorganisms, is growing in prevalence in the care sector, Genoni observes. The hotel segment is increasingly embracing thermolabel testing, which verifies the temperature of 71°C on the plate surface after the washing cycle.

But ensuring hygiene is not just about the equipment. After a piece of crockery, cutlery or cookware has been washed and disinfected, it is handled by staff before it is reused. Operations must therefore be orchestrated to avoid recontamination and to guarantee that hygiene is maintained. This is Comenda's notion of "consistency in hygiene," which takes into scope the entire kitchen environment.

"Combining new technologies, human engineering, procedures and a new mindset, consistency in hygiene means making the operator's life easier by simplifying their tasks in a much healthier environment," says Genoni. It is ►

characterized by “ease of use and maintenance, reducing manipulation to a minimum, fostering automation and space efficiency and achieving best practice.” The notion is gaining traction in the industry, as operators shift their attention to products, features and new technology that facilitate the implementation of HACCP (Hazard Analysis and Critical Control Point) protocols.

In recent times, efforts to optimize foodservice hygiene have concentrated on essential services like hospitals, care homes, construction sites, government departments, food manufacturing and supermarkets. These operations have not only remained open but have often needed to upgrade their capacity to meet increased demand and go the extra mile to avoid the risk of infection. “Now more than ever we are aware of the importance of hygiene within the foodservices industry to safeguard children, residents in care and hospital patients,” says Comenda’s product development manager Antonio Di Giorgio.

Into this context, with a global imperative for better hygiene assurance, steps Comenda. In response to the pandemic, the company quickly and efficiently allocated a specialist team, headed by Di Giorgio, which aimed to find a



flexible solution to meet the needs of both the care sector and the high-end hotel segment.

ThermoCare: clean, fast, flexible

Enter Comenda’s ThermoCare range of products, which provides rigorous standards of hygiene combined with maximum flexibility. ThermoCare units enable high washing temperatures and prolonged contact times in order to achieve exceptional thermal disinfection results, alongside standard sanitization options. Aimed at operators in both the hotel segment and the care sector, ThermoCare products are available in three different models, each of which delivers outstanding levels of hygiene and safety and can be configured to respond to the individual operation’s needs.

In the life sciences sector, the efficiency of killing or inactivation of microorganisms by moist heat is measured in A0 units. Comenda uses this metric to assess the level of disinfection achieved by its warewashing products.

ThermoCare units guarantee hygiene levels from A0 60 to 300, which is 10 times higher than the market standard.

Each unit offers four different cycles. “The thermolabel test compliant cycle meets the most stringent requirements in the high-end hotel segment,” explains Genoni. This cycle achieves



BRAND WATCH



50+

Comenda has been synonymous with excellence of performance, economy, reliability and safety in professional warewashing for over 50 years

100+

Comenda boasts a reliable and efficient distribution network in over 100 countries worldwide

100%

All Comenda machines are designed and made in Italy in an ISO 9001 Quality System and ISO 14001 Environmental Management System certified factory

comenda.eu



Above: Comenda's Jonathan Mellor says ThermoCare is available in a range of physical configurations to integrate with existing operational setups



“THE EXTRA CARE PROGRAM GUARANTEES PEACE OF MIND THAT YOU ARE DELIVERING THERMAL DISINFECTION AND KEEPING A POSSIBLE INFECTION OUTBREAK AT ARM’S LENGTH”



an A0 value of 300 for thermal disinfection in 180 seconds and meets thermolabel testing requirements by reaching 71°C on the plate surface.

The flexibility of these options means that a single unit can be adapted to the specific requirements of the operation in order to enhance productivity, says Genoni. “Our dealers love having a stock unit which is at the same time thermolabel test compliant, to support the hotel segment, and has the capability to deliver thermal disinfection for the care sector with the highest A0 parameters in our industry.”

At the same time, the unit’s flexibility can be leveraged to maximise efficiency. “Thermal disinfection is based on heat release on the dishware. By keeping a close eye on energy consumption, you don’t waste energy,” says Di Giorgio. This helps operators optimize costs and reduce environmental impact, while achieving the highest hygiene standards.

The ThermoCare range of products is available in a wide array of physical configurations to integrate with existing operational set-ups. For example, the undercounter unit is ideal for the small kitchens of childcare institutions, care homes and hospital wards, says Jonathan Mellor, Comenda UK brand manager. “Coupled with the Extra Care wash program, staff can be reassured that items are being thoroughly cleaned and safely thermal disinfected to the highest standards of NHS guidance,” says Mellor. “The Extra Care program guarantees peace of mind that you are delivering thermal disinfection and keeping a possible infection outbreak at arm’s length.”

Operators also enjoy the ease of installation of ThermoCare units. “It is extremely easy to set up according to specific installation needs,” Di Giorgio says. “The Comenda-trained technician can program the unit with the case-specific cycle, leaving the operator the task of loading and unloading the unit.” The speed of installation, with overnight delivery in many cases, allows operators to maintain excellent service for their own clients.

The Comenda approach

So, how has Comenda arrived at this ideal solution for clients? “We look at warewashing from the end-user perspective,” says Genoni. “It’s all about Luciano Berti’s legacy and his vision of a company centered around people in their everyday lives.”

Along with its outstanding equipment, Comenda offers comprehensive onsite staff training for service partners once the unit has been installed, as well as technical training days. “At Comenda we understand the challenges that operators face. Being close to our customers means offering solutions to these daily challenges, optimizing the resources available for uncompromised results and a more comfortable work environment,” says Di Giorgio. “We’ve had an ongoing dialogue with our customers for over 50 years. This reminds us that each of our solutions must improve and simplify people’s work.”

At a time when hygiene is paramount, Comenda is going the extra mile to provide its clients with the highest standards of disinfection in a way that is optimized for their specific operations. ■

The choux must go on

In 1958, Louis Pavailler was the first person to bring hot air recycling technology to the baking sector in France. Today, his eponymous company continues to dedicate a significant part of its turnover to R&D, helping customers achieve consistency with even the most fragile products, says Pavailler product manager **Sébastien Audras**

Founded in France in 1946, Pavailler started life as a heating company. It wasn't until 1958 that its creator Louis Pavailler, a self-taught engineer and central heating installer, decided to branch out into ovens. He introduced a technology that was well-known outside his home country but had never been attempted by a French oven manufacturer: hot air recycling. Although it's been joined by many other systems in the intervening decades, the cyclothermic oven has been the company's flagship product ever since.

Over that time, Pavailler has also been through multiple acquisitions and sales by British and American firms, including APV, Baker Perkins and Aga, most recently taking its place under Italian foodservice giant Ali Group's umbrella in 2007. But the brand has never lost its focus on the power and robustness that set its ovens apart from competitors and are required to create the hot, crusty bread it has become best known for.

While Pavailler's products are still marketed largely to artisanal bakeries in France, where it does 70% of its business, the company also exports to 90 countries around the world and is growing in segments including supermarkets, restaurants, hotels and industrial laboratories.

The most recent addition to Pavailler's range is the Topaze Opera Convection Oven, which is aimed primarily at pastry chefs. Its 'Fine Crust' system allows them to adapt the humidity within the chamber depending on the product inside.

As award-winning pastry chef Frédéric Hawecker (pictured, far right) explains: "This oven has an interesting little trick. You can let air into the oven to dry the product more or less. For example, if I cook shortbread, I leave it open so air can get in, preventing humidity on the shortbread. If I want cake to stay soft and moist, I close it slightly."

This results in a level of consistency hard to achieve for fragile products such as choux pastry. "I'm impressed with the regularity of this oven," says Hawecker. "We had another fan oven before, and we had to turn the trays to get even baking. Here we don't have to turn the trays. It's really a pleasant oven to use."

If something does go wrong, it doesn't have to mean a week out of business either, according to Pavailler product manager Sébastien Audras. "After-sales service is really important to our customers. Many of them work in small bakeries and if their oven fails, it's a catastrophe for them. Each spare part ordered before 3pm is sent the same day so you are able to have it delivered the next morning," he says.



“WE REALLY WANT BAKERS TO BE ABLE TO FOCUS ON THE DOUGH ITSELF, NOT GET BOGGED DOWN IN THE TECHNICALITIES”

Sébastien Audras

Always pushing a little further

Pavailler dedicates between 7-10% of its turnover to the research and development of its four product lines: convection ovens, deck ovens, rotary rack ovens and combi ovens. As well as continuing to hone the company’s ‘Fine Crust’ system and improve the energy efficiency of all its products, the R&D team’s six engineers have recently been most focused on ease of use.

“Being a baker is a tough job; it involves early mornings and hard work,” says Audras. “It can be very difficult for young trainees to learn all the small techniques that make a good baker. If ovens are easy to use, this helps a lot. We really want bakers to be able to focus on the dough itself, not get bogged down in the technicalities.”



The Topaze Opera has a new, intuitive human-machine interface, which can be activated with one touch

On the Topaze Opera, this translates to a new, intuitive human-machine interface, which can be activated with one touch. “At a glance you can see where you are in your baking session and with one touch of the finger you can change the temperature, add a new phase on your program or open or close the airflow,” Audras explains.

The Easy Touch control panel comes as standard with all of the latest lines and also includes a ‘Recipe Book’, which allows chefs to save their baking parameters and access their favourite recipes in seconds, ‘Eco Mode’, designed to help operators lighten their electricity bills without sacrificing temperature or quality, and ‘Expert Mode’, which gives users access to advanced visualization programs so they can track their energy consumption, internal temperatures or technical data.

Now the Topaze Opera has been launched, the R&D team is focusing on the upgrade of three other Pavailler ovens. “We’re always pushing a little further to modernize our products, make them easier to use and help bakers deliver the highest quality products,” says Audras. It’s a sentiment of which Louis Pavailler would no doubt approve. ■

BRAND WATCH



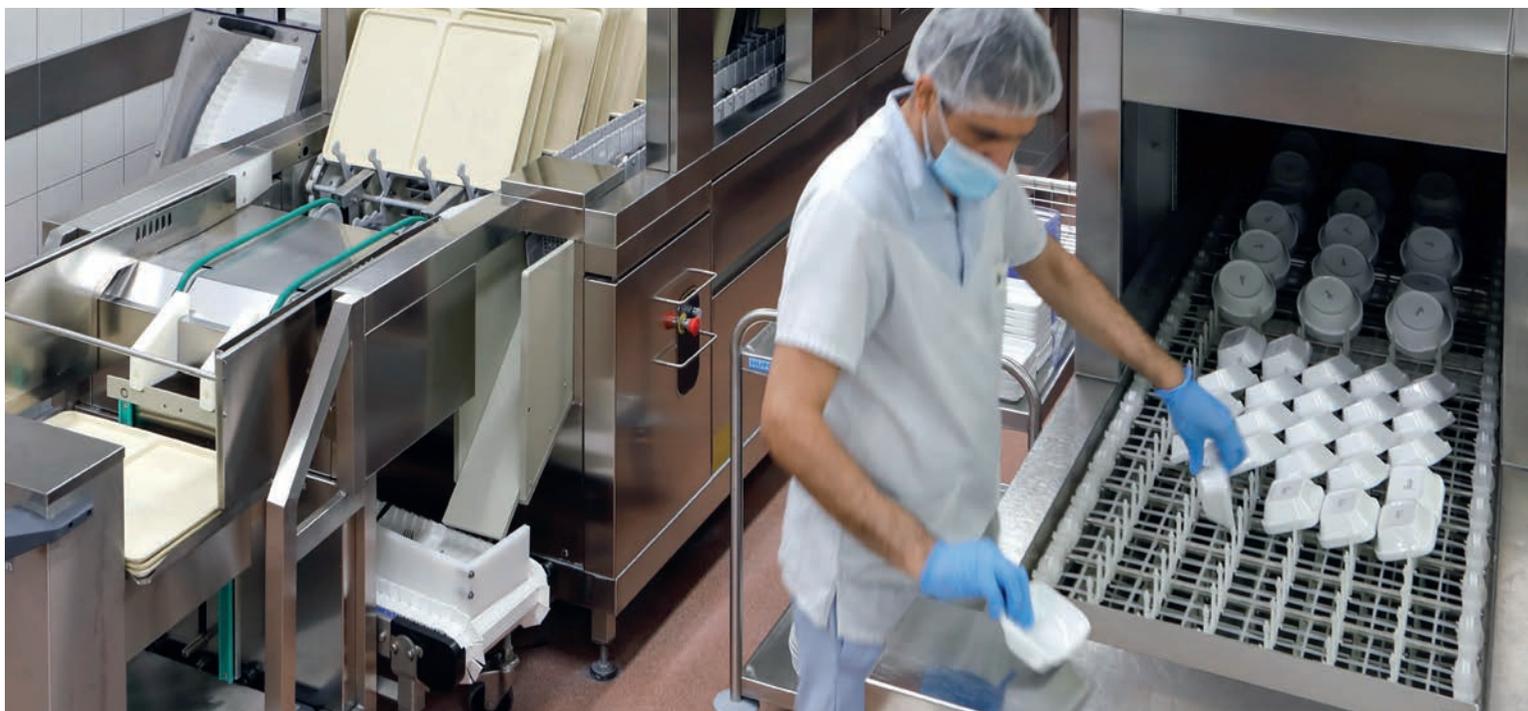
Company founded:	Countries exported to:	Turnover spent on R&D:
1946	90+	7-10%

Pavailler is the specialist in dough preparation and processing equipment. Customers are professional artisan bakers, distribution groups and retail chains.
pavailler.fr

Top-class washroom

Stierlen warewashing technology in Klinikum Neumarkt in Germany is setting standards in terms of washing hygiene, resource conservation and cost effectiveness, head chef **Johann Hiller** tells Elke Baumstark





The Neumarkt acute care hospital, located in the Oberpfalz region of Germany between Nuremberg and Regensburg, stands for excellent medical care, a human approach and individual patient support. High-quality catering is therefore considered an important stepping stone on the road to recovery.

Johann Hiller has been executive chef of the hospital for 20 years and, together with his team, ensures that meals are prepared fresh each day. With a total of roughly 1,100 daily lunch menus, the kitchen caters to all hospital patients, employees and guests, and also provides meals to school cafeterias and two kindergartens.

"Quality and hygiene management are top priorities

in the entire establishment. Therefore, among other things, everything needs to be perfect in the washroom, which is a highly sensitive area, and not only in these pandemic times. That's because this is where anything that comes into contact with someone's mouth or hands winds up," explains the executive chef, whose prior catering experience includes professional positions in hotels and award-winning restaurants. "Hygienically perfect, spotless dishes as well as sparkling cutlery is an absolute must."

Requirements were similarly high when the hospital's warewashing technology came up for renewal in 2019. "I knew what I wanted for the washroom: high-performance, resource-conserving, cost-effective equipment that would not only be state-of-the-art but would also fulfill our establishment's high quality standards," says Hiller.

“QUALITY AND HYGIENE MANAGEMENT ARE TOP PRIORITIES IN THE ENTIRE ESTABLISHMENT. EVERYTHING NEEDS TO BE PERFECT IN THE WASHROOM”

Johann Hiller

Left: executive chef Johann Hiller demands hygienically perfect, spotless dishes, plus sparkling cutlery

After numerous visits to trade fairs and talks with warewashing technology manufacturers and colleagues, the hospital chose Stierlen. The system supplier for professional kitchen technology impressed the hospital with its line of innovative, ultra-modern warewashing technology as well as its profound expertise in the care sector. Since early 2020, the washroom has been equipped with both a Stierlen flight-type dishwasher as well as a tray/cutlery machine.

Warewashing technology that meets demanding standards

From drinking glasses all the way to stainless steel filters for extractor hoods, the Stierlen flight-type dishwashing machine runs three times a day and tackles absolutely any kind of dishware, always with impeccable, sparkling-clean results. Process organization is also key. "We pre-sort dishes, ▶



which results in the belt being used at 95% capacity, and we save on resources and time, even when handling items coming out of the machine. That's because washed items can be sorted in the dispenser quickly and stress-free, which reduces the workload tremendously," explains Hiller. The pre-cleaning process uses water at 30°C, the ideal temperature for removing food scraps without binding starch and protein. "So right from the start, we're doing something good not just for the dishes, but also the washer," the executive chef explains.

The flight-type dishwashing machine was also equipped with an intensive cleaner zone which follows the first washing tank and allows washing chemicals to be used with pinpoint accuracy, saving on its use. The E-Jet+ dosing system used in the zone was developed and patented by Edmund Ebert, a long-time

after-sales partner of the kitchen. "Our dosing system concentrates washing chemicals into water in that intensive zone, then a brief burst of 'power' permanently frees washware of starch and protein, while also decreasing the use of washing chemicals in the subsequent cleaning process," explains Ebert.

Top cleaning results

While pre-sorted dishes go into the porcelain machine, trays and cutlery items run in the cutlery/tray machine. For executive chef Hiller, cutlery is the "product with the highest hygienic relevance, since it comes into contact with mouths." He further stresses, "It's therefore absolutely essential to me to achieve washing results that are 100% hygienically clean."

Klinikum Neumarkt expects both machines to undergo a strict hygienic inspection on a quarterly basis, which includes

"ITEMS CAN BE SORTED IN THE DISPENSER QUICKLY AND STRESS FREE. IT REDUCES THE WORKLOAD TREMENDOUSLY"

Johann Hiller

Equipment used:

Stierlen Semi-automatic 7-tank flight-type dishwasher (CV300 MR-E5)
3-tank tray/cutlery washer (V100 MR-TB-E5)
20-tray stacker for automatic tray stacking

Metos/Rendisk Return and sorting belt system with corner transfer conveyor and drum cutlery lift

Wexiödisk WD-18 CW trolley washer with turntable
Granule pot washing machine WD 100

contact tests as well as analyses of water and dish samples. "Inspections are no problem for Stierlen warewashing technology – our lab results are always flawless, and we have yet to receive one complaint," explains service partner Ebert.

Since washed cutlery still needs to be brought to sparkling condition in a cutlery polishing machine, it needs to stay wet. "As a result, drying is turned off in the cutlery track," explains Hiller. After polishing, every set of cutlery is then hygienically sealed, along with a napkin, in a cutlery wrapping machine. "Sparkling cutlery, gleaming dishes and last but not least plastic cloches and trays that are 100% dry are taken for granted in our establishment." Both machines make use of the innovative MultiRinse triple re-rinsing system as well as a second drying using an additional tunnel hood on the



KLINIKUM NEUMARKT

Klinikum Neumarkt/Oberpfalz is a specialist hospital with 530 beds in 17 specialist departments and 23 units for day care treatment. As a teaching hospital of Friedrich-Alexander University of Erlangen-Nürnberg, it is well-known far beyond the region for its excellent medical and nursing care in diagnostics and therapy administered in accordance with state-of-the-art scientific findings. The hospital cares for more than 26,000 inpatients and 48,000 outpatients each year.

outlet conveyor. The top washing results achieved meet HACCP (Hazard Analysis and Critical Control Points) standards and are always hygienically impeccable.

For example, the technically advanced equipment also includes the Elektronik 5 control unit with a LAN connection for remote access, the easily raised plastic belt conveyor, color coding of wash arms and screens, and, last but not least, the Stierlen Sanitizing System with rotating nozzles to clean interior areas.

But don't forget one more extra – a limit switch at the outlet of the machine and a hinged elbow with a swing rake make it possible for the tray/cutlery machine to also be used as a porcelain machine. Executive chef Hiller is fully convinced of Stierlen warewashing technology: "I can recommend it at any time. We're optimally positioned with it." ■

BRAND WATCH

Stierlen
S E I T 1889

1889
Stierlen was founded in 1889 in Rastatt, Germany, by Wilhelm Stierlen

45
Stierlen's MultiRinse triple rerinsing system corresponds to a theoretical water consumption of 45 ml of water per plate

22
Stierlen has many customers that run its machines for up to 22 hours a day

stierlen.de



RICHARD KRISTMANN
MANAGING DIRECTOR OF STIERLEN

What is your latest warewashing innovation?

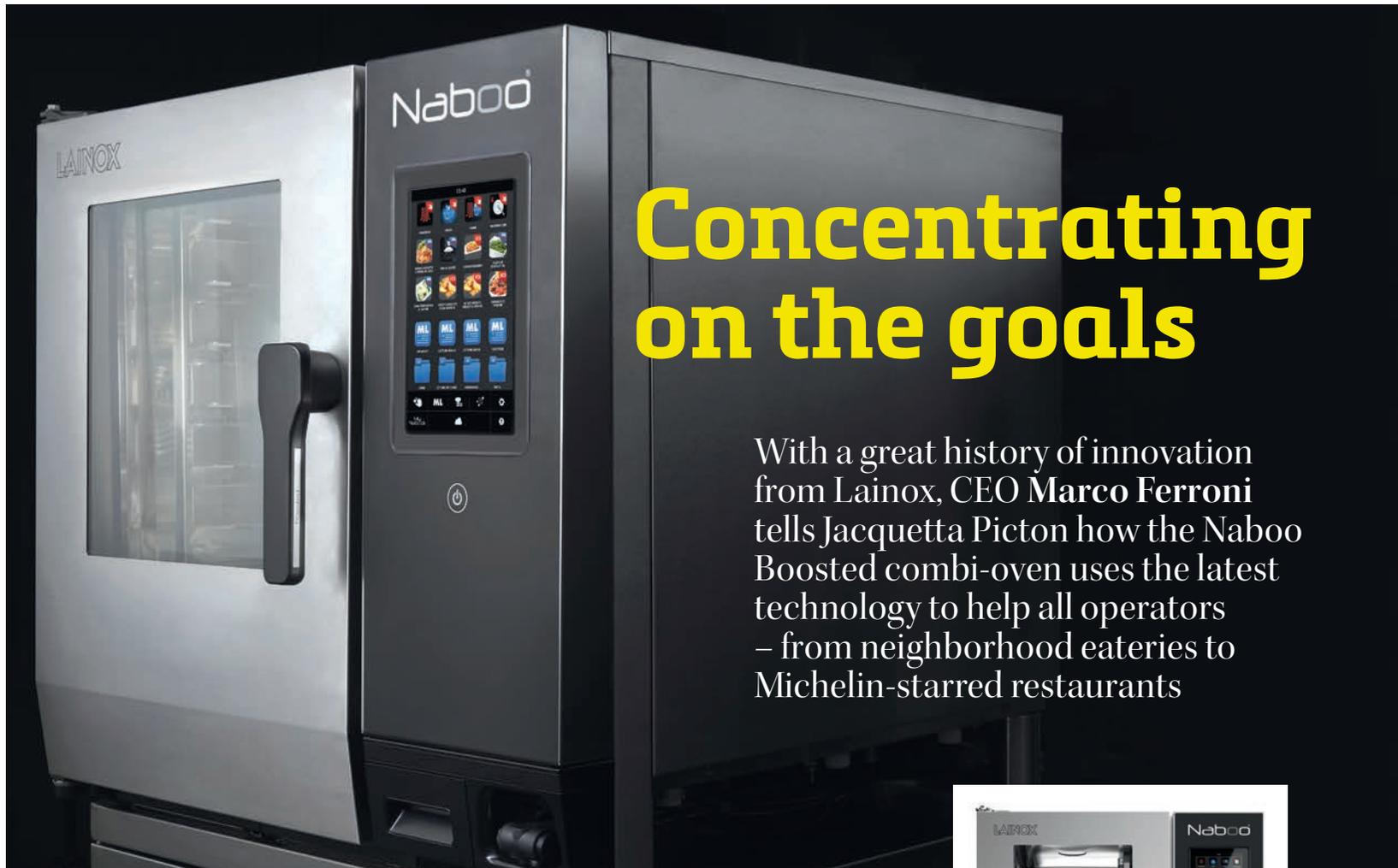
Our MultiRinse triple rerinsing system, which makes it possible to rinse the front and back of a plate with just a "shot" of fresh water. That corresponds to a theoretical water consumption of 45 ml of water per plate, or 212 liters of fresh water/hour for a DIN capacity of 4,700 plates/hour. That water consumption is the lowest on the market and makes us the undisputed leader.

How else does Stierlen warewashing technology stand out?

We're known on the market for our flight-type and rack-type dishwashing machines being extremely rugged and high-performance, and therefore score points because of low follow-up costs. Our warewashing technology is designed for problem-free, 365-day operation. We have many customers, and not just in the care sector, who run our machines 22 hours a day without experiencing any breakdowns.

How would you describe your position in the warewashing technology market?

We can provide warewashing technology for any need, and also fulfill individual customer requests. That's one of our unique selling points. Our close contact with our customers, service partners and specialist planners gives us input for our future developments. Our position within Ali Group is also a big advantage for our customers, who can benefit from our vast pool of synergies.



Concentrating on the goals

With a great history of innovation from Lainox, CEO Marco Ferroni tells Jacquetta Picton how the Naboo Boosted combi-oven uses the latest technology to help all operators – from neighborhood eateries to Michelin-starred restaurants

Marco Ferroni, CEO of Lainox, is unequivocal in his praise for the technological innovation incorporated into the Naboo Boosted combi-oven. “We can say with conviction that Naboo Boosted is the best combi-oven on the market,” he says.

“It is a fast, efficient, smart, robust, connected, small, flexible, and powerful product. Our experience tells us that there are some common challenges for all foodservice equipment operators. These are reducing food costs and energy consumption, improving organization in the kitchen, always guaranteeing consistent food quality, and reducing the working hours and stress of kitchen operators. The Naboo Boosted is certainly the right choice to overcome these challenges.”

Naboo Boosted is not just a restyling or a simple improvement of an existing product. “We really wanted to test all our certainties and beliefs, pushing us to overcome any

of our previous limits,” explains Ferroni. The Naboo Boosted is much more powerful and faster compared to previous models, as well as other combi-ovens on the market.

“We have increased power by up to 20% more in order to reach temperatures never before seen in a combi-oven,” says Ferroni. In fact, Naboo Boosted can reach up to 320°C in the preheating phase. In terms of operational performance, it can cook a full load of broccoli in just seven minutes and a full load of rotisserie chickens in just 30 minutes.

History of innovation

2021 is a special year for Lainox because, in addition to launching Naboo Boosted, the company is celebrating its 40th anniversary. Founded in 1981 as a manufacturer of professional ovens, Lainox immediately distinguished itself with its high propensity for innovation.

“Lainox has substantially contributed



More powerful than previous models, the Naboo Boosted can reach up to 320°C in the preheating phase

to the technological development of professional ovens,” says Ferroni. “For example, Lainox invented the first gas combi-oven and it was the first company to introduce a humidity control system inside a cooking chamber (AUTOCLIMA®) in 1991. In 2001, it was the first company to apply a scroller system to a combi-oven. In 2006, it was again the first company to apply a touchscreen interface.”

More recently, says Ferroni, in 2013, “Lainox set a new standard in the world of professional kitchen equipment by connecting, for the first time, a professional cooking appliance to a cloud system (patented by Lainox), which greatly expanded the potential use of combi-ovens. If you realize that today almost all equipment on the market is equipped with connectivity, you understand better the pioneering spirit that has always guided us. In 2017 we launched Nabook on the market. It is a digital management system that connects all the appliances in the kitchen.”

This spirit of innovation means the Naboo Boosted is much more efficient than previous models. Thanks to the new vapor cleaning system, detergent consumption is reduced by up to 30% and the new energy delivery system – an intelligent energy system – means it consumes on average 16% less than previous models. In a nutshell, it combines efficiency and power.

Virtually connected

The new combi-oven is also intelligent. It is equipped with an exclusive function called Naboo Coach, a virtual assistant that advises operators throughout the cooking phases, even alerting them to when maintenance is required or a service intervention is necessary.

Ferroni adds: “Having been pioneers in connection, we could not fail to equip Naboo Boosted with a standard Wi-Fi connection, connected to the Nabook Cloud system, which is the most advanced cloud system on the market, offering unique benefits to both individual customers and large catering chains.”

Technical innovation means Naboo Boosted is up to 15% less bulky compared to previous models, while keeping the same capacity, thereby allowing it to be placed where others cannot and helping the increasing pressure for space in commercial kitchens.

“WE REALLY WANTED TO TEST ALL OUR CERTAINTIES AND BELIEFS, PUSHING US TO OVERCOME ANY OF OUR PREVIOUS LIMITS”

Marco Ferroni



Creating the best

All components chosen for Naboo are long-life component certified, an internal Lainox certification that subjects the components to long-lasting stress tests, thus making Naboo very robust. Furthermore, those who deal with installation and maintenance are also taken into consideration. Naboo Boosted is easy to install and maintain as all parts are easily accessible.

“The history of Lainox is full of innovation and pioneering solutions,” Ferroni explains. “We do not limit ourselves simply to analyzing the needs of the market and finding solutions, but rather, our research and development team, assisted by a team of chefs representing the major gastronomic cultures from around the world, is always motivated by the desire to anticipate the needs of our customers with the aim of proposing not only solutions to their problems but also different opportunities to develop their businesses.”



This type of approach has led to the patented invention of the smoke grill, a system that allows the flavor, color, and aroma of cooking done on a wood grill to be replicated, thanks to the use of a 100% natural aroma that is injected in the chamber during cooking. This function is available in Naboo Boosted.

The Naboo Boosted project started more than five years ago. Besides the team of mechanical, electrical, and computer engineers, not to mention chefs, Lainox also involved some of its customers, both in the development and the testing phase.

“We started with the idea of wanting to create the best combi-oven ever,” says Ferroni. “We put all our knowledge into this project. We used the most advanced technologies and we put all our passion for the world of foodservice into it with the aim of improving the lives of those who work in the kitchen. Now it will be up to our customers to tell us if we have succeeded.” ■

BRAND WATCH

LAINOX®

1981

Lainox was founded 40 years ago in Treviso, Italy

20%

The Naboo Boosted has had power increased by up to 20%

15%

The Naboo Boosted is up to 15% less bulky than older models

lainox.it

The best of the past and the future

For a company with a rich history, a major rebrand must keep the best of its heritage and incorporate its forward-looking strategy. Mareno is achieving just that as it approaches its 100th anniversary. Mareno's general manager **Adriano Cenedese** tells Jim Banks how innovation and experience can be successfully combined



Mareno is one of the oldest companies in the Ali group. Founded in 1922, it will turn 100 next year.

As one of the oldest companies in the world of cooking in addition, its experience in manufacturing integrated systems for professional kitchens is unparalleled. As it approaches this major landmark, it is about to embark on a major rebranding and redesigning process to not only bring a fresher look, but also to enhance the performance of its products. To do so, it is building on a tradition of excellence, while incorporating its thirst for innovation.

"Mareno products are reliable and innovative with an aesthetically pleasing design," says Antonio Angelini, chief director of client, Top Kitchen. "Mareno is

an Italian company that has been supporting our projects for years and is always up-to-date with the needs of the chefs with whom we constantly work."

Top Kitchen uses an array of Mareno equipment – horizontal and vertical cooking equipment, refrigerators and blast chillers – all featuring advanced technological capabilities and highly ergonomic design.

"It is essential for us to choose a brand that also promotes software solutions," says Angelini. "Power Guardian and MyTutor, which control the operation of all connected equipment, drastically cut power consumption and report faults, allowing our technicians to support the customer with remote interventions.

"The fact that these two systems communicate intuitively through the network and

optimize energy resources, are the principles that lead us to choose Mareno products every day."

Streamlining for success

The rebranding project will include a new logo and new branding to sharpen the focus on the company's ability to build a complete kitchen for a professional chef from the initial concept to the final design.

"We feel the responsibility of our heritage, but we are confident that, thanks to our experience, we can find a balance between the historical heritage and constant innovation, to guarantee this brand another 100 years of success," says Adriano Cenedese, general manager, Mareno (pictured).

The rebrand will embrace the company's existing focus on ergonomics, innovative

technologies, and flexible design concepts that can be customized to suit the specific needs of chefs and their workspaces. It will also reshape those concepts to position the company for its future growth strategy.

"A world that changes quickly and constantly, and the opening of the company to foreign markets, represents a complex challenge for us," says Cenedese. "Each market requires specific products that are suitable for the local cuisine or for the chef's culinary philosophy, and in some cases unique niches demanding customisation of the cooking block."

"Our keyword, therefore, is flexibility," he adds. "This is the essential element in satisfying customers and ensuring rapid, productive responses to their requests. We made the most of the lockdown period and its

Mareno prides itself on striking a balance between historic heritage and constant innovation. Models from left: M0, M1, M2



“OUR PRODUCT LINE IS CONSISTENT WITH THE USER EXPERIENCE OF EVERY CHEF... THE END RESULT IS AN EFFICIENT, RELIABLE, HYGIENIC PRODUCT LINE”

impact on industrial productivity to analyse our positioning,” he says. “Today, you can discover Mareno’s ability to be a company for the customer and to supply a complete range of products, above and beyond horizontal cooking, which up until now has always been the company’s core business.”

Designed for a dynamic market

The design of Mareno’s product range is distinctive, characterising the experience and heritage that the company has accumulated over the years, coupled with technical and functional innovations.

“Our product line is consistent with the user experience of every chef for everyday use,” Cenedese explains. “The end result is an efficient, reliable, powerful, easy to use and hygienic product line, an essential element in kitchens all over the world.”

The examination of its product line to identify what suits the current market and what needed to be redesigned has resulted in a more streamlined equipment offering that can still meet all of its customers’ needs, along with a deeper commitment to service.

“We care about the relationship with the end- customer, which

allows us to constantly measure the degree of satisfaction of the chefs who actually use our products,” says Cenedese. “It allows us to better develop projects for complete kitchens, creating customized technical solutions when necessary. Our strength is our team of people who listen and translate the customer’s needs into real solutions.”

The result of the rebranding is a product range that is instantly identifiable and of the highest quality, while being flexible enough to suit the needs of any chef, as well as the challenges of the demanding and dynamic work of foodservice that will evolve in the post-Covid world.

Experience and innovation are the key ingredients in meeting the needs of the market, and Mareno has brought both together. ■

BRAND WATCH

MARENO
kitchen solutions since 1922

1922

Mareno celebrates its 100th anniversary next year

1996

The company joined the Ali Group 25 years ago

100%

Mareno products are completely manufactured in Italy

mareno.it

How Rancilio Group took its training offering digital

Training is at the heart of Rancilio Group's business. During the pandemic, the company took its courses online, and the benefits are here to stay, Rancilio Group's Davide Beccaglia tells Juliet Martin

Rancilio Group supplies professional coffee machines to more than 900 customers in over 115 countries. The proper use and maintenance of its machines is key. "The training of service technicians is one of the fundamental pillars and most important levers we use to ensure the reliability of our products and the satisfaction of our customers. For this reason we have more than 1,000 technicians in 300 service centers globally and provide around 15,000 hours of training each year," says Rancilio Group's head of customer support Davide Beccaglia.

The training center at Rancilio Group headquarters in Villastanza Di Parabiago, Milan, provides training on all Rancilio, Rancilio Specialty, Egro and Promac products. "During the pandemic, since we couldn't travel or accommodate technicians at our HQ, we reorganized our training centers, to continue offering training services using online tools. This is how the Digital Training Center was born," says Beccaglia.

"We are a dynamic company that is always open to new challenges. It was a question of trying to develop a new digital tool to guarantee the same standards of training

quality," he says. "Thanks to the entire company's efforts, the Center was set up to run the same number of courses through webinars as pre-pandemic, training 700 technicians in the first eight months."

Enduring benefits

Digital training can emulate in-person training, says Beccaglia. Contents can be transferred, and the involvement of the technicians is similar. "During webinars, we show our products, including footage of internal components. During online courses, attendees can interact with the trainer and each other as they would face-to-face," he says.

Rancilio Group has provided

continuity of training and maintained a high level of service, says Beccaglia. He is sure the company will use it in the future after the pandemic. Online courses offer three advantages: saving money and time by avoiding travel and accommodation costs and optimizing calendars; recording lessons; and enlarging the audience. "We have run courses with technicians connected from different countries at the same time," he says.

"We were able to support our customers during a difficult time and this new approach will continue in the future, especially for courses such as presentations of new user interfaces and new machine functions."

Spirit of innovation

Rancilio Group has been in the market for nearly a century and its portfolio includes a wide range of coffee solutions, from fully automatic to traditional

espresso machines, as well as a range of professional coffee grinders and a line of products for the domestic market. The wide product range is matched by its ability to create customized products and configurations.

The company has always been committed to innovation and has invested heavily in a lean production project that has involved production, logistics, quality control, R&D and operations. "We were the first to talk about temperature profiling, a Rancilio patented technology for espresso machines. We have also invested a lot of resources in the telemetry system that is now available for the entire Rancilio, Rancilio Specialty and Egro product ranges," says Beccaglia.

Today, Rancilio Group has a range of multimedia tools to create training courses and video tutorials to help customers carry out all the operations necessary to keep products in great working order. ■



BRAND WATCH



1927

Rancilio was founded in 1927 by Roberto Rancilio in Parabiago, Italy

7

Branches and a global sales and after-sales network

4

Brands – Rancilio, Rancilio Specialty, Egro and Promac – offer a wide range of products

rancioliogroup.com

Clean and simple

As we emerge into a post-pandemic world there is a heightened awareness of the importance of hygiene and keeping contact moments to a minimum. Rendisk has developed a useful automatic solution for self-service restaurants to manage customers' trays.

As Art Huisjes, international sales manager at Rendisk explains: "The guest places the tray on a tray conveyor. The tray is automatically transported to the kitchen, where employees collect the items on the tray. The tray goes automatically through a washing machine and is stacked on dispensers in the Rendisk tray changer. These dispensers go back to the restaurant ready for the next guests to pick up a tray." The big benefit of this system is there is no internal transport with dirty trays in trolleys and only the guest touches the tray. In Huisjes' own words: "How simple and clean do you want to have it?"

Rendisk was founded in 1973 in Ruurlo, the Netherlands and began life as a dishwashing specialist. Because of its experience in the field of dishwashing, the focus grew into the whole aspect of logistics around the washing area of the kitchen and possible solutions for organic food waste. Rendisk has grown to become a leader in dishwashing logistics and food waste solutions for professional kitchens in locations around the world. It has been part of the Ali Group since 2003. "We support kitchen teams with smart logistic solutions for dishwashing and ground-breaking solutions for processing organic kitchen waste," says Huisjes. "All our efforts are focused on making work in the kitchen and dish wash area easier, more efficient, more hygienic and more sustainable."

Organic food waste solutions

With growing concern about the amount of food waste in the foodservice sector, Rendisk has various solutions to process organic kitchen waste, including its stand-alone machine Rendisk Solus Eco. It's Rendisk's most compact and hygienic solution for food waste treatment and can rapidly deal with all kinds of organic food waste. There are also systems where the food waste station (drop station) is separated from the storage unit (dewatering station or tank solution). The waste station and storage unit are connected with an easy to install 1.5" or 2" single pipe system, suitable for restaurants and kitchens with multiple floors.

Due to Rendisk's specialism in this area, the waste stations can be integrated with almost any washing and conveying technology or can be positioned throughout a kitchen. Therefore, it's not necessary to store food waste in separate roller containers, not even temporarily, thus saving time and space, all while offering excellent ergonomics. Staff simply throw food waste into the waste station(s) where it is ground up. Using a special vacuum (Rendisk Flex WasteDispo) or pump (Rendisk Transfer Eco) technique the waste is transported through pipes to a storage room. There are no open buckets or bins of food waste to move around, no unpleasant odors and no flies, vermin or mould spores.

"This is a unique system because several waste stations can be connected to one storage facility and the 1.5-inch and 2-inch pipes are easy to install," says Huisjes. "We work with our customers to define the most logical routing for tableware, reduce and remove waste, minimize running costs and offer the best ergonomics for the workstations. That is how we underscore the importance of doing socially responsible business in dishwashing and waste management. We are currently investigating how fertilizers generated by our food waste systems can also be used to close the circle." ■



With hygiene and food waste among the hottest topics in foodservice, Rendisk has many solutions to offer, international sales manager Art Huisjes tells Jacquetta Picton

BRAND WATCH



Rendisk is a specialist in smart solutions for dishhandling and groundbreaking food waste solutions.

1973

Rendisk was founded 48 years ago in Ruurlo, the Netherlands

2003

The company has been part of the Ali Group for 18 years

40

Rendisk extensively trains and supports its global network of 40 dealers

rendisk.com

The smart way to serve

Managing director **Dirk Schwenk** and product manager **Ronald Bosse** of temp-rite tell Tina Nielsen about the next generation of the Serve-Rite Pro buffet cart

The healthcare market is a segment that temp-rite knows extremely well. Ninety percent of the buffet trolleys the German company manufactures go into hospitals or homes for the elderly. “The big topic in this market right now is that of hospitality,” says Schwenk. “The idea of a guest-friendly environment that allows guests to pick and choose from a range of food.”

With the launch of the next-generation Serve-Rite Pro buffet cart, the target is to meet this requirement for hospitality while providing a product with the focus on flexibility, smart features and hygiene. Sustainability was also top-of-mind during product development – mobile food carts produce significantly less waste.

The range was launched during the digital Internorga trade exhibition in March 2021, following two years in development. The Serve-Rite Pro buffet cart is for cold food, including snacks, bread, cake, yogurt and other meals depending on the country – some places serve a hot meal for lunch and others for dinner.

“We have worked with the trolleys for eight or nine years and are the market leader in cold buffet cart ranges,” says Schwenk.

A modern, clean design

An appealing design played a part in the product development process and temp-rite engaged an Italian design agency to get this right. “When you go to a hospital you see a clean design, but it’s often not very modern looking, so we took a lot of effort to consider what a modern, clean design looks like,” says Schwenk.

The result is a trolley that features brushed stainless steel, warm colors and softer, integrated LED lighting.

The new design also benefits from improved casters; they look better but they also have functional improvements. “They are smooth running and there is less pressure with the surface, which makes for an improved handling experience,” explains product manager Ronald Bosse. “The ergonomic advantages will continue to be important for customers.”

Among the smart features is an optional electric drive, which can make the 200kg or more cart easier for staff to maneuver.

Acknowledging the fact that all their customers have different requirements, Serve-Rite offers no fewer than 12,000 configuration options; it comes in two sizes: M and L and with a wealth of optional additions.

“The Dutch market use large bottles so they need a special

drawer configuration while other markets prefer a two-drawer configuration,” says Bosse.

Other innovations include a modular gantry, which has space for hot drinks that would normally be positioned on the worktop itself.

Hygiene is possibly the most important of all considerations today and this is reflected in the new model of the trolley. “All Serve-Rite Pro carts have the innovative Lamishield® laminate,” explains Bosse. “This sees an additive incorporated into the layer of the worktop and this silver-ion-based technology gives the worktop an excellent antimicrobial aspect, efficiently.”

Another solution offered is refrigerated drawer units with optional UVC lights and an optional three-sided-sneeze protection, as well as a disinfection dispenser.

Presenting the product to the market has been an unusual experience, featuring webinars and digital innovations rather than the traditional trade show presentation. The manufacturer invested in a studio set-up and launched the new product range in a fully digital manner.

“We come from a traditional industry. We are not digital

The Serve-Rite Pro buffet cart is for cold food, including snacks

natives but we learnt a lot and the world will continue to change. So in this sense, it is good experience,” says Schwenk.

“We always invest in having better, smarter and innovative products, especially when times are hard because there will be an upside and you have to be ready. We are working on other solutions and innovations – we continue to invest in R&D; we always have done and we will continue to do so.” ■

BRAND WATCH

temp-rite

40+ years
of supporting customers

3,500
customers served across Europe

12,000
configuration options offered by Serve-Rite

temp-rite.org





Communication meets innovation



During the pandemic, the team at gelato machine manufacturer BGI has focused its attention on promoting affordable packages to prospective new clients and communicating virtually with existing ones. Great communication is about “supporting customers anywhere in the world,” BGI’s Diego Bincoletto tells Elly Earls

BGI’s flagship gelato machine churns and serves ice cream in a stylish, compact package. But its seeming simplicity belies the complexity of the processes going on under the surface. Continuously churning and freezing, the system is optimized for ice cream consistency, hygiene and energy efficiency, while its intuitive control panel and smart app system save time and energy for staff.

Over the last 18 months, the priority for BGI has been connecting with customers rather than developing technology. With lockdowns and travel restrictions severely reducing ice cream parlor owners’ appetite for investment, the brand has focused attentions on promoting packages that align with clients’ limited cashflow.

In order to promote its long-term rental plan, BGI, which is part of Ali Group’s Carpigiani Group, partnered in September 2020 with Editrice Zeus, an Italian publisher focused on technology for the packaging and foodservice industries. Through the program, restaurants and ice cream parlors, many of whom operate on franchising agreements, can use BGI products without committing to an upfront payment.

The offer has been promoted through an integrated global campaign, including social media – mainly Instagram and LinkedIn – and a series of 12 videos outlining the package and the main features of BGI’s technology.

Over the course of its 40 years working in the foodservice sector, Editrice Zeus has developed databases for tens of thousands of companies. Using these extensive databases and data mining technology, it created a targeted launch to thousands of potential stakeholders, who were directed to a dedicated landing page. The campaign increased BGI’s global exposure and resulted in the closing of deals all over the world.

Virtual innovation

Due to the inability to travel and attend industry events, BGI has also focused on developing virtual methods of communicating with existing clients and acquiring new ones. The company used video conferencing to offer remote presentations during virtual versions of events such as SIGEP.

Additionally, the team has taken advantage of the pause afforded by the pandemic to improve video support for existing customers.

“Customers tend not to read the manual and they come up with a lot of questions that are already answered in there,” says BGI’s Diego Bincoletto.

“Using video, we can give more specific information. We had already developed this kind of service to a certain degree and the pandemic has sped it up.”

BGI’s machines are also all Wi-Fi enabled, allowing the support team to remotely monitor their status and offer rapid support if needed. Meanwhile, as part of the Ali Group, the team is uniquely positioned to offer a 360° view to customers, giving suggestions on kitchen layout and which other pieces of equipment might integrate with their gelato machines.

“We take care of our customers before and after the sale, which means giving a lot of suggestions on applications and deployment and trying to solve any problems or doubts they may have. All of this together is working well to support customers anywhere in the world,” Bincoletto concludes. ■



BRAND WATCH

BGI

1944

BGI is part of Carpigiani Group, whose origins date back to 1944

1, 2, 4 and 6

BGI offers a 1-cylinder countertop model as well as floor models with 1, 2, 4 and 6 cylinders for additional flavors

12

BGI has launched a series of 12 videos outlining the main features of BGI’s technology

bgitaly.it

BGI’s machines are all Wi-Fi enabled

Finding perfection in Soft Serve ice cream

Premium Soft Serve is a growing international trend in the world of frozen desserts, and it is bringing unique flavor options and high-quality ingredients to the world of ice cream. Not only that, it is providing more Instagrammable moments for social media campaigns. Carpigiani's sales, after-sales and marketing director **Enrico Amesso**, tells Jim Banks how the company is guiding clients towards the perfect cup of soft serve



Above: Soft Serve ice cream often employs refined shapes and styles. Carpigiani's Enrico Amesso

In the world of food, it is important to stand out from the crowd. When it comes to desserts, this requires a unique combination of flavor, texture and presentation. Premium Soft Serve ice cream is proving to be an extremely popular way of achieving all of those qualities.

Usually sold at more than three times the price of classic soft serve ice cream, it provides an unmatched variety of options for customized flavors, appealing presentation and recipes made from high-quality ingredients that are enabling foodservice businesses to break away from the mass market. It far exceeds the standard gelato.

“Soft serve uses ingredients that are unconventional and often from the local taste traditions, with refined shapes and styles,” says Enrico Amesso, sales, after sales and marketing director at Carpigiani. “Some establishments use the Premium Soft Serve as a recognizable element of their social media campaigns. For Carpigiani, this presents a great opportunity to enhance the technology that has a premium market position and not an entry level one, as is typically the case for soft serve ice cream.”

More than a machine

Carpigiani not only provides the machines to make soft serve ice cream, it also supports its customers with its unique Soft Serve Consulting services, which brings together teams of experts dedicated to enabling customers to build their perfect cup as part of a precise commercial strategy.

“Soft Serve Consulting is part of a market context that all too often trivializes many aspects that are fundamental to creating a successful and easily replicable business,” says Amesso.

“We have added support to enhance the relationship between the machine and the soft serve mix, a bit like what is done in Formula 1 or in the MotoGP for tires and fuels.”

The taste experience, says Amesso, is in fact, profoundly modified not only by the development of the recipe, but also by “mechanical aspects and adjustments to the machine,” he adds.

Operations Management

For example, there is a relationship between the sugars used and the formation of the ice crystals, which directly influences the texture. Similarly, the design of the cup, besides influencing the visual experience, also affects the sensory experience of eating soft serve.

“This is because every shape, having a specific surface-volume ratio, generates different effects through the temperature in contact with the palate,” Amesso explains. “The choice of the type of nozzle, of beater and of feeding – by pump or gravity – are all important in the gustatory experience.”

Soft Serve Consulting has four key pillars that are followed in a precise sequence. First comes operations management, which evaluates the procedures and management of a customer’s business, maximizing the efficiency and performance of operators and their machines. Here, the ideal machine model is identified from a performance standpoint. Second is mix and recipe development, in which a team of food technologists helps to refine recipes or create them from scratch.

Next comes food design and research, in



which creative researchers and designers help to develop or refine the “perfect cup,” its presentation – including everything from gelato shape to garnishes – and its market positioning. This involves Carpigiani’s 18 different nozzle shapes, infinite color palette and graphic customization applicable to the machine model.

The final stage concerns machine settings, where technology is used to enhance the taste experience, productivity, operating procedures and profitability objectives defined in the previous steps, choosing the most suitable functional parts in contact with the ice cream, and identifying the perfect combination of production settings for the machine.

“There are two real drivers of Soft Serve Consulting,” says Amesso. “First of all, our long experience with the most important international key accounts that impose strict standards in terms of performance, food hygiene, service and procedural perfection, makes the solutions successfully replicable on a large scale. No less important is the experience gained with Carpigiani Gelato University, our training division specialized in researching and training neophytes who want to become successful gelato entrepreneurs,” he adds.

Instant appeal

In a short time, Carpigiani has developed more than 20 comprehensive client consultations, with many more in the pipeline. The company has, for example, recently



developed a project for the luxury chocolatier and confectionery company, Lindt.

Soft serve, and the ability of Carpigiani machines to deliver it, have attracted the attention of an

array of renowned chefs across the world.

Among them is Rome-based Fabrizio Fiorani, whose passion for ice cream is a key element in his creative and daring approach to desserts. Voted Asia’s best pastry chef in 2019, when he was based at Il Ristorante Luca Fantin in Tokyo, Japan, and his desserts were being served across Bulgari’s Tokyo and Osaka hotels, Fiorani has a flair for the unusual.

“Ten years ago, soft serve meant cheap gelato in fast-food restaurants,” he says. “Now it can be well made with high-quality ingredients. It is delicious and easy to make with Carpigiani machines. They are like the BMW of gelato and soft serve machines – the perfect combination of an excellent idea, excellent materials and a reasonable price.”

“You can make your own gelato with unique flavors and customize your desserts in any way you choose to give your customers something special,” adds Fiorani.

“Furthermore, with a Carpigiani machine, you know that it will operate with the same high quality 25 years from now. These machines are built to last a lifetime.” ■

Machine Configuration & Settings

Food Style

Mix & Recipe Development



BRAND WATCH



Carpigiani is the global benchmark in the field of ice cream and gelato machines.

1946

Established in Bologna, Italy, thanks to the success obtained by the “Autogelateria” of Bruto and Poerio Carlo Carpigiani

1989

Carpigiani became part of the Ali Group more than 30 years ago

carpigiani.com

cattabriga
ICE TEAM 1927

Gelato for the chefs, by the chefs



With gelato, quality is everything. The best results come not only from the design of a gelato machine, but from the expertise of an experienced chef. At Iceteam 1927, technical expertise and human creativity work together in perfect harmony. **Giovanni Galli**, Iceteam brand director, and gelato chef **Elisa Volanti** tell Jim Banks

Ice team 1927 is a leading name in gelato, frozen desserts and pastry-making machines. Formed in 2010 to bring together four brands with a long and rich history – Cattabriga, Coldelite, Promag, and Ott Freezer – the company has built on Cattabriga’s 1927 patent for the first automated gelato machine to offer a premium range of modern, user-friendly technology.

User-friendliness remains central to the company’s design philosophy and is a key feature of its latest product – Baby Chef – a versatile gelato machine that is currently being evaluated by some of the leading chefs in key markets around the world.

“The machine is very easy to operate,” is the response from chefs Haike Urschel and Glenn van Geluwe at Mdue in Bredene, Belgium,

where a new Baby Chef was installed at the start of July. There, it is also used to produce a cream from milk, sugar and a very high content of cornstarch, which must be cooked very intensely to obtain a good result.

“The Baby Chef can do it. It can produce the Belgian pastry cream perfectly, which says a lot about the machine,” says Urschel. “Gelato is the main thing for our business, and it is getting more popular year after year – customers are in love with it. Furthermore, the machine is compact, and its operation is very intuitive,” adds van Geluwe.

All about experience

The Baby Chef, launching officially in September, is specifically designed to meet the seasonal needs of businesses.

“Gelato shops work hard for up to six



months every year, depending on their location, but they must often stay open for longer as they have to pay rent and labor costs for the whole year,” explains Giovanni Galli, brand director, Iceteam.

“So gelaterias must find side businesses to cover the other months. Baby Chef is a simple machine that can be plugged in anywhere, and it can be used to create more than just gelato.”

It can be the main machine for a pastry cabin, producing fillings and spreadable creams, though its potential uses are very much in the hands – and minds – of the chef. “In mature markets like Italy, Belgium and Germany, it is ideal for gelato shops that want to de-seasonalize their business,” Galli adds. “In the Middle East it can be the perfect dessert machine for a mid-sized restaurant, in Asia it could be perfect for a small resort. It has applications all over the world.”

Like all of Iceteam’s products, the Baby Chef is designed with the needs of chefs firmly in mind. The company’s vision is ‘gelato machines conceived by chefs, for chefs’. This is why an experienced chef, Elisa Volanti, played a central role in the technical and culinary aspects of the design. “Chefs need user-friendly machines that can be used with very little training,” says Volanti. “Our clients include some highly skilled chefs, but some of their staff are new to the

industry, so the machine must be suitable for complete beginners while making even the experts’ work more efficient.”

The Baby Chef features 23 auto cycles and 140 recipes. It can be plugged in anywhere, has a compact design and, though air-cooled, is quiet when operating. While Iceteam offers over 45 different models of machines, they all share the same controls and user interface, making them simple to operate even for inexperienced operators.

“We have the most sophisticated technology on the market,” says Volanti. “I have tested all of the automatic cycles and all of the recipes myself. Our main goal, however, is to allow chefs to be creative, so the machine also allows chefs to come up with their own recipes.” Being part of the Ali Group has played a key role in shaping the design. By developing synergies with other businesses within the Group, either in R&D or in cross-marketing opportunities, the company can deliver on its goal to be a leading name in gelato and multifunctional pastry equipment, covering every market segment and sharing development costs with other Ali Group companies.

“Being part of the Ali Group helps us a lot,” says Galli. “We worked closely with BGI, a new company in the Ali Group, on the R&D, and commercialized the Baby Chef together.”

Partnerships, whether with chefs, clients or development partners, are what put Iceteam – and Baby Chef – at the forefront of the market. ■



Left: Giovanni Galli, brand director, Iceteam; Above, top: Glenn van Geluwe at work in Mdue in Bredene, Belgium; Above: the Baby Chef is designed with the needs of chefs in mind; Right: chef Elisa Volanti

BRAND WATCH

ICETEAM
1927

Iceteam 1927 is the leading supplier of high-quality gelato manufacturing equipment.

1927
Otello Cattabriga, inventor of the world’s first automatic gelato machine, founded the company, 94 years ago

140 The Baby Chef features 23 auto cycles and 140 recipes

45 different models on the market

iceteam1927.it



Five stars for the Twin Star

With its groundbreaking vertical design, ultra-low sound level, reduced heat loss and energy-saving overnight cycle, the Twin Star dishwasher is truly revolutionary, DIHR's Carlo Brunati tells Jim Banks

The technological revolution that is redefining the way commercial kitchens

operate often fails to address one key challenge – the limited amount of space in which kitchen staff and appliances must operate. Dishwashers are usually criticized for taking up too much space in the kitchen, but with DIHR’s Twin Star dishwasher, that will no longer be the case.

The Twin Star’s innovative vertical design means it takes up much less floor space – typically only one-third of the area needed for a conventional rack dishwasher – while remaining easily accessible and simple to use. But that is only the start of clever thinking that has gone into its design.

“Wash results are better than a standard dishwasher and further handling is never needed,” remarks one senior living care client, the Résidence Les Abiès in L’Absie, France, adding that “the Twin Star really is a smart solution because it assures a great productivity, but furthermore it saves time, leaving us the chance to do something else.”

These productivity gains derive from the ability to program the Twin Star to handle a range of nine wash programs, suitable for everything from fragile glass to heavily soiled dishes, that require no pre-washing crockery and without the need for a person to be on hand to supervise the cycle or unload crockery. Simply load the dishes, set the program and leave it to work – even overnight.

“It is unique,” says sales director Carlo Brunati. “There is nothing like it on the market. It saves on water, on power, on detergent and on labor. You can easily program a schedule to run it overnight,



Twin Star can handle a range of nine wash programs, suitable for a wide variety of different uses



so that frees up people in the kitchen to focus on other tasks.”

Once cleaned, the dishes do not have to be removed immediately from the Twin Star. Instead, they can be left inside until they are needed. And with the capacity to handle 300 plates per cycle, there is no need for a backlog of dirty dishes to build up.

Save space, money and the planet

With its flexibility, compact design and high efficiency, it is no surprise that the Twin Star has become a popular choice in its home market of France and, increasingly, in other markets. “We have sold a lot in care homes and other kitchens where there are three services per day,” says Brunati. “It has a much larger capacity than a hood-type machine and it usually saves at least two square meters of floor space.”

Nevertheless, the Twin Star’s appeal to care homes and other facilities with small kitchens is not solely based on its ability to free up space.

“When you have a small kitchen with lots of equipment, it can be very hot,” says Brunati. “Thanks to the steam condenser inside, the Twin Star vents no heat, so the kitchen is a nicer environment to work in.”

What’s more, the Twin Star benefits the environment in a broader sense. As there is no boiler inside, only a small tank for hot water, it uses much less power to heat water and is much less resource-hungry than traditional dishwashers. Due to the delayed start feature and the overnight cycle, it can run at off-peak electricity times.

In fact, when tested against a conventional dishwasher performing 300 washes, the Twin Star used 46% less water, 82% less detergent, 38% less power and 90% less labor, which accounts for more than two hours for every shift.

“Looking at those numbers, it is simple to make a calculation of long-term savings,” says Brunati.

“It amounts to €26,000 in savings per year if the kitchen runs two shifts each day over a six-day week, and €45,000 per year for a kitchen running three shifts every day of the week,” he says.

The Twin Star is a fully plug-and-play machine. It only needs to be wheeled into the kitchen, connected to power, water supply and drainage, and it is ready to go. It is no wonder clients call it “a smart solution”. Versatile, efficient and simple to use, it is bound to get a five-star rating from everyone in the kitchen. ■

BRAND WATCH

30+ years

experience in serving hotel and restaurant businesses worldwide

35,000

units produced per year in 20 product ranges

105

countries distributed to globally each year by DIHR



DIHR is a leading global manufacturer of glass, dish and warewashing machines. dihr.com

Beyond clean: Hygiene+ raises the standard

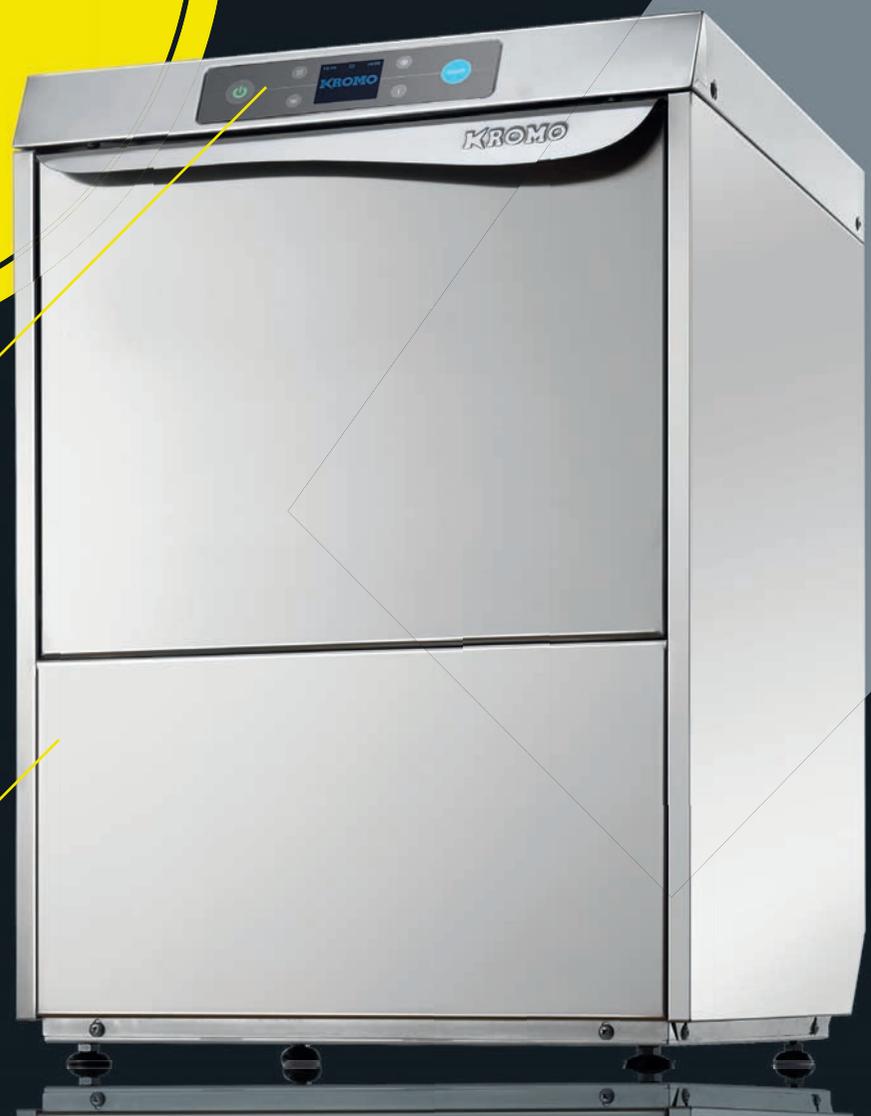
KROMO's new PREMIUM² line of dishwashers is designed to be easy and intuitive to use, while reaching new levels of efficiency and cleanliness. The latest Hygiene+ model, however, has added two new cycles to reach higher standards of sanitation than ever before for a post-Covid world, says KROMO's **Rafaelle Allot**

SOFT-TOUCH PANEL

Indicates 10 washing cycles, and working temperatures

NEW HYGIENE+

Ensures wash cycles meet the level of A0=60 standard of hygiene based on EN ISO 15883-1





Thermodisinfection cycle

There are two special thermodisinfection cycles reaching up to 75°C for washing and 90°C for rinsing

Since the start of the Covid-19 pandemic, people across the world have had to rethink how they live their daily lives and, as a result, their priorities have changed. In all aspects of life, hygiene has become priority number one.

Commercial kitchens have always had an intense focus on cleanliness, as it is fundamental to the quality of food. Now, though, they must strive to reach higher standards than ever before.

This focus on sanitization has permeated every part of foodservice. Handwashing is a key task for both employees and for customers, and kitchen staff have more rigorous processes in place for the cleaning of surface and utensils. It is in the area of dishwashing, however, that the need for higher standards of hygiene is most evident.

“There are new standards for hygiene. We wanted to make sure we could meet the needs of the market in 2021, so we created a new model of dishwasher to reach the new standard that people expect,” says sales manager Rafaella Allot of KROMO’s new PREMIUM² Hygiene+ dishwasher range.

The KROMO PREMIUM² range was already designed to be easy and intuitive to use, with a soft-touch panel that clearly indicates the 10 washing cycles, the working temperatures and all of its many functions. It combines the highest specifications and the latest innovations to ensure

“ENERGY AND WATER EFFICIENCY ARE ALWAYS FUNDAMENTAL PARTS OF OUR DESIGNS”

efficient operation and high standards of hygiene in a compact undercounter unit. Now, the range includes a new Hygiene+ version, which ensures the wash cycles meet the level of A0=60 standard of hygiene based on EN ISO 15883-1.

Extra clean and extra efficient

The A0 is the latest standard for thermal disinfection in a washer-disinfector. It sets an acceptable range for devices coming into contact with intact skin, guaranteeing the removal of pathogenic microorganisms.

“It is a very important standard for us to reach,” says Allot. “The Hygiene+ model adds two new cycles at higher temperatures, a new door system and an insulated body, a new loading system and a non-leak design, as well as a new panel to make it easier to use. It also has a ‘soft start’ for the pump to protect the crockery at the start of the cycle.”

Of the machine’s 10 wash cycles, three of these are dedicated to plates, two to glasses, one is customizable and two are special thermodisinfection Hygiene+ cycles. Among 10 standard cycles, there are two special thermodisinfection cycles reaching up to 75°C for washing and 90°C for rinsing.

“It guarantees a high level of hygiene and includes new clean water technology,” Allot adds. “There is either a partial or a complete drain before rinsing, so it is possible to ensure that cleaner water is used in the rinse process.”

As well as reaching a higher level of cleanliness, the new model benefits from all of the innovations that have made the PREMIUM² range a success. It includes self-monitoring technology and can send data to the cloud to enable off-site monitoring of its performance, as well as offering a self-diagnosis system that notifies users of any anomaly in its operation. And not only are the machines in the range easy to install, thanks to their ability to adapt to different voltages, they are also pushing the boundaries of energy efficiency.

One version of the machine – the Hygiene+ HR – features a heat recovery system that preheats the incoming cold water, which can significantly reduce its demand for power. In fact, tests have shown that the efficiency features included in the design can save as much as 35% on energy costs. “Energy and water efficiency are always fundamental parts of our designs,” remarks Allot. “That, along with the high level of hygiene the machine provides, make it ideal for hospitals, schools and kindergartens, as well as for bars and restaurants.”

Launching at HostMilano 2021 in October, the Hygiene+ is bound to make a lasting impression as the dishwasher fit for the post-pandemic world. ■

BRAND WATCH



100+

Countries distributed to worldwide

136

Models of KROMO machines

14

International certifications and 11 patented models

For over 20 years KROMO has specialized in manufacturing and distributing professional dish and warewashing solutions. With its wide range of high-quality products, KROMO plays a leading role in the market. kromo-ali.com

The perfect combination

For the award-winning PM & Vänner restaurant, the dishwashing station is as important as its fine dining room. Thankfully, Wexiödisk's new WD-12S combi-dishwasher is the perfect fit, founder Per Bengtsson tells Michael Jones



PM & Vänner is a Michelin-starred restaurant in Växjö, Sweden, famed for its sophisticated, original and modern Nordic dishes. The restaurant's "forest, lake and meadow" philosophy sees produce sourced from its own farm, just 500 meters away, while fresh bread is baked in an on-site bakery. The restaurant offers a 5-10-course set menu, while an additional bistro, boutique hotel, two bars and a florist complete the offering.

Per Bengtsson, creative director and founder of PM & Vänner, and his university friend Monica Carlsson opened PM & Vänner in 1992 (the 'P' and 'M' stand for Per and Monica, while 'vänner' – 'friends' in Swedish – refers to colleagues). "We turn 30 next year, but it takes time to nurture something and develop your own light language, your own expression. It doesn't come overnight," says Bengtsson. "The work is always an evolution. We're always tuning."



PM & Vänner's Per Bengtsson





Henrik Florentzson,
sales and marketing
manager, Wexiödisk



and marketing manager, Wexiödisk, the WD-12S is a game-changer partly because the compartment size has been widened. “We can do the 500mm by 500mm wash baskets as previously, but now we’re also able to load the machine with three plastic boxes used for transporting food and other items that are 600mm by 400mm. We have been able to take this machine to another level and improve many things.”

Second to none

Wexiödisk has always been extremely strong in Scandinavia but there has been a recent drive for the brand to be more competitive in export markets, says Florentzson. “We needed to have a machine that can be part of consultants’ specifications. We also limited the height of the machine, so it’s easier to install in wash areas with limited space.”

As well as school kitchens, the WD-12S is perfectly suited for bakeries, fast-food restaurants and supermarkets, while, the boom in the food delivery market means boxes for transporting food need to be cleaned more than ever.

The after-sales service and training offered by Wexiödisk is also second to none, says Florentzson. “During March alone, we had four digital sessions on the servicing with our distributors. We have made the service aspect as easy as possible. You only need to take out the front panels of the machine and can access everything. You don’t need to move the machine. Quality service is in our DNA.”

Florentzson estimates Wexiödisk has “put in about two years of man hours in R&D, engineering and testing” to get the WD-12S into production. “We do a lot of trials, we get ideas, and we try them out in dialogue with our customers,” he says.

That fine-tuning is all centered around constantly refining an operation that serves, feeds and cleans for a considerable number of customers every day. This requires a significant amount of crockery and glassware, which must be cleaned to the highest standard. “Our washing machines are going for 24 hours,” says Bengtsson.

Thankfully, PM & Vänner has a longstanding relationship with fellow Växjö luminaries, professional dishwashing specialists Wexiödisk. “We’re so spoiled, because [the machines] always work,” says Bengtsson. “One dishwashing machine, for example, has washed 800 crystal glasses during the last 15 hours, while another machine in the bakery has had to deal with baked-on goods from the oven. People in my industry tend to just take the machines for granted. My biggest challenge is to make the staff understand how dependent we are on the good quality of the machines every day.”

The base of all restaurants

For Bengtsson, sanitization is especially pertinent, having started his life in hospitality as a dishwasher. “I was 14 years old, working in my holidays, so I know how important it is. The dishwashing station is the base of all restaurants. If it doesn’t work, you can never succeed. For us, the dishwashing station is as important as the fine dining room.”

And Wexiödisk’s new WD-12S combi-dishwashers, launched in December 2020, have certainly helped PM & Vänner succeed even more – and operate more sustainably, says Bengtsson.

“The sustainability issues are taken care of. We save money and our impact on nature is less because it uses less electricity. It also saves time. The machine is incredible,” he says.

According to Henrik Florentzson, sales

THE WD-4S GLASS: QUALITY, FUNCTIONALITY AND “SUPER COOL” DESIGN

PM & Vänner’s Per Bengtsson has also installed Wexiödisk’s WD-4S GLASS undercounter dishwasher for glassware in every corridor of his hotel too. The Swedish design, characterized by functionality and clean lines, means Bengtsson is happy to have the machines on display, rather than hiding them away in housekeeper’s cupboards. “It looks super cool,” he says. “We clean all the wine and Champagne glasses from the hotel rooms in them and we save so much time and money not running around between floors.”



Economic to run, hygienic, sustainable and energy efficient and easy to use, the WD-12S, which can also be used in combination with Wexiödisk’s hood pre-rinsing machines (PRM) too, is already proving a hit with customers. The feedback from PM & Vänner’s team, for one, is supremely positive, with the back-of-house team praising its reliability and quality. “It’s the Rolls-Royce of dishwashing machines,” says Bengtsson. ■

BRAND WATCH

Wexiödisk^W

1972

Wexiödisk celebrates its 50th anniversary in 2022

2020

The launch of the WD-12S

wexiodisk.com

Two years

Man hours in R&D, engineering and testing to develop the WD-12S

Sweet dreams

The production of confectionery is now limited only by your imagination, thanks to the Universal 3D-X depositor from MONO Equipment. MONO's **Dave Thomas** and **Donna Haynes** tell Jim Banks why the Universal 3D-X has unlocked a world of potential

Welsh company MONO Equipment, based in Swansea, is a long-established producer of bakery equipment. Its range of confectionery depositors – already widely used around

the world – has just taken a big step forward with the launch of the Universal 3D-X, which is designed to unlock the imagination of cake producers and biscuit makers.

The Universal makes possible a range of complex shapes and brings multi-color options to the table, thanks to its three-color depositor nozzles and its additional capability for X-Axis movement.

“The depositing system not only moves up and down over the moving conveyor belt, but also moves across the conveyor belt,” explains Dave Thomas, product designer of the Universal 3D-X. “The ability to move laterally, combined with the ability to use three colors or flavors, allows us to make intricate designs, including spirals, which were not possible with our previous machines.”

As the hopper can move left to right and up and down, the Universal is able to create an almost endless variety of shapes using a standard template. Circular movements that were once created using a rotary template are now performed by the movement of the hopper and belt.

“No one else is doing that,” remarks Thomas. “We





want to be the first name that comes to mind when customers want a depositor that handles multiple colors. So, we had to come up with a system that fully utilizes the capabilities of the machine, as well as a new interface that provides a flexible way to make and design new products.”

The Universal is packed with innovative features. The machine is capable of handling both hard and soft mixes and comes in single, double, or triple hopper configurations, allowing up to three separate mixes to be deposited simultaneously to create unique multi-colored products. It also features a new and improved four-gear system that ensures optimal pressure for driving through even the toughest mixes with ease and precision. Though innovative in its design, it is born of a rich heritage.

“MONO has been making robust and reliable depositors since the 1950s, and the Universal is the latest in that line,” says Donna Haynes, MONO’s international sales manager. “But we are not just selling the machine, we are selling a solution, with training and after-sales support.”

Simple and sophisticated

Confectionery makers can use the Universal to create a vast range of high-quality products using a number of templates for hard mix, soft mix, and combi-mix hoppers, including standard, sheeting, rotary, biscuit, staggered, wirecut, ladyfinger, and injection, as well as a new Iris Template for encrusting.

“Keeping up with demand is hard when cakes and biscuits are made by hand,” says Haynes. “People are amazed when they see the Universal in action, creating unique products at high volume. Even with three colors and intricate shapes, the designs are limited only by your imagination.”

Sophistication cannot, however, come at the cost of complexity. That is why the Universal incorporates the latest in touchscreen technology to make creating even the most complex and demanding shapes both simple and intuitive. One key feature is ease of programming, which greatly simplifies the product design process.



“THE DEPOSITOR IS LABOR-SAVING AS IT ELIMINATES ENDLESS HOURS OF HAND-PIPING”



Dave Thomas, product designer of the Universal 3D-X, says clients love the machine’s accuracy and versatility

“Customers sometimes come to us struggling with consistency and quality, often because they have a range of skilled and unskilled workers producing cakes and biscuits,” says Haynes.

“Our depositor is more exact and consistent, it is labor-saving as it eliminates endless hours of hand piping, so it is always reliable, as well as being easy to use,” she says.

“People are asking for products that look handmade, and we can replicate that identically now,” adds Thomas. “People buy with their eyes as well as their mouths, so a product needs to stand out in the shop or on the supermarket shelf. The accuracy and the versatility that the Universal offers truly makes that possible.”

Already a leading name in small and mid-market machines, MONO is taking its brand to the semi-industrial scale with the Universal, and the results could set a new standard in versatility. ■



MONO’s Donna Haynes says people “are amazed” when seeing the Universal 3D-X in action

BRAND WATCH

monoequip.com

1947
MONO Equipment was founded 74 years ago

300+
Products in the standard range

ISO 9001 & ISO 14001
All of MONO’s bakery equipment is manufactured to the most stringent ISO standards



Smart and connected

Esmach's philosophy of continuous innovation and practicality is at the forefront of every piece of technology within the SPI AI Esmach Spiral Mixer, Esmach bakery chef **Stefano Bongiovanni** tells **Shannon Yang**

With the new SPI AI Esmach Spiral Mixer, foodservice professionals from across the industry can expect efficiency and quality. Made with the “daytime baker” in mind, the SPI AI is, says Stefano Bongiovanni, bakery chef for Esmach, “a state-of-the-art mixer” that presents an elegant touch screen with a 7” color display. It’s also easy to clean and features a control console that can be rotated.

Ultimately, the mixer was “conceived to optimize results and production time and it stems from the analysis of the practical necessities that a bakery, pizza or pastry chef can have in his lab,” says Bongiovanni.

Precision was never a trade-off that had to be made in the development of the SPI AI. With an LED light to illuminate the bowl, the dough becomes clearly visible even in low-light environments. The mixer’s infrared sensor can monitor the temperature at the heart of the dough, ensuring its stability.

Channeling the potential of smart and connected technology, the SPI AI allows bakers and other foodservice professionals to store recipes, connect to the internet, and access technical assistance and online diagnostics. “Everything becomes simple, intuitive and smart,” Bongiovanni says. He adds that the machines can be used not only in bakeries, pizzerias, and pastry shops but also in restaurants, hotels and for large retailers.

Having already received enthusiastic feedback from customers, SPI AI is also Industry 4.0 certifiable, attesting to Esmach’s focus on productivity without sacrificing



“SERVING CUSTOMERS IS OUR TRUE MISSION AND WE WANT TO HELP THEM TO ENJOY HEALTHY, BALANCED FOOD”

Stefano Bongiovanni

quality. “This is very important to us and it testifies to our commitment to technological transformation and also digitization in bakeries, pizzerias and pastry shops,” says Bongiovanni.

The mixer is focused on results, and for early users, it has been a game-changer in creating various breads and pastries. “Customers love the excellent result they get using Esmach machines, as their technology allows to obtain highly digestible and top-quality bakery products,” says Bongiovanni.

A history of innovation and development

Having been founded in the early 1970s as Esperia, Esmach offers almost a half-century of experience creating new products. Esmach is, says Bongiovanni, “a company devoted to the creation and implementation of sustainable solutions for bakery production with its best mixers, moulders, dividers, leavening proofers, retarder proofers and ovens.”

In the early 1990s, Bongard, the historical leader for oven production in France, identified Esmach as a trustworthy partner for the Italian market, and a bond was born between the two companies. Since 2008, Esmach has been a part of Ali Group and specializes in designing, producing and supplying foodservice machinery and solutions. “Esmach is considered an authentic, technological innovator in its field and a reliable partner for bakers, as it provides turnkey solutions to work in a modern way,” says Bongiovanni.

One initiative that demonstrates this is the EsmachLab system, a dynamic bakery concept. It streamlines breadmaking by delivering what is needed when it is needed, maintaining the highest-quality bread while reducing food waste and ensuring sustainability. Naturally leavened products can be baked in just a few minutes. It also precludes the need for bakers to work at night and is accessible to amateur bakers. The shift to better lifestyles for bakers suggests that Esmach and its products could be at the forefront of major changes in the industry.

“Esmach philosophy involves the continuous innovation of products, quality and service, while still remaining faithful to the healthy principles of artisan know-how, made of people and passion,” Bongiovanni says. “Serving customers and their requirements is our true mission and we want to help them to enjoy healthy,

balanced and good food together with a tailor-made service that accompanies them step-by-step.”

Esmach takes an unusually hands-on approach when it comes to customers, and goes out of its way to support and train businesses. “Esmach’s goal has always been and will continue to be helping its customers to work the best possible way, supporting them with advanced –but at the same time – simple systems,” says Bongiovanni.

“We will keep on offering them a training to make the most of the potential of their business; we give continuous support throughout all the life of the workroom and the machines, gaining a positioning that distinguishes us in our sector compared to competitors.”

Esmach’s range of products extends far beyond mixers. Whether it’s the new SPI AI Esmach Spiral Mixer or Esmach yeast generators, dividers, refrigerators, and ovens, Esmach uses cutting-edge technologies to deliver user-focused products. “Our machines, with their cutting-edge technology, are versatile, safe and reliable. They are designed to guarantee the highest production quality for pizza, bread, pastry and all bakery products. Esmach follows the process from the birth of the yeast to the scent of the finished product,” says Bongiovanni. “We build machines that improve people’s lives.” ■

Above: Esmach is an authentic, technological innovator in its field and a reliable partner for bakers

BRAND WATCH

ESMACH

32 sq m

Esmach’s turnkey solution EsmachLab is a dynamic concept bakery that requires only 32 sq m to bake bread

<30 mins

It takes the EsmachLab less than 30 minutes to bake fresh naturally leavened bread

7”

The SPI AI Esmach Spiral Mixer has an elegant touchscreen with a 7” color display

With its spiral mixers, dividers, moulders, conical rounders and groups for bread, Esmach is an authentic technological innovator in the baking industry.

esmach.com

Hiber on a high



The forced pause created by the pandemic allowed refrigeration specialist Hiber to focus on R&D. The fruits of its labor will be revealed at foodservice exhibition Sigeep in January, says brand director **Mirko Ceschin**

With cafes, restaurants and gelaterias closed for much of the last year, there hasn't been as much call for ice cream freezers as usual. With the extra time, 30-year-old Italy-based refrigeration specialist Hiber has shifted its focus to R&D, tweaking, honing and upgrading its products in preparation for the re-launch of its entire range in January 2022.

Hiber has already built a strong reputation for providing high-quality, stylish refrigeration equipment to ice cream parlors, bakeries and pastry chefs in Italy, where around 80% of its customers reside. The next frontier is to expand its exports, particularly in the ice cream market, starting with its most high-tech devices yet.

2021 will be the final stretch in a three-year process to upgrade all of Hiber's refrigeration products. The company has already completed the new and improved iterations of its popular holding cabinet range for restaurants, catering operators and pastry,



confectionery and ice cream businesses. As well as rolling versions, Hiber has introduced multi-temperature cabinets, which can be used to store items both above and below 0°C while preserving their taste, aroma and appearance.

This will all be revealed at Sigep, the world's leading B2B show dedicated to the dessert and coffee side of the foodservice industry, in January 2022, along with Hiber's yet-to-be-completed but highly-anticipated new multi-functional blast chiller. The company's most versatile version yet, it will support businesses throughout all phases of food preparation, including deep freezing, defrosting, proofing, low-temperature cooking, pasteurization and dehydration.

Focus on service

In addition to new heating and cooling functionality, Hiber's latest range will be fitted with IoT 4.0 technology, allowing users to remotely monitor and control their equipment.

"Not only will they be able to see the parameters of their units no matter where they are, they can change them," explains Hiber's brand director Mirko Ceschin, adding that this is

particularly important for larger operators. "The owner of a big pastry laboratory, for example, will be able to check that kitchen processes are running in the best way and, if they're not, find out why. There could be a lot of value inside their fridges. They need to have that under control," he says.

Hiber has also improved its after-sales service, adding a new section to the website and making it easier to view documentation, to see whether required spare parts are in stock at the warehouse and order them directly.

"These are all elements of a single concept – service," says Ceschin. "We have to be able to give our customers a quick reply and a quick solution, but at the same time supply them with tools that are user-friendly, which they can use to fulfil their day-to-day needs. If they have a problem, we want them preferably to be able to reach a solution very quickly because they have access to the right tools on their mobile phone or tablet."

“WE HAVE TO BE ABLE TO GIVE OUR CUSTOMERS A QUICK REPLY AND A QUICK SOLUTION”

Mirko Ceschin

BRAND WATCH

hiber
THE FUTURE OF CHILLING

Founded:
1979

Customers in Italy:
80%

Relaunch of entire range:
Jan 2022

The future of chilling

Hiber designs, manufactures and markets blast chillers and shock freezers.

hiber.it

The pandemic's silver lining

Hiber may nearly have reached the end of its current innovation cycle, but Ceschin is already thinking about the next one. He's coy about the details – he wants it to be a surprise – but will say that the company is focusing on increasing the energy efficiency of its blast chillers, beyond the level the market is asking for. "We don't like to do the easy thing," he smiles.

There has certainly been something of a silver lining to the pandemic, according to Ceschin. "We've taken the time it's given us to really focus on research and development," he says.

"Usually, you have to split your efforts into many things. Now that we've been at home for more or less a year, we've done our homework – in a good way. We believe the market will return fast now, so we must be ready to give them the right answer," says Ceschin. ■

Hiber's latest range is fitted with IoT 4.0 technology, allowing users to remotely monitor and control their equipment



When tradition embraces innovation



Introducing Silblock, the stand-alone kitchen multi-block designed with the future in mind by Silko. Managing director **Paolo Zunino** tells Juliet Martin how the company is bringing Italian tradition to more clients by embracing innovation

Silko's vision for its products is based around what managing director Paolo Zunino calls "The Italian design." They are "very smartly designed kitchen equipment, very minimal," he says, with the simplicity of the design key to increasing the operational efficiency of the kitchen. For example, Silko worktops are flat so that every function can be performed on one level, meaning it's easier to clean and to move things around from surface to grill to boiler. This is a huge asset when running fast-paced operations.

The Legend Hotel is the first 5-star hotel in Petropavlovsk-Kamchatsky, Russia. Built over 14 floors, it has 177 hotel rooms plus a congress/convention center for 500-600 people and boasts stunning views of the Kamchatka Peninsula's beautiful bay on one side and mountains on the other. At the Legend, Silko products enable the hotel management to address the challenges they face across five kitchens, two restaurants and five

bars. For example, Silko's Monoblock solution, supplied by Apach Chef Line, integrating freezer and refrigeration elements, was required to provide the flexibility for rapid cuisine changes, along with stability and storage space. Silko was able to offer this client a unique L-shaped Monoblock solution combining 700- and 900-Series equipment.

The attention to detail and focus on optimizing the functionality of the kitchen is what sets Silko apart. "Clients love to work with a partner that can take care of the design of the full kitchen, with very special attention to the design and the construction of single or multi-blocks which are capable of naturally leading the movements and work of chefs and cooks," says Zunino.

According to one executive at the Legend Hotel, "Silko is well known for style, precision and quality. We value the expertise and openness of the manufacturer. We like the quality of the final product and we love the design."

The Silblock is a smart, standalone kitchen multi-block to be presented for the first time at this year's

HostMilano show. Zunino explains that the product is currently optimized for restaurants with “50-200 points of sale, where we can provide a good kitchen or food experience replicated everywhere.” While the Silblock is already a sleek product designed to lead its users to simpler operational management and cost savings, the best is still to come.

Ongoing evolution

The “material” aspect of the design contributes to the efficient organization of space, including mise en place, preparation and kitchen pass areas, and stock areas. “This year we have done a lot of incremental improvements on the product design and improving the user experience,” says Zunino.

“But this is just the beginning,” he promises. “More intelligence is coming. The bigger thing for the user will come later as we focus on the development of artificial intelligence (AI) and the visual user experience.” Embracing this innovation has huge potential to take kitchen operations to the next level, and Silko is firmly targeting this potential. “The goal in a couple of years is to have a kitchen with a monitor that visually leads the chef in their operation,” says Zunino. The development of the software and electronics, including sensors, to integrate technology like AI into the Silblock product is ongoing and is expected to reach maturity in the next four and a half years.

Some of these advancements have been born out of necessity. With Covid-19 having caused huge disruption to the hospitality sector, businesses are in need of cheaper kitchen labor and more flexible and intelligent operations management. “Where we can work a lot,” Zunino points out, “is to simplify the processes so that the restaurant can give good meals, and good-quality working room activity, by simplifying the parameters of the restaurant’s specific recipes and still produce them even if they don’t have the top chef in the kitchen every day.”

This kind of cost-saving optimization will be essential for an industry that is projected to take two to three years or more to return to 2019 levels of activity. The Covid-19 response also put new restrictions on space and handling. Silko systems were able to help manage this, for example, by separately coordinating food for delivery, dining in, internal stock and home preparation. This is an area that will be further optimized through the integration of AI and sensors.

Another driving force is a passion for the process and for the potential that can be unlocked by continuing to improve kitchen operations. “Today’s cooking isn’t just a discipline in raw skill and recipes,” says Zunino. “It is also a creative discipline



Silko’s Monoblock range on display at the October 2020 PIR Exhibition in Moscow, Russia, supplied by its partner Apach Chef Line

in processes and systems of production.” By regularizing more new processes, the Silblock will allow kitchen operators to explore the possibilities that come with more intelligent and systemized operations, including cost savings, increased sustainability and greater creativity, he says.

“Little secrets”

This kind of innovation is central to Silko’s goals and close to Zunino’s heart. “Innovation is the key of evolution,” he says. “What’s most important for us is to lead incremental innovation, product perfectionism, to more deep innovation. The other very important thing is to always focus on a great user experience.”

Innovation is guided by what Zunino calls the “little secrets” that can be gleaned when the manufacturer has a close and transparent relationship with its clients. “It is very important to be with the users, because in the end we have seen they are telling us what we have to do, directly or indirectly. They tell us very clearly what they want. We have good and transparent relations with both our clients and business partners,” he explains.

In the case of the Legend Hotel project, this close working relationship was essential to overcome some quite unique challenges. “The region is seismically active and space for the kitchens is limited,” says the Legend Hotel executive. “Given the complexity of the project, Silko should be highly prized for its advanced, technological solutions. Although almost everything in the project was non-standard and required some innovative solutions, we got the answers from Silko in an astonishingly short time.”

Silko’s efforts are based on a proud tradition and values. “My dream with Silblock is to bring the Italian tradition in food everywhere, to make it easier and affordable,” says Zunino. ■

BRAND WATCH

SILKO
WELL DONE

1980

Silko was founded
41 years ago

Vittorio Veneto, Italy

The company’s new offices are in the province of Treviso near Venice

50-200

Silblock is optimized for restaurants with 50-200 points of sale in each meal setting

silko.it

Lasting legacy

This year will see the launch of Legacy, the first limited-edition product from Scotsman Ice. Social & digital manager **Simone Buratti** gives Tina Nielsen the lowdown on a product that mixes craftsmanship with innovation for the high-end market

Discover more about Scotsman Ice



Launching after more than two years of intense studies, research and development, Legacy from Scotsman Ice is a limited-edition piece that will have just 250 items available for sale.

It represents a new milestone for the ice machine manufacturer.

Legacy has been created with the involvement of industrial designers, tasked with crafting a product using new materials and technologies along with a new modern design look, which is set to drive Scotsman's new product development in the future.

Featuring high-tech materials, including black stainless steel with titanium alloy finish and tempered glass, Legacy has a stylish look and innovative design with a vintage feel.

The team brought in a designer to work on the development of the project. As Simone Buratti, social and digital manager for Scotsman Ice explains, "a manufacturer comes at things from a technological point of view and doesn't consider the aesthetics in the same way."

He says the resulting product represents an excellent balance between aesthetics and technology. "We didn't compromise on the quality of the product with a new design and the strong vintage feel goes back to the origins of Scotsman," he says.

The team took inspiration from luxury home appliances and used the exercise to explore new materials. After a lengthy period of investigation, black stainless steel was chosen for the strong and durable construction and structure of Legacy. Part of this process, according to Buratti, was also to identify materials that could be used in a sustainable way for the future. "From the manufacturing side we have to work on sensible materials for the future, looking into better materials for the environment with recycling and pollution free materials in mind," he says.

Left: Scotsman Ice's limited-edition Legacy. Above, Simone Buratti, social and digital manager

The go-to choice

The limited-edition machines also come with a unique 3D air grid with 70% increased air front ventilation – suitable for built-in installation – and have been thoroughly tested to ensure they will withstand harsh conditions and heavy usage.

Each of the Legacy machines are delivered with a cocktail recipe book as well as a numbered certificate of ownership, signed by the person who worked on each piece, reinforcing the sense of a well-crafted product aimed at a high-end market. "We wanted to have a unique branded product in only one model that represents the Scotsman brand as the benchmark of the industry," says Buratti.



Scotsman Ice has long been the go-to choice for beverage professionals, baristas, mixologists and bartenders. The company is a major supporter of activities and educational efforts from the International Bartender Association and is a global sponsor for World Coffee Events of the Specialty Coffee Association. With Legacy, Scotsman is targeting high-end markets – specialty coffee enthusiasts as well as mixologists and bartenders who operate in environments where design is important. "Legacy is intended for the major markets where we see growth. We see the potential of the coffee market and mixologists," says Buratti. "Machines are usually installed in rooftop bars, for example, and this is part of the reason why we worked hard on the design part of the product."

The high standards required by these target markets are reflected in the technological specification of Legacy. The machine includes an improved evaporator, working specifically in different water conditions, and to make the legendary Gourmet ice cube – perfect for mixologists and coffee enthusiasts. "We invested in a new water-testing system to recreate any water system because they are different everywhere in the world," says Buratti.

Having the right water system is crucial when making ice cubes for cocktails. "If you use water that is not very good it can be a little bit foggy or white," he explains. "People spend good money on cocktails and if they see ice that looks a little foggy, I don't think they will be happy to pay for it."

With this launch of Legacy and its "Make Ice Cool" messaging, Scotsman wants to remain the industry benchmark – supporting a lifestyle of restoration, travel, events and design. "Make Ice Cool is a strong concept aimed to have ice as a protagonist of a beverage experience. We add our expertise to the advantage of those using ice for an 'artful' experience," says Buratti.

Legacy marks the first time Scotsman Ice has launched a product almost entirely through digital platforms. It means a vast amount of behind-the-scenes preparation is going on before launch, which will kick off at HostMilano in October. Buratti will take charge of the task to launch and communicate the product via social media and digital activities and is another step in the journey towards digital transformation by adding young and enthusiastic people to drive the company forward.

Legacy fits into a range of products from a company loved by operators globally. Buratti says the Scotsman name has extraordinary recognition. "The quality of the product is taken for granted; once you get to a certain level of brand the quality is a given," he says, adding the extraordinarily high levels of service and maintenance are what really sets Scotsman apart in the eye of the clients.

"Take Mandarin Oriental or any of those super, top hotels. They select our product because they know that wherever in the world they open a new location they will have the same service – and that really is unique," says Buratti. ■

BRAND WATCH Scotsman®

Scotsman is the world's leading manufacturer of ice machines for one basic reason: it understands the critical importance of ice to any number of businesses.

1950

Scotsman was founded 71 years ago

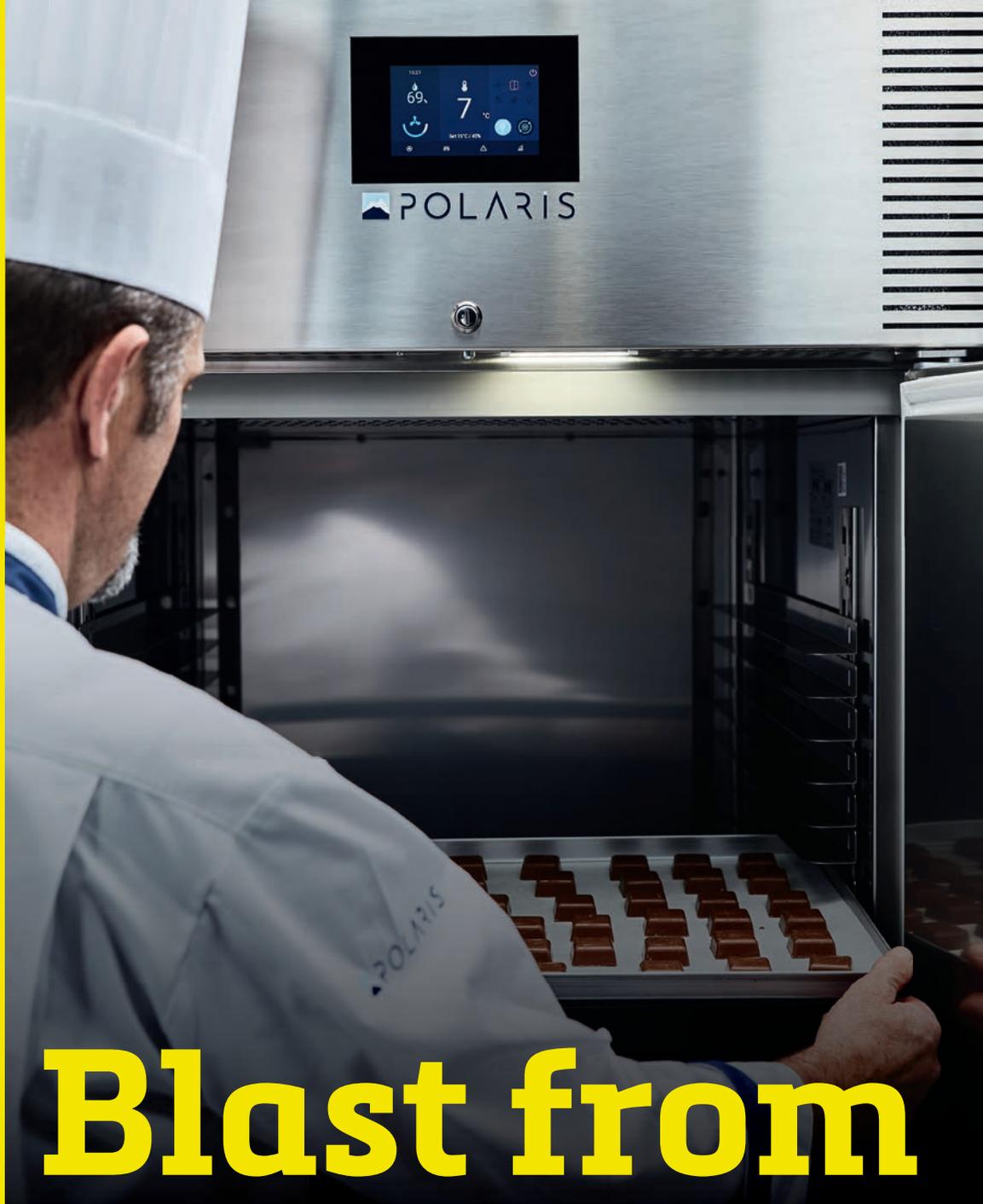
100

The company has distributors and authorized service agents in over 100 countries

1,000,000+

Today, there are more than one million Scotsman ice machines at work around the world

scotsman-ice.com



Blast from

the future

Collaboration with professional chefs was a crucial part of the development process of Polaris' latest range of refrigeration equipment, which will be unveiled at HostMilano in October 2021, says Polaris' brand director **Mirko Ceschin**

Polaris has long been a household name in the world of refrigeration, with products ranging from holding cabinets to counters, refrigerated tables and displays to blast-chillers. Although headquartered in Italy, 90% of the 30-year-old company's business comes from export to foodservice businesses around the world, including delicatessens, ice cream shops and bakeries.

Over the last couple of decades, Polaris' blast-chiller range has seen a significant increase in demand. At their most basic level, these products have only chilling and freezing capabilities. Mid-level machines can thaw too, while the most advanced devices cover a much wider range of programs, functionalities and temperatures than their name might suggest.

In October 2021 at the HostMilano exhibition, after a three-year rebranding process, Polaris will unveil a new and improved range of products, which have been re-styled to appeal to higher-end customers. Functionality-wise, the most notable additions are the new multi-temperature holding cabinets, which now cover both positive and negative temperatures, but it's the multi-functional blast-chiller that will be the star of the show.

Intuitive and energy efficient, it runs between -40°C and 85°C, supporting users in the whole gamut of food preparation phases: deep freezing, defrosting, proofing, low-temperature cooking, pasteurization and dehydration.



“TODAY, THE SERVICE AND AFTER-SALES SERVICE IS PERHAPS EVEN MORE IMPORTANT THAN THE PRODUCT ITSELF”

Remote control

Along with every product in the latest range, the blast-chiller will be equipped with IoT 4.0 connectivity, which allows users to interact with it remotely and, if necessary, change parameters, perform diagnostics and check the status of the cooking or cooling process.

“Say I'm sitting here in Italy and I have a unit connected in Indonesia,” explains Polaris' brand director Mirko Ceschin, “I will be able to connect and check that everything is going smoothly. It's important for our customers to be able to find out what is wrong with their equipment without sending for a technician. It saves time, because if we do have to call a technician, they know exactly what to bring with them. Even better, we might be able to just change some parameters remotely.”

In addition, the Polaris website has been updated to include a new 'Service' section, which customers can log into to review documentation or order spare parts. “Today, the service and after-sales service is perhaps even more important than the product itself because the competition is so high,” says Ceschin.

“Everybody expects quality

technology but what will make the difference in the future is not just the product, but how we take care of our customers, help them to sell and avoid problems, help them learn from the market and give better answers.”

Polaris never works on the R&D of a new product or range in a vacuum. This time around a key collaborator was Barry Callebaut, a world leader in the production of high-quality cocoa and chocolate products, which has several teaching academies around the world.

“We sponsor these academies, provide our equipment and develop our new ranges together with their chefs,” Ceschin explains. “It's a big deal because the expectations of the professionals that work with this sort of equipment is getting higher and higher. Working together, we've been able to improve our quality and technology and make our equipment more flexible. Chefs want to be able to customize the unit in accordance with the way they work and set up their unit as they want.”

Polaris' overall ethos, according to Ceschin, is to blaze a trail not everybody in the market is willing to bet on. “We try things first to see if there's potential and we've seen from the market that there is demand for IoT-enabled products,” he says. “Internet of Things means nothing really – it's a generic term. What we do know is that people want to be connected. It's started to become not just a wish, but a regular way to live your life. Where we see potential is not just in controlling devices remotely, but in offering excellent service. We believe in this vision and so for, us, service will be the focus for the future.” ■

BRAND WATCH

90%
of business comes from export

IoT 4.0
connectivity is in every new Polaris product

30+ years
experience in professional refrigeration equipment



Polaris is a professional refrigeration specialist, supporting clients with a complete range of refrigerated cabinets and tables, blast-chillers, conservation equipment and retarder proofer cabinets with low energy consumption.

polarisprofessional.com

Lean, clean machines

For more than a half-century Hoonved has been designing innovative glasswashers and dishwashers. Technical innovation and customer service are among the reasons for their continued success, Hoonved's **Giuliano Carraro** tells **Jacquetta Picton**

We can all appreciate that clean glassware is especially important for the enhanced appreciation of wine, so anyone sitting in the Tuscan sunshine, enjoying a glass of Italian wine can probably thank Hoonved. The company has specialized in glassware-washing machines for many years with its AP E system.

Hoonved became part of the Ali Group in 1996, with a view to achieving enhancements in technology and manufacturing. Nowadays, its technical department is constantly working with the R&D department to improve products and make them more energy efficient and therefore better for the environment. In 2020, improvements were made to the AP E system. "The range of Hoonved products is constantly evolving," says Hoonved collaborator Pierangelo Macchi, who has more than 40 years experience in the washing sector. "We have recently included the break tank system also on the fresh water series [AP E]."

Giuliano Carraro, export director, explains: "The break tank system intervenes at the rinsing stage of the process. It ensures the water temperature and pressure is maintained so dirty water cannot flow back into the network. The water changes completely at each cycle

to guarantee an excellent result both in terms of the visual and olfactory level of the glass."

At Hoonved, all manufacturing processes take place at the company's facility in Venegono Superiore, Italy. Each year 9,000 machines leave the factory after undergoing rigorous electrical and hydraulic testing. Each month a group of experts from the various finished product control offices assess quality and performance from the perspective of the end customer.

Better results

Although pristine glassware is a source of company pride, its products are also in demand from restaurants, pastry shops, bakeries, ice cream parlors, butchers, food industries, large-scale food distributors, hospitals and the naval sector to wash dishes and utensils. (Carraro says the machines for the naval ships have extra anchoring points and special feet to stop them moving around at sea – a problem rarely encountered in a Tuscan restaurant.)

One of the latest technological developments is the Hoonved Full Control

(HFC). "This allows machines to be remotely connected, controlling and modifying its parameters," says Carraro.

"This enables the end-customer to better manage the installed machines; on the other hand, the service can remotely monitor and diagnose the machine."

Continued innovation

The company encourages innovation in its staff through regular training sessions. As Macchi explains: "In Hoonved training is fundamental through refresher courses on site or in video conferences."

There are also regular courses for sales staff and technicians on various products and warewashing issues. This guarantees that customers can enjoy the highest professional standards of after-sales service.

Although technological innovation is one of the main reasons customers purchase Hoonved products, buyers also like the products' reliability, back-office services, availability and the advantage of having direct contact with the company.

More than 500 dealers within Italy and in 70 countries outside Italy demonstrate the company's enduring commitment and presence to customers all around the world. ■



**BRAND
WATCH**

HOONVED
PEOPLE - PASSION - INNOVATION

50+ years
of quality and reliability

9,000+
machines made each year

500+
dealers within Italy and in
70 other countries worldwide

hoonved.com

Hoonved's AP E system ensures water temperature and pressure is maintained

Time, temperature, mechanical action and chemicals management. Those have always been the key ingredients in the laundry process. What has changed is the ability to optimize those parameters to achieve better results and, importantly, improve efficiency.

Intelligent laundry equipment manufacturer Grandimpianti I.L.E. has been working to deliver that for almost 50 years. Taking advantage of local mechanical and steel processing expertise around its base in Northern Italy, it has developed a keen focus on product design and innovation, enabling its customers to deliver the best in performance, service and support.

“In our biggest business sector – healthcare and homes for the elderly – the control, reliability and safety of Grandimpianti’s next-generation washing machines, as well as the ability to monitor the machines remotely, are vital to our business,” says Matthias Odink at Laundry Total in Netherlands.

Laundry Total delivers a complete laundry service, supplying washing machines and detergent and maintenance services. Remotely monitoring machines enables it to confirm how clients use laundry programs and forecast when they will require detergent supplies.

Remote monitoring is a key benefit of The Mind – Grandimpianti’s cloud-based control program. It comprises cloud-based data feeds on resource use and machine operation, plus a network of know-how, diagrams and processes to optimize operation and predict maintenance issues before they occur.

“We can see how many cycles a machine has done, how it was loaded, how much detergent is used and much more. It has allowed us to develop different strategies to grow our business, such as charging customers per cycle. It suits our concept perfectly,” says Odink.

“Laundry is often down in the basement and reports of problems can often be slow,” says James Holmes, sales director at UK-based commercial laundry company WashCo. “Often, no one knows what the problem is, so an engineer would need to first go in and identify the problem, then get the part and fix it.”

The majority of WashCo’s business is in care homes, though it also supplies hospitals, hotels, spas, football clubs and more.

“Now, we can remotely identify the asset and what the problem is, so there is less downtime,” he adds. “Our clients cannot afford any downtime. In care homes especially, laundry is paramount, and it has come under the microscope during the pandemic. The focus on temperature validation and hygiene has ramped up, and clients can now get their own temperature reports, so there is no need for an engineer to visit.”

“Most of the fixes can be done remotely, too,” notes Odink. “We can look at what customers are doing and help them to use the machine better.”

Go beyond clean with Grandimpianti

Owners of commercial washing machines need efficiency, reliability and reduced downtime. Two customers, Laundry Total’s Matthias Odink and WashCo’s James Holmes, tell Jim Banks how Grandimpianti I.L.E.’s cloud-connected machines deliver that

Total control

Another key feature of Grandimpianti’s machines is Wavy Control – a user-friendly, interactive touchscreen interface. It enables the programming and monitoring of machines in a way any user familiar with a smartphone app can understand. It adapts to each user’s level of experience, ensuring the best results right away. “It is a simple interface compared to other brands,” says Holmes. “It is as simple as using a tablet. The controls are color-coded and intuitive. No one else offers that in the UK.”

Grandimpianti is also taking a lead on blending efficiency with sustainability. With its GWH450 and GWH600 machines – typically used by on-premise laundries taking in commercial loads – owners can monitor performance, the weight of laundry, water and chemical usage in order to increase efficiency and, ultimately, maximize revenue. “These machines can deliver big savings,” says Holmes. “Usually, these laundries are not using skilled labor, so the ability to monitor and operate machines remotely is very important. Also, these are the first machines to which we have fitted a water recovery system, which saves money because less water needs to be heated and, overall, less water is used. That greatly improves sustainability.”

In every way possible, Grandimpianti I.L.E. has taken the simple concepts of laundry and improved them. ■

BRAND WATCH

grandimpianti
intelligent laundry equipment

1972

Grandimpianti has been delivering solutions in textile care for nearly 50 years

2013

Received the Green Excellence Award and Red Dot Design Award in 2013

2016

Introduced Wavy technology and IoT to the laundry world and was rewarded with another Red Dot Design Award in 2017

grandimpianti.com



06

Aliworld

Electro Freeze Quality guaranteed

Stepping into Lagomarcino's in Moline, Illinois, US, is like stepping back in time. Tom Lagomarcino Jr. is the current co-owner. In 1965, the Lagomarcino family purchased their first machine from Electro Freeze, using it for 30 years before replacing it with another model eight years ago. "The quality of this equipment is exceptional and Electro Freeze's service is second to none," says Lagomarcino. "I give that machine a hug every day."

Electro Freeze's model B24 high-capacity batch freezer's auger and dispensing head is designed for superior product extraction with less flavor overlap. Lagomarcino's ice cream quality and consistency is enhanced throughout the production process by the equipment's gentle blending with reduced agitation.

"Tom's father was a firm believer in Electro Freeze equipment, and passed that appreciation on to his kids," says John Sacco, Electro Freeze's director of administration.
electrofreeze.com



Baron

The art of choosing a professional kitchen

"Technical solutions and skill go hand-in-hand with a knowledge of techniques and materials – from conception to execution," says Simone Breda, chef of the Michelin-starred Sedicesimo Secolo Restaurant in Brescia, Italy. "The chef must always know what is going on. I need to know the cooking times and methods, temperatures, and how long to stabilize and rest the dishes. Cooking is like music."

Breda gets to hear this music playing in his "heart"

every day and he tries to ensure that "not only my team of chefs hear it too, but also and, above all, our guests." And the instrument which he has chosen to play with is the Queen kitchen by Baron, a combination of shapes and solutions designed for the comfort of the most demanding and detail-oriented chefs – a kitchen solution that guarantees functionality, user-friendliness, speed and reliability.

baronprofessional.com

American Dish Service (ADS)

Unique strengths mean success for ADS

"Ali Group has had a strong portfolio of warewashing companies: Bi-Line, Champion, CMA and Moyer Diebel," says Ali Group chairman and chief executive officer, Filippo Berti. "American Dish Service (ADS) is a great addition to our company. It has a rich history of over 70 years in commercial warewashing that has today evolved into a company with such diverse products as low- and high-temperature dishwashers, boosters and dish tables and even low-level alarms. The company historically has had a strong management team and innovative

products. Its entrepreneurial spirit directly aligns with the values of the Ali Group." The ADS brand name "represents our values, commitment to quality, and ability to deliver consistent innovation to the commercial warewashing industry," says James Andrews, president of ADS.

Manufacturing a majority of its own components in-house allows ADS to maintain control over quality and the manufacturing process. "This helps keep loyal customers," says Andrews.

These customers will benefit from ADS being part of the Ali



Above: Baron guarantees speed and reliability. Below: ADS has a rich industry history

FOOD GENIUS ACADEMY

Friulinox Kitchen Masters Keeping in touch

While the Covid-19 pandemic has created problems in the catering industry, some of the most visionary companies have been able to reinvent their business models to meet the new needs of the market.

This is why Friulinox, together with Food Genius Academy – a professional training school in Milan – has created Kitchen Masters, webinars focused on new catering formats. “Since the beginning [of the pandemic] we thought about how to stay close to customers and the supply chain,” said Simone Froli, managing director, Friulinox. “We understood the web could help us show how new refrigeration technologies can support professionals in planning, preparing, storing and reaching customers. Friulinox solutions help customers make the most of business opportunities while limiting waste, implementing quality and efficiency and reducing preparation times.”

friulinox.com



Group. “With its long history of service to chemical distributors and foodservice operators, ADS will be able to tap into a wealth of knowledge and network of connections,” says Berti.

americandish.com

Victory Victory for precision

For global hot pot operator Haidilao, precision is everything. “Haidilao has a higher requirement for their refrigeration needs,” explains Alvin Wang, sales supervisor at Action Sales Food Service Equipment & Supplies in Irvine, California, US. Haidilao’s specific needs stem from its core product, the hot pot, a style of cooking that goes back more than 2,000 years, to Mongolia. Haidilao serves very thinly sliced meats in its hot pot. “The meat has to be at a precise temperature when slicing,” says a spokesperson. As of summer 2020 the company had 935 restaurants around the world – 868 in China. The rest are mainly in Hong Kong, Macao and Taiwan but the company has a growing presence in the US. As Haidilao moved into the US market it was looking for a refrigeration company that could meet its unique

needs. It turned to Action Sales for advice. “I was searching for manufacturers with the specs they are looking for – pass-through glass door refrigerators and flexible temperatures for their freezers. Only Victory has such models,” says Wang.

He spoke with Harry Carter, sales representative for manufacturers’ rep firm Lundlorio. Victory [ULTRASPEC™ Series] was the perfect solution for Haidilao. “We’ve now placed Victory units into more restaurants. The Victory team has done an outstanding job with their after-sales support,” says Carter.

“Haidilao wanted that precise temperature, so we put a special feature in [their] units called the FLEXTEMP,” explains Erica J. Motes, vice president of sales and marketing, Ali Group North America – Refrigeration Division.

victoryrefrigeration.com





Moffat Christchurch Town Hall brings back the theater of cooking

After three years of painstaking restoration work and strengthening upgrades to fix damage sustained during the February 2011 Christchurch earthquake, one of New Zealand's most iconic performance spaces – Christchurch Town Hall – reopened again to the public in 2019. Now the stage is set for more incredible performances from the venue's kitchens too.

This refurbishment was to include additional food and beverage facilities, an upgrade of bars and various other refinements and enhancements. The project's objectives shifted dramatically as a result of the quake, with many advocating for a complete demolition in light of the damage.

Crowds arrive at Christchurch Town Hall for a variety of purposes, with meetings, conferences, exhibitions and performances regularly occurring. Such adaptable and wide-

ranging performances and meeting space require equal amounts of flexibility and precision in the venue's kitchens. The kitchens are equipped with fryers, six-burner cooktops, griddle plates, and bratt pans from Moffat's Waldorf brand.

"There's seamless integration in the kitchen, everything clicks together," says executive chef Daniel Shanks. He knows how important the equipment is for ensuring ease of use, meeting food safety standards and delivering quality menus. "You have to have the math done right and have complete accuracy in your cooking, particularly with big events. So, we need constant airflow and consistent temperatures – which this new equipment gives us."

moffat.com



Moffat equipment provides constant airflow and consistent temperatures for the Christchurch Town Hall kitchen team



Olis Modern elegance, high performance

Athens Capital Center Hotel - MGallery Collection, is a stylish and distinctive boutique hotel offering an unforgettable experience in the heart of Athens, Greece. Here, the golden age of the city is intertwined with modern elegance.

A prestigious project was conceived at the hotel thanks to a historic partnership between Olis and Xenex that brought the Diamante90 line into an open kitchen, allowing guests to admire the endless creativity of the chefs in creating dishes with a Mediterranean flavor.

In the kitchen, time is one of the key factors in the whole process and having access to equipment that allows the team to focus on the result is fundamental – even more so in an open kitchen where there can be no distractions.

High performance combined with the aesthetic features of Diamante by Olis is the ideal solution to ensure that the cooking show can get under way.

olis.it



Diamante by Olis combines high performance with elegant aesthetics



Aladdin Temp-Rite Opening a healthcare facility in the midst of a pandemic

When the pandemic hit, the Louisiana state government issued guidance to healthcare institutions to improve their surge capacity to handle the influx of Covid patients. In March of 2020, Ochsner LSU Health Shreveport announced plans to increase the ICU capacity at its main Shreveport facility by repurposing its St. Mary Medical Center (SMMC) for use by its labor, delivery and neonatal and pediatric intensive care units.

The timeline for getting it up and running was tight and getting a patient foodservice operation in place was of critical importance. Since there was no operating kitchen and meal delivery system in place at SMMC, Ochsner LSU Health had to prepare the meals at their Academic Medical Center and truck the food to SMMC.

Tasked with getting the operation up and running, Eric Lyons of ABM Healthcare, the hospital's foodservice contractor, called Aladdin. Michael Hils, North American AMS manager for Aladdin, suggested an Aladdin Convect-Rite® Select system to keep the food at the proper

temperature during its three-mile ride from Shreveport to St. Mary Medical Center. The carts are lightweight yet extremely durable and since they contain no electrical components, staff can easily clean and sanitize the units.

For active heat and refrigeration, the carts are paired with the Aladdin Convect-Rite 3 INSIGHT® docking station. Fully insulated, the carts are suitable for transporting hot and cold items. Patented airflow technology helps maintain proper temperature.

A quick delivery ensured the SMMC team had sufficient time to determine the best configuration of the utilities for the unit. The inspectors gave their approval, and the system was ready to go in time for the first patients to arrive at the end of April. "We are proud to be able to aid partners like Ochsner LSU Health in the treatment of those in need," says Nate Jackson, president of Aladdin Temp-Rite. "We remain committed to supporting the noble purpose of caring for those in a compromised state of health."

aladdintemprite.com

Our companies



COOKING

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MENUMASTER
Commercial
XpressChef

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 baron

 eloma

 Falcon

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 MONO

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burlodge
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Stierlen

temp-rite



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Mama Shelter Roma's five F&B outlets together cater to almost 700 guests. The whole F&B operation has been designed by Ali Group company Grandimpianti



A GLOBAL LEADER

Ali Group is the largest, most diversified global leader in the foodservice equipment industry. An Italian corporation founded 58 years ago, the engineering heritage and traditions of several of its companies stretch back more than 100 years and include some of the most respected names in the industry.

Through its subsidiaries, the Ali Group designs, manufactures, markets and services a broad line of equipment used for commercial food cooking, preparation and processing. With 58 manufacturing sites, over 10,000 employees in 30 countries and 80 brands, it gives life to the most extensive product portfolio in the industry, operating in every hospitality and catering sector.

aligroup.com