

ALI WORLD

INTERNATIONAL

THE ALI GROUP MAGAZINE

ISSUE 7 | OCTOBER 2018

**AHEAD OF THE GAME
MOFFAT AND OPTUS
STADIUM TEAM UP IN
PERTH, AUSTRALIA**

OPTUS STADIUM *Yes*

UNDER THE DOME

PIONEERING PRODUCTS FROM FALCON AND WILLIAMS AT THE UNIVERSITY OF DERBY

PARADISE WON

PARADISE CASINO IN SOUTH KOREA TAKES THE SAFEST BET ON AMBACH

ali
GROUP

WELCOME



Let me extend my heartiest welcome to the latest edition of *Aliworld*

Looking through the stories in this issue reminds me of the fact that even though we all have our own individual problems and concerns, many of you face the same issues regardless of location. Everyone faces labor-related challenges, including finding and retaining qualified team members. Ever-increasing food costs affect your bottom line. New ordering and delivery systems change the way you produce and serve food. And kitchen sizes continue to shrink to accommodate an increased front-of-house area.

As always, we at Ali Group have a continual focus on designing and producing products that help you meet those challenges. At the same time, we keep an eye on the trends looming on the horizon. One of those trends that affects operators globally is the advancement of technology. Consumers today want convenience more than ever. We'll show you some of the new technologies and systems that help operators facilitate consumer orders from almost any location and allow diners to take delivery of their food within minutes.

Also in this issue, you'll see how a sports venue in Australia is rethinking its food choices by offering a variety of both upscale and grab-and-go options. It's sure to make you reconsider the way you think about so-called 'stadium food'. You'll also learn how one Michelin-rated restaurant and hotel in Sweden capitalizes on the new interest in Nordic food by using fresh, local ingredients in modern, stylish presentations. And if you're interested in high-volume operations, you'll see how we helped a casino in South Korea install 20 kitchens. This issue contains these stories and a whole lot more that showcase just some of the ways that we at Ali Group listen to our customers and provide them with products that meet their needs.

On a personal note, I was happy to see so many of you at HOST in Milan last year. We are already in the planning stages for HOST 2019, and we look forward to seeing many of you there as well.

From all of us at Ali Group, let me extend my sincerest wishes for a happy and very prosperous 2019.

Filippo Berti
Chief Executive Officer, Ali Group

The stunning Optus Stadium in Perth, Australia, opened in January 2018.

CONTENTS



10

INTRODUCTION

06 MAKING YOUR OWN LUCK

Based in Iowa, US, Tim Garbett is president of ACP, Inc. Here, he outlines the markets that two ACP brands, Amana and MenuMaster, operate in, how he sees the sector developing and the key long-term challenges the industry will face

COVER STORY

10 FOR THE LOVE OF THE GAME

Bringing to life a new, premier venue for Australian sports fans led Moffat to create a kitchen infrastructure to support fine-dining and convenience food outlets that matched the quality and diversity of the sporting displays on the pitch, reports Jim Banks



TRENDS

16 REALITY TECH

Foodservice is changing across all segments of the industry. The two key driving forces behind this are primarily ever-improving technology and a desire for greater convenience from customers. How the industry responds to these changes in the short and long term is pivotal, reports Sarah Gallagher

PEOPLE

24 TEAM UP

Changing a company culture can be a tricky business. For Marco Ferroni and his team at Lainox recognizing the positive effect of people power is essential for future success, reports Andrea Tolu

SUCCESS STORIES

30 PARADISE CITY

How paradise City Casino in Incheon, South Korea, raised the bar with Ambach equipment

38 FLEXIBLE FRIENDS

Why PM & Vänner chose Wexiödisk to take its hotel warewashing to the next level

Rancilio Speciality gives Baristas more control over water temperature profiles



30



56

78

44 FROM THE HEART

FICO Eataly World is more than just an amusement park for foodies. Andrea Tolu speaks to the team behind the world's largest agri-food park about its use of Ali Group brands Carpigiani and Esmach

50 MODERN MEDICINE

In order to deliver high-quality, nutritious meals for patients, the kitchens at AZ Zeno hospital in Knokke, Belgium, required Metos to provide the best equipment and design solutions, finds Sandra Haurant

56 A PROJECT LIKE NO OTHER

The University of Derby's grand Buxton Campus looks to the future with Falcon, Williams and Lainox

62 SPECIAL MACHINES

Rancilio's dive into the global specialty coffee market could set the standard for many years to come

INNOVATION

68 COLD COMFORT

Otello Cattabriga's eponymous 90-year-old company, part of Ali Group's Iceteam 1927, remains as cutting-edge as ever

70 HISTORY IN THE BAKING

Social enterprise Pain et Partage work closely with Pavailler to create a rewarding partnership

74 INTELLIGENT CURIOSITY

Top pastry chef Leonardo Di Carlo describes how his relationship with refrigeration manufacturer Hiber allows him to focus on quality and reliability



78 KITCHEN MASTERS

Following Baron's sweeping rebranding, it aspires to be the most durable and reliable everyday choice for commercial kitchens

84 ROLL UP FOR THE SHOW

Belshaw Adamatic's self-contained and versatile donut system, means these tasty treats can be made anywhere

ALI GROUP WORLDWIDE

86 AROUND THE WORLD

International news round-up from Ali Group companies across the globe

92 OUR BRANDS

Ali Group's sector expertise

94 CONTACT US

Addresses and contact details



MAKING YOUR OWN LUCK

Based in Iowa, US, **Tim Garbett** is president of ACP, Inc. Here, he outlines the markets that two ACP brands, Amana and Menumaster, operate in and how he sees the sector developing

Early in my business life, my mentor Jim Thayer, vice president of sales at the appliance company we worked for, taught me a quote from Seneca, a Roman philosopher in Emperor Nero's court: "Luck is when preparation meets opportunity."

That line stayed with me. Opportunities may come and go, but the quality of our preparation to take advantage of them decides whether or not we are successful. Success in business isn't about what we sell. It's about *how* we sell it. Having the right teammates, understanding customer needs and meeting those needs eventually wins out.

At ACP, we are the foodservice industry experts in applying radio frequency to heat food. Our unique selling proposition is simple: we design top-quality, dependable, high-speed ovens and we support our equipment with the best parts and service. Operators want a supplier that can service and repair equipment quickly and effectively.

ACP has a global team of sales and service people working in the quick service, fast casual, healthcare, business, military and white tablecloth foodservice sectors. We also have the best service

agents and parts distributors around the world to ensure end-users get a satisfying ownership experience.

ACP markets its products using two brands, Amana and Menumaster. Amana products are sold to most dealers in the US, while Menumaster products are sold around the world. They go to our largest US trading partner and dealers in the Europe, Middle East and Africa (EMEA) and Asia Pacific (APAC) countries.

ESTABLISHED AND GROWTH MARKETS

High-speed cooking was invented in the US, where the foodservice industry is pervasive and multi-unit operators dominate. For decades we depended on the US, while only exporting a little. US fast food chains use high-speed ovens to deliver hot food to customers and ACP is their primary supplier in our product category.

We have a sales and culinary team devoted to chains in the US and abroad. In the reseller sector, ACP has been voted best in class by US food equipment resellers for as long as the award has been around. That's due to our outstanding network of sales reps, resellers, consultants, field service agents and spare parts distributors.

“ACP’s unique selling proposition is simple: we design top-quality, dependable, high-speed ovens and we support our equipment with the best parts and service”

We provide unsurpassed customer support in the US, where we operate two call centers. One helps end-users operate their ovens, find food heating solutions and obtain service. The other provides live technical support from service experts to our field service agents on the job. Our competitors don’t do that. We also have chefs who support menu development for foodservice operators that heat food in our ovens. ACP manages inventory in 12 warehouses across the US and three in Canada.

Now, our growth outside the US is on a fast track. Europe has excellent utility infrastructure. Multi-unit operators are steadily increasing their foodservice market share, yet there are still many successful single unit operators. In the Middle East and Africa, where there is dependable infrastructure, multi-unit



Attracting employees is a major challenge in this industry, but Tim Garbett believes there are already many talented people working in it

operators are growing alongside diverse independent operators.

ACP manages finished goods and spare parts inventory in Belgium to supply dealers across the EMEA region. A team of resident sales reps serves the market and our customers are supported by a multi-lingual call center in Belgium. We employ chefs in the region to support sales initiatives and end-users. Literature is available in local languages. Our Europe-based ACP service manager appoints, trains and supports service agents throughout the region. An independent spare parts distributor provides spares in parallel with our own spares operation. It’s great for our customers and they’ve rewarded us with excellent sales growth.

Some countries in the APAC region have well-developed utility infrastructure, while others are in varying states of development. The better the infrastructure, the greater the opportunity for our products. As disposable income rises, dining out increases. We are starting to introduce our European business model to the APAC region. We have a logistics center in Hong Kong to supply the region, while more are planned.



Sales and service are managed out of Singapore by associates who speak multiple languages and work to enhance our network of finished goods and spare parts resellers, along with service agents across the region. We host websites in English and Chinese and sales literature is available in local languages. Chefs in the region support our customers in their languages.

MAJOR LONG-TERM CHALLENGES

I believe there are at least four challenges facing equipment manufacturers. First, we face economic and political uncertainty. Average checks and dining frequency decline as economic conditions worsen. Having political, financial and business leaders working together to foster economic growth and stability would be a blessing. Instead we have too much destabilizing political partisanship that perpetuates the economic cycle of boom and bust.

Second, we have the challenge of harnessing improving manufacturing technology. New equipment and process design concepts yield improvements in productivity and efficiency and, as material costs rise, manufacturers can find partial



offsets from improvement in product design, fabrication and assembly.

Next is the challenge of training operators. The hallmarks of high-speed heating equipment are simplicity of operation, speed of throughput, quality of output and energy efficiency. Success requires training and management of staff to clean and operate the equipment and ensure a particular menu item is a consistent weight, shape and start temperature when it enters the oven. Helping operators make that happen is a challenge for all manufacturers.

Finally, attracting and retaining talent is a big challenge. Programs devoted to training engineers in commercial kitchen equipment design are virtually non-existent. There are talented people in the equipment business, but generally they are born into it or stumble into it.

I came out of home appliances and into the foodservice equipment sector in 1997. The challenge of attracting and retaining talent to the industry hasn’t changed much. The industry is full of families, their friends and people who got lucky and found a place in it. The food side is fun. So is being a part of the process of creating that food experience by designing, building



and providing the equipment that chefs and staff use to make it happen.

On the manufacturing side, much has changed since I joined the industry. Today we have lasers that cut and punch, robotic press breaks and more automated welding equipment, while quality assurance uses computer driven lasers for measurement and bar codes are on the equipment and cartons. It’s a particularly exciting time for the industry.

Overall, I am optimistic about the long-term prospects of the industry. Consumers will always dine out for the sake of speed, convenience, pleasure and celebration. Where they spend their money in foodservice may shift with age, personal values and income, but they’re going to keep spending. ■



**TIM GARBETT
IN PROFILE**

I studied history and psychology in college before moving into sales for major appliances. When I got into that business there were dozens of US major appliance manufacturers selling to thousands of independent family-owned appliance dealers.

When I left for the foodservice equipment industry in 1997, there were only three US major appliance companies and multi-unit appliance retailers dominated the retail sector. In contrast, while there has been some consolidation, the foodservice industry remains a personal business: it’s still families selling to families.

I love this industry because of the people. My associates, the reps, dealers and consultants, the foodservice people, are great folks. It’s fun to work and socialize with them. The market is about satisfying our operators and their consumers. I love good food and sharing it with friends.



FOR THE LOVE OF THE GAME

The Optus Stadium in Perth, Australia, boasts both fine-dining and convenience food outlets



Bringing to life a new, premier venue for Australian sports fans led Moffat to create a kitchen infrastructure to support fine-dining and convenience food outlets that matched the quality and diversity of the sporting displays on the pitch, reports Jim Banks

Australia's passion for sport runs deep. For more than a century, a love of sport has been sinking into the soil of Burswood. This suburb of Perth was once home to the first golf course in Western Australia, built in 1895, and back then its clubhouse was a simple mud hut. Now, from that same soil has arisen the city's new home for sport – the stunning Optus Stadium.

For the last three years, people looking across the Swan River from the city's busy central business district have seen the steady rise of the country's third-largest stadium, with its eye-catching halo roof and its unique bronze façade.

The doors of this impressive structure opened in January this year, in the middle of Perth's blistering summer, with the promise of great entertainment and excitement to come.

"This is an outstanding project," says Michael Lillico, general manager, sales and marketing at Moffat, which supplied equipment for all of the food vendors operating in the stadium.

"It is a skyline item in Perth that looks sensational. I've seen nothing like it and it will certainly lure more sporting events to the city. For me, this is up there with the biggest and most satisfying projects I have ever worked on."

"Lots of things make Moffat a great partner. They are always trying to innovate and stay attuned to the industry more than most"

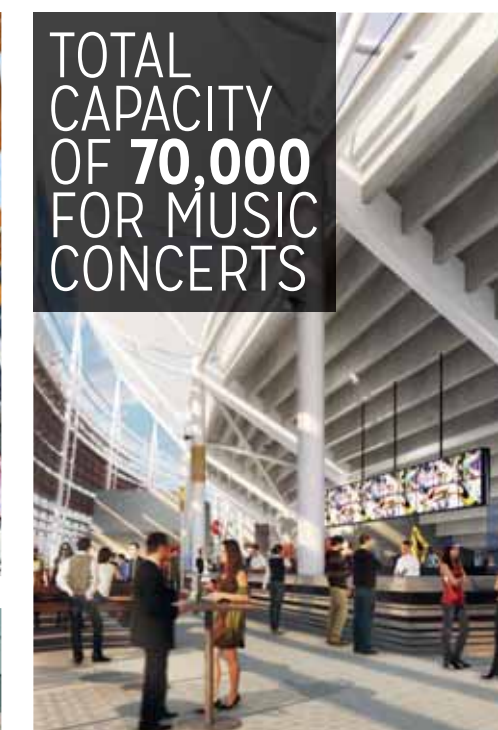
This is high praise indeed, considering that Moffat has worked on sites for both the London and Sydney Olympic Games. The Optus Stadium is on the same grand scale. It has a capacity of more than 60,000 people and will primarily host Australian rules football and cricket matches. It will be home to Perth's two Australian Football League (AFL) teams – the Fremantle Football Club and the West Coast Eagles – but it will also be the venue for a vast range of sporting and entertainment events, including rugby and soccer games, and concerts - all of which will take place under the illuminated halo roof.

FEEDING FANS' APPETITE FOR THE GAME

For a stadium that hosts more than 60,000 fans at sporting events and up to 70,000 music lovers when the seating is reconfigured for concerts, catering facilities were high on the list of priorities in the design brief. The venue houses more than 50 food and beverage outlets offering meals and refreshment for every taste, be it fine dining or grab-and-go options.

From the Locker Room, where fans can watch players warm up for their matches, or the Riverview Rooms with spectacular views across the Swan River, to the à la carte and buffet restaurants by the stadium's western entrance and the fast-food vendors located all around the seating areas, food is everywhere. Even the former Burswood Golf Course clubhouse and function rooms are soon to be redeveloped to add more bar and restaurant facilities.

The food in every outlet – from the fine-dining areas to the fast food stalls – is largely sourced from locally owned and operated businesses. The menu even features exclusive items, such as Mrs. Mac's Dardanup Evertender Steak Pie.



MOFFAT'S TURBOFAN OVENS



WEXIÖDISK'S DISHWASHERS



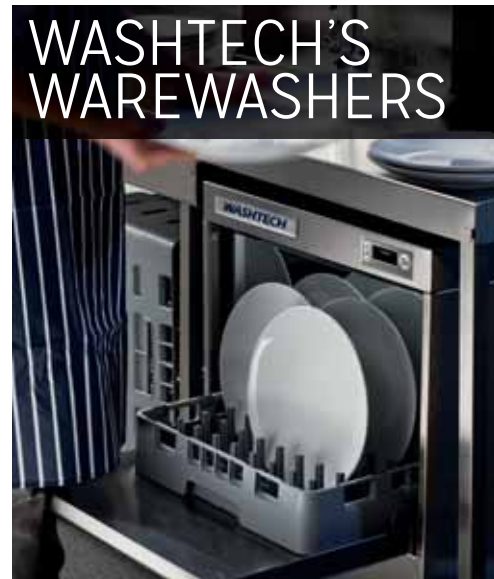
METOS' KETTLES



MOFFAT'S WALDORF 800



WASHTECH'S WAREWASHERS



“Lots of things make Moffat a great partner. They are always trying to innovate and stay attuned to the industry more than most”

“There’s a lot of grab-and-go foodservice, so there needed to be facilities to prepare, regenerate and hot-hold food products in the outlets so that they are prepared when the rush comes,” says Lilloco.

“The stadium is a very large facility, but people never have to walk more than 40 meters to a food outlet. Our job is to work with the consultant to talk through all of the difficult areas to ensure that bespoke solutions are used where needed along with the standard equipment.”

Moffat supplied all of the essentials for the stadium kitchens, including ovens, holding cabinets, trolley washers and specialized warewashing equipment.

“With warewashing, factors such as energy efficiency are critical, but the reality is that in a stadium the seating must take precedence, so space is always at a premium. That is why the use of modular elements is also critical.

“The key factors we had to combine were performance and footprint. We’re very mindful of those factors, which define many parameters, including the placement of equipment and location of the controls.

“Take our Turbofan convection ovens. With these, you can put in the oven and place a holding area directly under it, for ease in transferring food,” says Lilloco.

INNOVATION IS THE KEY TO EFFICIENCY

The Turbofan range is built for both performance and durability, but the latest iteration of the range has built on these fundamental components of its DNA to include new features, including the ability to double stack the ovens with P Series prover/holding cabinets. The ovens utilize clever footprint design and are stackable to provide more kitchen space with greater tray loading capacity, as well as

incorporating smart door design for extra safety.

The Washtech product range used in the stadium’s many bars, including the Chairman’s Club Bar and Skylounge, is equally innovative. Robust and easy to service and maintain, the machines offer an easy-use control panel and also feature unique copper rinse tanks that are designed to withstand even the harshest water conditions.

Foodservice consultancy Mike Driscoll & Associates (MDA) was charged with providing the overall catering strategy for the venue as well as the individual detailed designs that would meet the many and diverse needs of the catering plan. MDA is no stranger to large-scale, flagship projects, having worked on Wembley Stadium in London and Royal Ascot in Berkshire, England, and the Carrara Sports Stadium on the Gold Coast, Australia for the Commonwealth Games. For catering equipment, MDA knew to turn to Moffat.

“Lots of things make Moffat a great partner, not just with this project but with all specifications, as they are always trying to innovate, always trying to stay attuned to the industry more than most, and always supply first-grade equipment and an exceptional back-up service. Clients know that the products are innovative,” says foodservice consultant and principal at MDA, Mike Driscoll.

“Take the Turbofan, for example, which is a brilliant piece of equipment. Quality is far more important than price, and it gives more flexibility to do lots of menu items, not just one. Moffat’s R&D is second to none, so in specifying that equipment the customer can be confident and will have great service,” he adds.

Moffat worked closely with MDA and Caterlink, the contractor charged with the complete construction fitout of each part of the project and responsible for the time line of coordinating the equipment fitout. Caterlink have many years experience of this type of first-class project management.

All parties delivered a highly bespoke and complex project in just six months of the three-year build time. All it took was preparation, innovation and enough hard work to match any of the exploits that will be seen on the stadium’s playing field in the years ahead. ■

KEY EQUIPMENT SUPPLIED BY MOFFAT

- **Waldorf** 800 series heavy-duty cooking line configurations offer more features and more combinations, clean lines, consistency in a modular design to create an almost seamless kitchen workspace
- **Turbofan** convection oven systems have been designed to suit any application, with all the power and versatility you need from a convection oven. The clever footprint and ability to double stack the ovens, or with the P Series prover/holding cabinet, provides more space in the kitchen and increases the output of product
- **FastFri** is an impressive economical 18-liter gas deep fryer. It was easily incorporated into the food outlets as an essential piece of kitchen equipment as it offers plenty of power reliability and durability that the industry demands
- **Washtech** range of warewashing equipment is high-performance and energy efficient that deliver great results consistently. The simple to use controls and easy to service machines are a standout in the harshest of commercial kitchens
- **Metos** kettles provide various high-performance double jacketed kettles to ensure high productivity reassurance of serving for the most demanding of applications, whether it is for a flight kitchen, healthcare institution, staff canteen and much more
- **Wexiödisk** dishwashing machines focus their dishwashing solutions in developing reliable machines, featuring low operating costs, ease of use and provide optimal hygienic wash results that play a significant part in reducing environmental impacts
- **Friginox** self-adapting intelligent blast chillers provide high-quality advanced solutions to engineer hygiene, safety, product innovation and dependability meeting the high demands of the ever-growing industry

TECHNOLOGY MEETS CONVENIENCE

Foodservice is changing across all segments of the industry. The two key driving forces behind this are primarily ever-improving technology and a desire for greater convenience from customers.

How the industry responds to these changes in the short and long term is pivotal, reports Sarah Gallagher

A

quick glance at some of the biggest strategic moves being made by the world's leading foodservice companies leaves no doubt as to where the industry is headed. Almost regardless of concept or segment – from quick service and fast casual restaurants, corporate and college dining, to convenience stores and coffeehouses – two key factors continue to drive the future: technology and convenience. These inextricably linked forces continue to fundamentally and rapidly change both the guest experience and how business gets done.

Multi-unit operators such as Domino's, Starbucks and Panera Bread have paved the way, introducing a whole new generation of tech-savvy consumers to conveniences such as online and mobile-app order and pay, voice-activated ordering, curbside and in-store express pickup, self-serve kiosks and enhanced delivery (even testing self-driving cars and drones). Consumers have rewarded these operators for their efforts, both in terms of

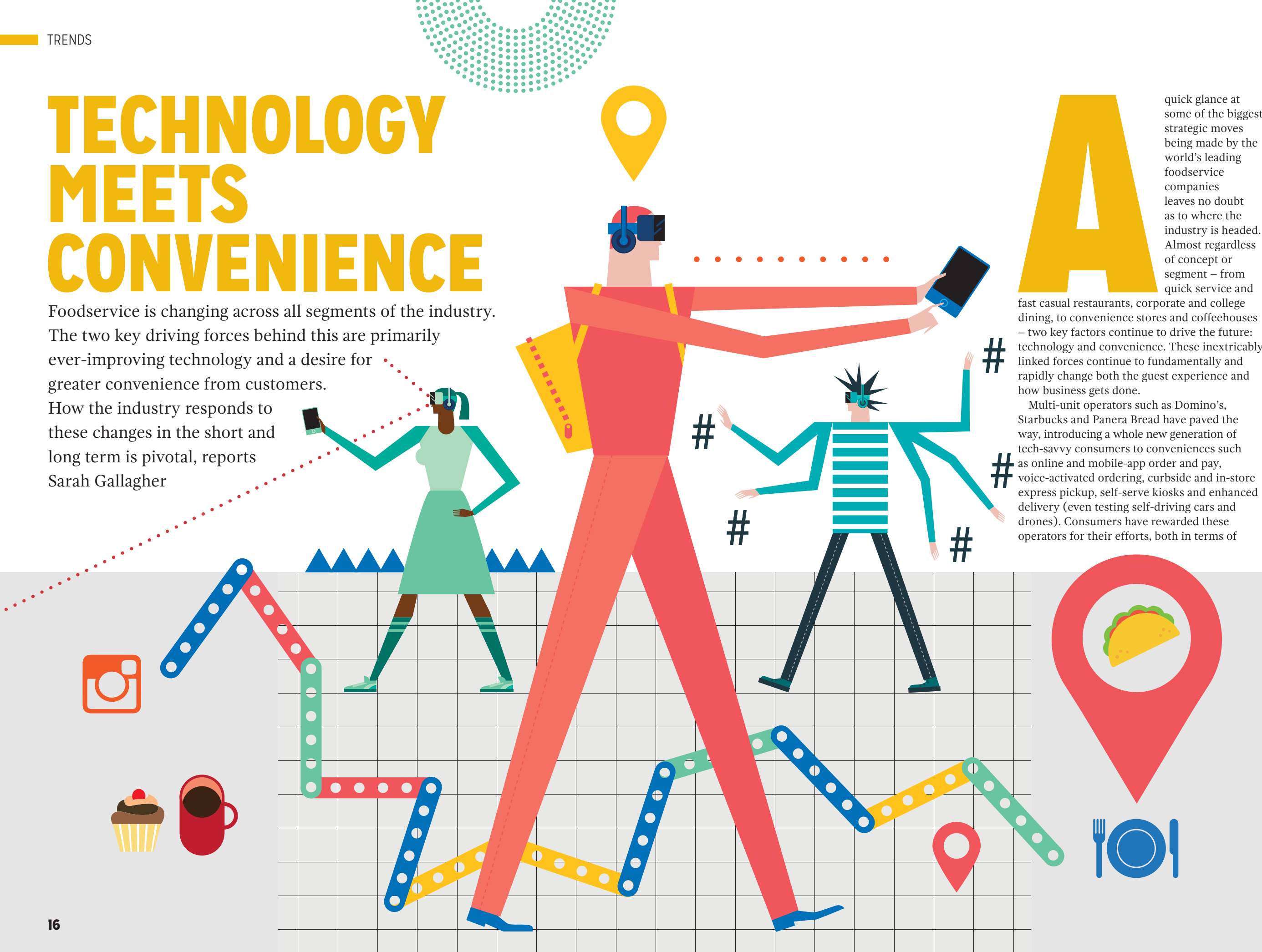
increased engagement and solid sales growth. Panera Bread, for example, which rolled out its technology-rich Panera 2.0 initiative in 2014, had passed the \$1 billion mark, or 26% of sales, via digital channels at the time of its acquisition in July 2017 by JAB Holdings. In its last reportable quarter as a publicly traded company (Q1 2017), Panera showed same-store sales growth of 5.3% in corporate stores, outperforming the Black Box all-industry composite by 690 basis points. The company predicted at the time that digital sales could double by 2019, and has since completed rollout of delivery nationwide.

Legions of other brands large and small continue to follow suit, launching digital and operational initiatives to cash in on growing consumer demands for anywhere, anytime, any-way-they-want-it restaurant-quality foodservice and hospitality.

Imagine, for example, that just three years ago almost all orders at McDonald's restaurants in the US were placed by customers in one of two ways – either via the traditional means of interacting with a cashier behind a counter or speaking into an intercom at the drive-thru. Today, the fast-food giant and original standard bearer for convenience helps redefine what that means.

The company continues to roll out its new "Experience of the Future" program, converting or building new restaurants to the tune of 1,000 units per quarter in which technologies and services such as self-service kiosks, mobile app ordering with in-store, drive-thru or curbside pickup, geolocation, and delivery via third-party partners feature prominently. McDonald's smartphone app, introduced last summer, has more than 20 million registered users, a download rate fueled in part by a hugely popular loyalty program. By this time next year, more than 10,000 US McDonald's restaurants will offer delivery.

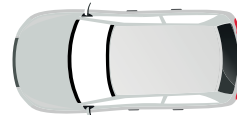
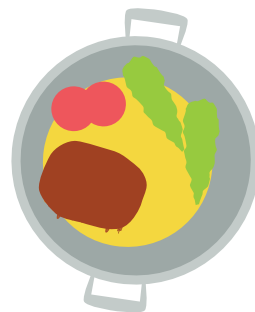
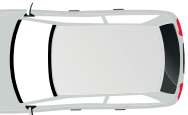
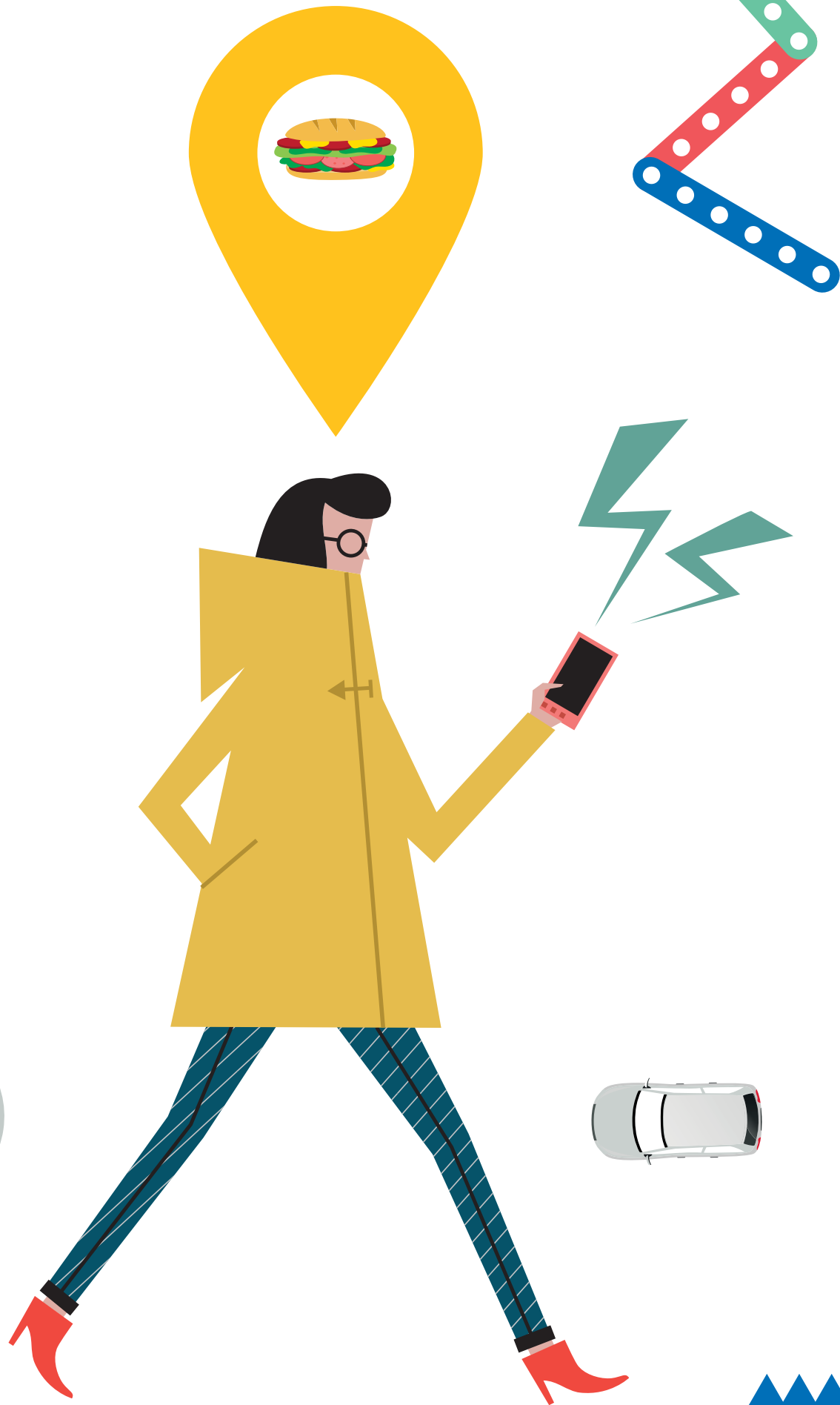
Subway is also raising the stakes on technology and convenience. As part of a 2017 prototype redesign dubbed Fresh Forward, the global sandwich chain introduced self-service kiosks and pick-up stations for to-go and delivery orders placed via smartphone app or Messenger chat bot. Subway's app, which went live in 2015 and has nearly 30,000 downloads, lets customers easily find the nearest Subway unit; order ahead for express pick-up or delivery, where available; customize, name and save favorite orders; access promotional discounts; and pay via smartphone on a pre-loaded Subway card or credit card.



OPERATOR FOCUS

“Consumer expectations are changing. They want convenience and more options for convenience, but they also want high quality. We need to be proactive about meeting those expectations,” notes Frank Chetcuti, operations project manager at Subway.

When it comes to delivery, which all franchisees have the option of offering, managing the last mile to ensure individual Subway customers and catering clients receive the same quality sandwiches that they do when visiting the stores, is mission critical. To that end, Subway recently partnered with Ali Group company Metro, a global manufacturer and distributor of cabinets, carts and shelving, to develop a custom Mightylite™ transport cabinet. The lightweight cabinet, manufactured from expanded polypropylene, maintains product temperatures for extended periods and comes with three slide-in basket trays, each of which can hold up to six foot-long (30.5cm) or 12 six-inch (15cm) subs securely during delivery.



“Consumer expectations are changing. They want convenience and more options for convenience, but they also want high quality. We need to be proactive about meeting those expectations”

FRANK CHETCUTI, SUBWAY

“The beauty of the unit is that it allows us to deliver hot and cold subs in the same carrier,” Chetcuti notes.

“And most importantly for us is that we can do so while maintaining high quality, whether we’re delivering hot meatball sandwiches or fresh, cold veggie sandwiches. It’s a boon for our franchisees’ delivery programs, especially now with more orders coming in through our app, because we’re able to maintain temperatures and ensure that delivery product quality is the same as in-store. We’re also able to use the units for staging mobile pick-up orders,” he says.

Introduced to franchisees in August 2018 as the corporate standard for delivery, the cabinets were also designed to promote Subway branding. While Mightylite carriers are typically black with red doors,

“Today’s digitally savvy consumer expects a wide range of options right at their fingertips and 7-Eleven is delivering on that promise”

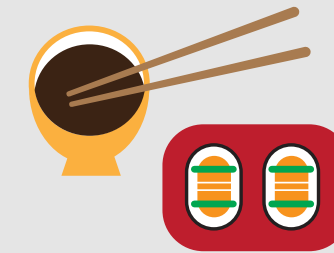
GURMEET SINGH, 7-ELEVEN

the version developed for Subway sports green doors and the chain’s logo, which Chetcuti says is important for extending brand messaging outside of the restaurants.

Tapping next-gen convenience trends and new operational solutions to help ensure success isn’t limited to traditional restaurants, either. Global convenience store brand 7-Eleven, for instance, began offering third-party delivery in some markets roughly three years ago. And the company, which operates 62,000 stores in 18 countries, is now testing a new mobile app in Dallas and New York markets.

Named 7NOW, the app offers customers on-demand ordering for delivery or in-store pickup and is part of what the retailer calls its digital transformation.

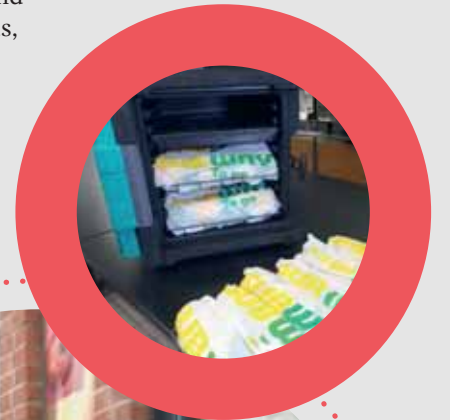
“Today’s digitally savvy consumer expects a wide range of options right at their fingertips and 7-Eleven is delivering on that promise,” says 7-Eleven chief digital officer Gurmeet Singh in the company’s announcement. “We continuously ask our



To help ensure quality as well as convenience, the chain called on Metro to develop custom-branded transport cabinets that maintain both hot and cold sandwich temperatures during deliver or for in-store-pick orders

consumers how we can make their lives better, and 7NOW is a proprietary solution to their on-demand needs. The app will enable our customers to get the products they want, when and where they want them, quickly and conveniently. This is redefining convenience.”

Using the app, consumers can purchase a wide selection of snacks, hot food items and beverages (including beer and wine), as well as home goods, greeting cards, cosmetics and other nonfood items in 7-Eleven’s inventory. The plans to expand the service to more markets.



“Technology has enabled an unprecedented level of convenience for foodservice consumers”

BOB O'BRIEN, THE NPD GROUP

THE ANALYST'S VIEW

“Technology has enabled an unprecedented level of convenience for foodservice consumers,” notes Bob O'Brien, global senior vice president at market research firm The NPD Group, in a recent blog.

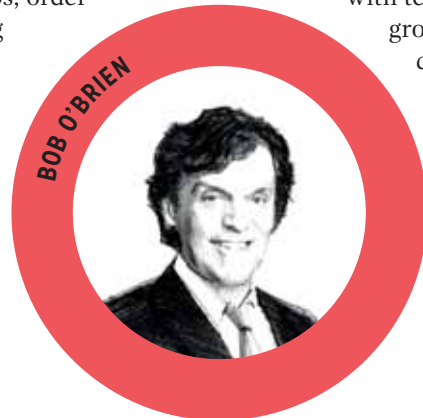
“With a few scrolls, taps and clicks, they can get what they want, when and where they want it, with great speed. Digitalizing the market – mobile ordering, delivery, apps, order kiosks, the internet – is growing rapidly in foodservice markets. It has been the one thing that has grown consistently in this decade of good and bad news around the world.”

O'Brien adds that while foodservice markets in UK

and the US have been largely flat, traffic driven by mobile ordering was up 32% in Great Britain and 50% in the US in the third quarter of 2017 over the prior year.

Studies show on average, restaurant orders placed via mobile app or self-service kiosk are larger – often more than 20% higher than orders placed through an employee.

Noting increasing consumer comfort with technology and, indeed, their growing expectations for the customization, personalization, speed and convenience it enables, O'Brien notes, “It's no longer a choice for foodservice operators to offer digital ordering. Doing it well is table stakes.”



“Technology enables operators to meet changing customer demands and tap into new revenue streams”

JUAN MARTINEZ FCSI

THE CONSULTANT'S PERSPECTIVE

Juan Martinez FCSI of Profitability, a Miami-based foodservice consulting firm, agrees. Companies not already well down the path toward implementing convenience-driven technology and digital initiatives are behind the eight ball, he says, and at risk of being left behind.

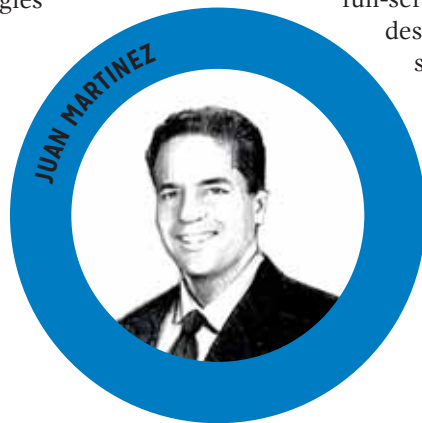
Martinez cautions, however, that adopting a holistic approach is critical. Putting self-serve and mobile technologies into customers' hands without first putting strategic thought into design and operations to accommodate those orders can be an even bigger risk.

“Consumers' having order-entry available in the palms of their hands means, theoretically, that an infinite

number of people can order at the same time. While that's an exaggeration, it illustrates a key challenge that operators need to think about,” Martinez says. “The design of the kitchen needs to account for these virtual consumers in the production cycle. This can mean segregated production areas for mobile takeout and delivery orders, just as some QSR concepts went to years ago to better handle drive-thru orders. Or, in

full-service restaurants, it might mean designing better integration and systems into existing kitchens as virtual orders start flowing in.

If you aren't ready to produce and deliver those sales to guests in fast, seamless and consistent ways, virtual sales can negatively impact the rest of your business.”



TECH UPDATE

Warren Solocheck, formerly president of NPD Group's foodservice practice, sees two key back-of-house implications as front-of-house technologies improve and become more pervasive. One is strategic reconfiguration of production areas and practices to ensure that staff handle delivery, takeout and mobile app orders quickly and efficiently. Another is having the right equipment in place to be able to deliver on both speed and quality while meeting demands for convenience.

“Operators need seamless systems for receiving orders and sequencing the way that food gets prepared for delivery versus for guests dining in. It's a very different process and requires very different timing,” Solocheck says. “For a restaurant doing dine-in, takeout and delivery, pains must be taken to ensure that one channel doesn't negatively impact another. You don't want employees tripping over each other in the back of the house trying to produce orders coming in from different channels.”

In testing its new app-based, mobile order takeout and delivery service, 7-Eleven turned to Metro to help ensure a seamless experience for staff and customers, alike. Metro provides specialized, dedicated workstations where culinary staff prep food and assemble orders for

takeout and/or delivery. The compact, efficient workstations include an arm that can hold a tablet that can receive and display orders coming from remote devices. Additionally, a separate “ambient order cart,” which can feature the operator's graphics, serves as a staging area that holds orders awaiting pickup by customers or delivery personnel.

While technology's march into the front of the house and beyond changes the customer experience at both foodservice and retail, Solocheck adds equipment technologies help enable the convenience revolution and create efficiencies for operators. High-speed cooking technologies, in particular, increase throughput and decreasing customer wait times.

“In the old days, if you went out for pizza you'd expect to be there a while. The ovens were slower, the whole experience was slower,” Solocheck observes. “Except perhaps for a special occasion or fine-dining experience, consumers today have little desire to sit in a restaurant and wait for an extended period for their food. We just don't have as much time as we used to.”



“Operators need seamless systems for receiving orders and sequencing the way that food gets prepared for delivery versus for guests dining in. It's a very different process and requires very different timing”

WARREN SOLOCHECK





Changing a company culture can be a tricky business. For **Marco Ferroni** and his team at Lainox recognizing the positive effect of people power is essential for success, reports Andrea Tolu

Words like ‘values’, ‘teamwork’ and ‘change’ are often thrown around in the business world, ending up overworked and nearly void of meaning. What gets lost is the main reason why these terms are so important: they can make the difference between market leaders and everyone else. Marco Ferroni was aware of all that when he became executive director of Lainox in 2012, and he set about to change the company’s culture and apply those concepts in earnest. Lainox’s brand emerged revitalized from this process, and in 2013, the company launched Naboo, the first multi-function oven connected to the cloud and programmable remotely. With Naboo, Lainox transformed from a manufacturer of multi-function ovens to a 2.0 ‘application company.’ The interviews with Ferroni and three members of his team could be a textbook



“People are both the engine and the fuel”
Marco Ferroni



case study of how a brand can effectively evolve alongside a changing foodservice market by putting the focus back on people. For Ferroni, ‘people are important’ is a gross understatement. In fact, they can make or break a company. “People are both the engine and the fuel,” he says. “A company with a mediocre product but the right people has more chances of success than one with a great product but people who are not motivated and passionate about the market.” “The right people’ in this case are those whose values are aligned with the company’s. Values and attitudes are not something you can change, so managers need to know who to hire. To do that, however, it’s necessary to go back to the drawing board and redefine values. It’s a discovery process that Ferroni started a few years ago, making sure to involve everyone. Eventually, they chose



For Lainox’s Marco Ferroni and his team, people are so important they make or break a company



“You can’t tell a plant to grow, but you can create the best conditions for it to grow. The same happens with people”
Giancarlo Roig

ten values that best represent the brand, such as trust, result-oriented and team spirit. (And because transparency is also one of those values, the full list can be found on the Lainox website.) Typically, after this type of groundwork some employees may find out they are not really on board. “Of course, not everyone identified with our values. Those are the people who tend to leave,” says Ferroni. **THE MYTH OF THE MOTIVATING MANAGER** Once you have the right people, it’s about making them work together towards the same goal. Here, there are a few basic steps to follow. One is to set clear objectives for teams and individuals in order to keep the right balance between the two levels. What also helps Lainox is that they much prefer team players. “We don’t like hotshots,” says Ferroni.



Guido Gritti, Lainox's director of operations and R&D, who manages a team of 91, explains another of the fundamentals. "Everyone is different, some thrive under pressure and some don't perform well with heavy workloads. To get the best out of a team, you need to get to know the people, using a clear and transparent style of communication."

Transparency also works at an individual level. "Since I started in Lainox, I feel I'm much more professional," says Alberto Marzocchi, sales director for Lainox Asia. "Sharing experiences with colleagues was fundamental for my growth."

The one thing a manager is not supposed to do, however, is motivate people. "We're not motivators," says Ferroni, "we set targets and then coach and help people so they can reach them."

Giancarlo Roig, Lainox's export manager for Latin America, explains that with a

metaphor. "You can't tell a plant to grow, but you can create the best conditions for it to grow. The same happens with people."

According to Roig, providing the best conditions for people to grow means setting clear objectives, allowing employees to have open discussions and share ideas and trusting them by giving them the autonomy to make their own decisions so they can gain experience and confidence. "Yes, sometimes they can make mistakes, but they can learn from them. If you don't allow them to act freely and make their own decisions they lose motivation."

These remarks hint at one of the side effects of truly considering people 'both the engine and the fuel'. In turn, they feel trusted and have more freedom. That can have a great impact. For Marzocchi, "feeling trusted and being part of a company that isn't afraid to compete in the global market" is the strongest motivator.



"Sharing experiences was fundamental for my growth"

Alberto Marzocchi



MAKING PEACE WITH CHANGE

The words of Marco Ferroni and the members of his team are remarkably in tune, and that gives an idea of how far Lainox has come in the process of aligning both the team and the brand's values.

"When I arrived, I found a group of people who were very proud about the brand and also loyal, but they were also reluctant to change because they were not aware of the necessity to evolve with the sector," says Ferroni.

But a brand, however prestigious, has no magical power, and the market waits for no one. Change is, therefore, necessary, but first you need to convince people to accept that.

So here comes the caveat: it's hard, daily work in a continuous process with possibly no end in sight. In addition, you have to sweat the small stuff. "Changing a company's culture is comprised of 1,000



Lainox believe change is necessary, but employees first need to be convinced of it in order to accept it



"To get the best out of a team, you need to get to know the people, using a clear and transparent style of communication"

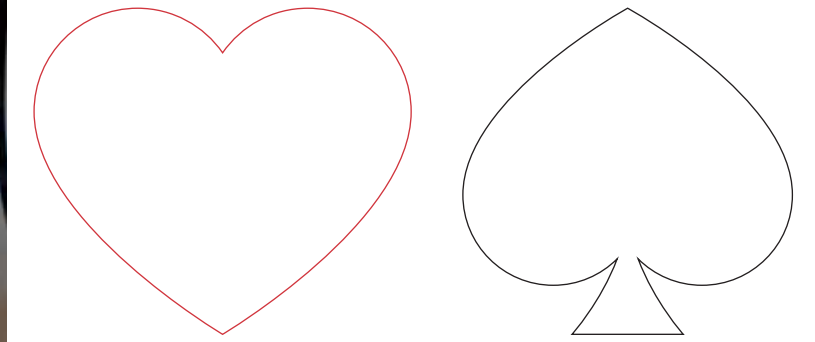
Guido Gritti

different things and keeping everyone on the same boat is my hardest challenge," says Ferroni.

Working with employees to increase their awareness about the company and themselves – even through less conventional paths such as meditation workshops and a holistic trainer, as Ferroni did – is likely to be met with scepticism at first, but constancy, another one of the company's values, worked extremely well for Lainox.

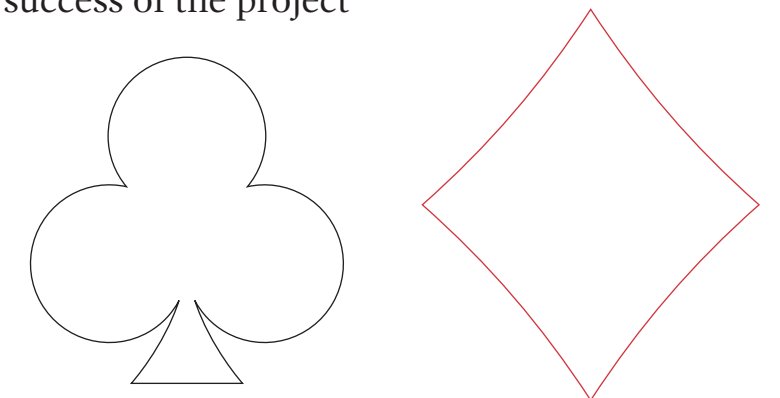
In fact, rewards can arrive every day, if one knows where to look. "Sometimes even the way a team member formulated an email can be a source of satisfaction," says Gritti. Or, rewards can come from the quality of the relationships.

"The greatest satisfaction – even greater than my portfolio of products – comes from the trust I have in the people working with me," says Roig. ■



TAKE ME DOWN TO THE PARADISE CITY

Two years of preparation were required to design and install the kitchens at Asia's largest casino complex. Elly Earls meets project managers **Hwang JungHoon** and **Jin Park** to find out why teamwork and attention to detail were crucial to the success of the project





When tourism and hospitality operator Paradise Group opened Paradise City Casino in Incheon, South Korea, in April 2017, they wanted to both raise the bar for the country's gaming sector and set a new standard for South Korean hospitality.

On top of its 669 gaming stations, the 'integrated casino resort' is home to a 711-room luxury hotel, a high-end spa, a convention center, a shopping center and more than 20 different food and beverage (F&B) outlets serving everything from Michelin-standard cuisine to casual poolside snacks.

Fine-dining options include Milan-inspired Italian restaurant La Scala, contemporary Japanese restaurant Raku, a new outlet of award-winning Cantonese concept Imperial Treasure, which achieved three Michelin stars across its Shanghai and Singapore outlets in 2017, and high-end international buffet restaurant On The Plate.

Elsewhere in the 330,000 square meter complex, hotel and casino guests can access various lounges, bars and clubs as well as a bakery and the European-style Garden Café. Banqueting facilities include the Grand Ballroom, which seats up to 1,800 people.

AN HISTORIC PROJECT FOR KOREA

Korean kitchen contractor Daeryung Co., Ltd was tasked with providing the kitchens, bars and pantries for every F&B outlet in the complex including staff dining. From the outset, project manager Hwang JungHoon and his assistant Jin Park were only too aware of the magnitude of the task on his hands.

"This project was an historic and remarkable project in the Korean kitchen field due to its huge scale, which required a particular design that could perfectly drive everything in a smooth way from the kitchen to the table," he says.

In total, Daeryung was asked to supply 20 back-of-house kitchens, eight open kitchens and 10 bars. The piece de resistance was the show kitchen for On the Plate, which - as it would be seen by hundreds of guests every day - the Paradise Group wanted to exemplify the resort's overall mission: to provide a high-quality hospitality offering to a sophisticated international client base.

At On The Plate, nothing is left sitting on the buffet counter; every dish is cooked to order in front of diners using fresh, seasonal ingredients. "As our customers are able to see the cooking in real-time in

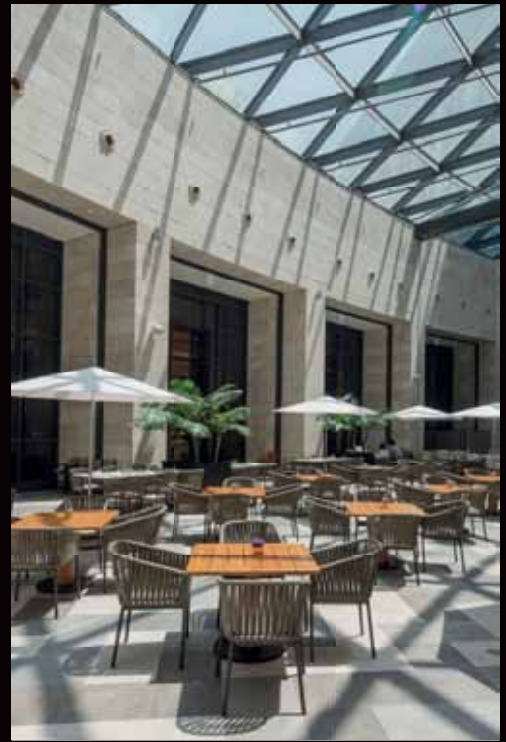


Paradise City's integrated casino resort in Incheon, South Korea, has 669 gaming stations and a 711-room luxury hotel

Asia's largest casino complex also boasts a high-end spa, a convention center, a shopping center and more than 20 different F&B outlets



Daeryung Co., Ltd's Hwang JungHoon and Jin Park (pictured) led the project



Daeryung decided long-time partner Ambach was the best kitchen equipment provider for the majority of the job



front of them, it builds up the communication between chefs and customers,” says sous chef Lim HeeDo.

HIGH ON QUALITY AND PERFORMANCE

JungHoon quickly decided that Daeryung’s long-time partner Ambach would be the best kitchen equipment provider for the majority of the job, based on a combination of the company’s reliability and its robust, high-quality products.

Ambach’s System 850 and System 700 lines were selected over the larger scale System 900 products Daeryung had specified for previous projects because of the space limitations of Paradise City’s behind-the-scenes facilities.

“Despite the large scale of the entire hotel, because of the narrow hallways, numerous pieces of equipment required, and the space that was needed for storage, cold rooms, food preparation and dish washing, the

actual kitchen space for the Ambach islands was limited,” explains Park, who supported JungHoon in managing this complex project.

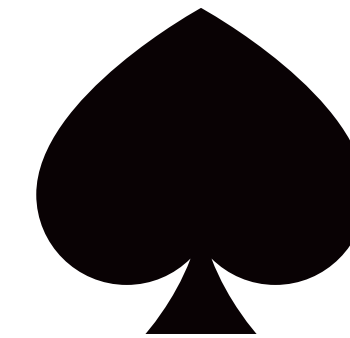
The System 700 line was chosen for a handful of the project’s back-of-house kitchens, while System 850 islands took center stage at both La Scala’s open pizza kitchen and the hotel’s main show kitchen at On The Plate, as well as being used back of house at Imperial Treasure, La Scala, the bakery, the banqueting facilities, several of the casino’s dining and lounge areas and for the central hot food production kitchen.

“We chose the System 850 line based on its robustness, finish and appearance, as well as its ability to deliver high-quality cooking results.” JungHoon notes. “Ambach islands are both heavy-duty pieces of equipment and pieces of art and also meet our strict

standards when it comes to hygiene, reliability and high performance.”

MINIMIZING STAFF, MAXIMIZING EFFICIENCY

Two of Paradise Group’s key criteria were to minimize the number of kitchen staff required and maximize the speed and efficiency of food delivery. “A detailed kitchen design is crucial to cooking efficiency and the kitchen layout also determines the overall flow from



“Ambach islands are both heavy-duty pieces of equipment and pieces of art and also meet our strict standards when it comes to hygiene, reliability and high performance”

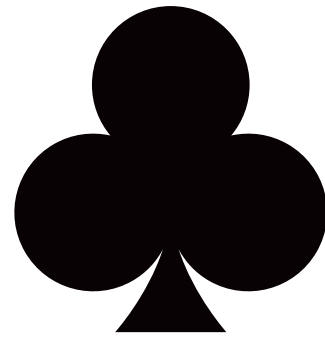
the kitchen to the table, which determines the success of the entire resort,” says JungHoon.

As there were so many restaurants and kitchens to consider, getting the overall design flow right was no easy task.

“Throughout the two years of the project, around 100 basic drawings and design reviews were required, I had numerous meetings with world-renowned kitchen consultants and spent countless hours and travel miles to completely finish everything,” recalls JungHoon. “I had to review and double check every single kitchen including its size, capacity per cooking zone and serving path from the kitchen to the table.”

The whole lot then had to be installed in only eight months, something that could only have been accomplished with all the parties involved pulling in the same direction.

“Every department – including the drawing team, the sales division, the installation team, the MEP company, the interior designers and the importing department – had a significant contribution to make to ensure the successful outcome of the project. But teamwork and communication between different departments was the main key,” says Park.



DAERYUNG'S MOST SUCCESSFUL PROJECT YET

In the end, the team's hard work paid off and JungHoon believes the Paradise City Casino project was Daeryung's most successful yet. “Despite the various challenges and the seemingly endless missions we faced during the project, we successfully met our client's high expectations and our high standards,” he says.

HeeDo was particularly impressed with the sleek System 850 island – complete with black finish and one-piece top – at On the Plate's show kitchen. “My code states that customers should taste the food with their eyes, nose and mouth and the layout of this kitchen means I can fulfil that. My team's first impression was ‘wow’ – due to the Ambach island's black finish. They are also super satisfied with its performance, user-friendliness and safety.” ■

“My team's first impression was ‘wow’ – due to the Ambach island's black finish. They are also super satisfied with its performance, user-friendliness and safety”



Throughout the two years of the project approximately 100 basic drawings and design reviews were required

Every kitchen had to be installed within eight months, a feat only achieved because all parties pulled together “in the same direction”

Hwang JungHoon says Paradise City was Daeryung's “most successful project yet”

Ambach's System 850 island, with black finish and one-piece top, was installed in On the Plate's show kitchen



FLEXIBLE FRIENDS

When **Per Bengtsson**, co-founder of Michelin-starred Swedish restaurant and hotel PM & Vänner, wanted to take his operation to the next level, he chose Wexiödisk, the “Rolls-Royce of dishwashing”, reports Michael Jones

The word ‘vänner’ means ‘friends’ in Swedish. And friendliness is second nature to the people of Växjö, in the South of Sweden. But, while the locals, also known for their engineering heritage and a passion for ice hockey, are proud of their hospitable nature, the region has never historically been synonymous with hospitality and high-level gastronomy.

That is until restaurateur Per Bengtsson and his university friend Monica Carlsson opened PM & Vänner in 1992 (the ‘P’ and ‘M’ stands for Per and Monica, while ‘vänner’ refers to their restaurant colleague friends). However, the odds were against Bengtsson and Carlsson.

“Sweden is famous for engineering – Volvo, IKEA and Ericsson. Our country was built on other things, not gastronomy,” says Bengtsson. “But our dream was to create the best restaurant in the region in a relaxed, informal setting.”

Dreams though, can come true, provided you work hard. Today PM & Vänner boasts a boutique hotel, a Michelin-starred restaurant, a bistro, two bars, a bakery and a florist. The restaurant serves a five or 10-course set menu of sophisticated, original, modern Nordic dishes based on Bengtsson’s philosophy of “forest, lake and meadow”, with most of the ingredients sourced from the surrounding Småland countryside.

FORCE OF NATURE

“My parents and father’s family were all farmers. My grandmother and father were both good cooks. Food was important in my childhood,” says Bengtsson.

While in high school, Bengtsson got a scholarship as an exchange student to Upstate New York, US. “I was staying with a doctor’s family in Rochester and they would eat in restaurants at least once a week. Growing up in the countryside in Sweden, it was rare to eat out that often, so this was a new world to me. It gave me the whole picture. When I came home I became a part-time chef’s apprentice at weekends.”

Hospitality suited Bengtsson’s personality. “I wanted to work with my hands, but also understand the economics of hospitality,” he says. After military service he attended university in Sweden, studying economics and working as a restaurant manager at weekends. After one year he took a year off and went to the Margaux appellation in Haut-Médoc, Bordeaux, France, to work there as a chef apprentice.

“My waking hours were spent thinking about opening a restaurant in Sweden with the same philosophy they had in Bordeaux – using local ingredients and wines and taking pride in the region.”

In Sweden in 1991, according to Bengtsson, “Everyone was doing French food. It was all classic restaurants. This was before new Nordic cuisine and no-one was calling on their local, Swedish heritage in their cooking. I couldn’t believe no-one was using the mushrooms, berries and game from our forests, or wonderful fish

from our lakes. Restaurants were importing everything. I wanted to go back to the food my grandmother cooked – with a twist.”

Bengtsson shared his plan with Carlsson, who was reading financial studies and working as a waitress at weekends. Her family were also farmers. “We said: ‘Why shouldn’t we do something together?’. We both wanted to open a restaurant that did not look outside of our region, but used pork, fish and duck from local farmers and hunters.”

The commitment to ‘local and natural’ extends to every facet of the cuisine. “We have 25 pickers and growers supplying us with mushrooms and herbs and four hunters working for us. But they are all our friends,” smiles Bengtsson.

MAKING A NAME

PM & Vänner opened in February 1992. “Monica was 22 and I was 24. We were about to graduate, but we skipped that and opened the restaurant instead [in another location]. Within a year we became the first venue in the region to make the White Guide, which lists the best restaurants in the Nordics,” says Bengtsson.

The biggest challenge for Bengtsson and Carlsson was to convince locals of their ambitions. “We needed to be humble but at the same time confident enough to challenge at a national and international level. It took us three to four years to get national recognition.”



While the trajectory has been impressive Bengtsson remains grounded. “We have 70 employees and a turnover of 70m Swedish krona, but, as Monica says ‘it didn’t just happen’. We’re not in a rush. Organic growth is beautiful,” says Bengtsson.

Bengtsson admits they needed luck too. “We were lucky to be part of a movement. We were starting a new type of cuisine. Now, visitors fly to Denmark and Sweden from all over the world to visit restaurants such as Noma or PM & Vänner.”

The restaurant made the 2016 *Michelin Nordic Guide* for the first time. “After that it was, on one hand, business as usual, but it was also a game-changer,” says Bengtsson. “Everyone realized this wasn’t just a local restaurant. Getting the Michelin star was fantastic for the team – our 25 chefs, five bakers, three pastry chefs and 10 sommeliers. It gave us such encouragement.”

The restaurant also won the Grand Award Of Excellence from *Wine Spectator* magazine. “Only 85 restaurants in the world have that and we were the first in Sweden. We have 4,500 references in our wine cellar.”

WASH UP

Clearly all those wine glasses and plates won’t wash themselves and when the restaurant moved location it was imperative the standard Bengtsson demanded could not slip. Step forward Växjö-headquartered warewashing machine manufacturer, Wexiödisk.

“I contacted Wexiödisk to see how we could collaborate. We’ve worked together for 18 years now. Our whole building is filled with its machines,” says Bengtsson. “We have advanced mini-bars in our hotel



“Getting the Michelin star was fantastic for the whole team - our 25 chefs, five bakers, three pastry chefs and 10 sommeliers. It gave us such encouragement”



PM & Vänner’s ‘local and natural’ cuisine philosophy focuses on ‘forest, lake and meadow’





“Wexiödisk is well known in the trade. Everyone knows its machines are the Rolls-Royce of dishwashing. It’s a high-end product”

PM & Vänner has three key requirements from Wexiödisk’s machines: quality, flexibility and reliability

rooms, with a range of tequila, rum and wine. We have hand-blown glasses – six different types in each hotel room – and they all get washed in the housekeeping area in a Wexiödisk glasswasher. We have a dishwasher for our bakery, a newly released model, as well as huge machines for our banquet and conference area. Wexiödisk is well-known in the trade. Everyone knows its machines are the Rolls-Royce of dishwashing. It’s a high-end product,” he says.

For Wexiödisk’s managing director Magnus Titusson, PM & Vänner is a “one-of-a-kind”, but they also share a lot in common. “It wants quality in every aspect of warewashing and has high demands. Its connection to this town is unique. We both embody a family atmosphere.”

QUALITY, FLEXIBILITY, RELIABILITY

PM & Vänner has three key requirements of Wexiödisk, says Titusson. “It needs high-quality equipment. It wants flexibility from its partners. And finally it needs reliability across its operation, so its dishwashers have to be perfect. Kitchens can be stressful to work in so we have helped to adapt some of the functionality of the machines, making small adjustments to help improve working life. Our engineers go directly to the people at PM & Vänner and talk to them. We can develop and fine-tune our products with them.”

Unlike in a school, where washing

processes are always repeated, for PM & Vänner every day is different. “It might have a full restaurant sitting as well as a Christmas party to contend with. It has a roof bar that is open less in the winter than the summer, so it can depend on seasonality,” says Titusson.

The constant dialogue between PM & Vänner and Wexiödisk has proved helpful across the years. “It has been a success factor in helping us to improve,” Titusson continues. “We need to see, understand and learn what is affecting results. We have installed one WD-6 with DUPLUS and a pre-rinse machine (PRM), a WD-90 pot washer, a WD-6 in the bakery that we’re looking to upgrade to a WD-8 later this year – and WD-4S under-counter dishwashers in the bar, bistro and room service spaces. Per was prepared to test our WD-DUPLUS hood machine with a PRM. He’s open to looking at new possibilities and testing new solutions.

“With Per, you can trust you’ll get good feedback as he is very close to his operation. He is a real entrepreneur with a vision for his company and nothing is impossible for him. He makes things happen and is open to innovation.”

The relationship between the two organizations is testament to the mutually beneficial power of collaboration, but also friendship. “Wexiödisk has fantastic people,” says Bengtsson. “And you can’t find a better machine on the planet.” ■

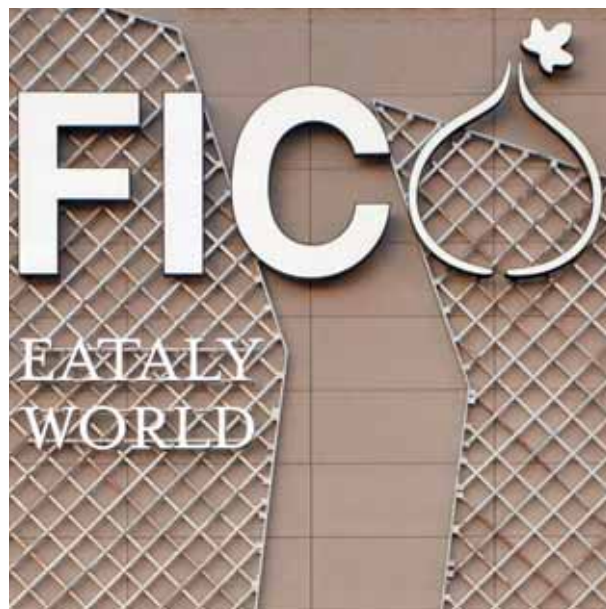


MAGNUS TITUSSON: ON WEXIÖDISK

Our core focus is on hood machines and rack conveyors, rather than the undercounter market. We produce 6,500 units each year and sell to 40 different countries, including the Nordic countries, the Netherlands, UK, France, Australia, Japan, Thailand and China. 60% of our business is from exports outside of Sweden. One of the key benefits of working with Wexiödisk is the reliability of our machines and our life-cycle cost over time. The level of support you get from Wexiödisk is very good. We have engaged employees – they are our biggest asset. We have moved into a new 1,000m² production facility for the assembly of pot washers, granule washers and dishwashing equipment. The building is only 800m away from our main office – we needed to feel like it belongs to the main plant. Being part of Ali Group is very good. We share information and work together, but also we are independent. We stand up for our own decisions.



Per Bengtsson (left) with Wexiödisk’s Magnus Titusson



FICO Eataly World is more than just an amusement park for foodies. Andrea Tolu speaks to the team behind the world's largest agri-food park about its use of Ali Group brands Carpigiani and Esmach



FROM THE HEART

An amusement park for foodies" is an oft-used definition for FICO Eataly World in Bologna, Italy. No one, however, would embark on a four-year project investing €120 million on a 10,000m² area if it were just that.

The world's largest agri-food park has more to offer: a marketplace for fine food, an educational hub, a conference center, and an R&D lab. Or, to use Tiziana Primori's words, "a place where people can think about food."

FICO Eataly World is the world's largest agri-food park, receiving 1,250,000 visitors in its first six months





Primori is FICO's general manager and part of the group of founders together with the mayor of Bologna, an investment fund, Bologna's Agri-food Centre, and Eataly's founder Oscar Farinetti.

NOT JUST FOR 'FUN'

"At the heart of what we do there's a simple daily gesture like ordering or buying food," says Primori. "Our mission is to explain to visitors what happens behind it."

To realize such an ambitious vision, the management team recruited all sorts of partners from public institutions, the academia, and the business world. For Primori however, that was not the difficult part; the real challenge was "to make different realities coexist, from Sicily to Piedmont, from very small start-ups to large enterprises."

Every month, FICO will celebrate a craft, like cheese making, baking, or beekeeping. Around that theme, about fifty courses and thirty events show every day why food is culture and exactly how the agri-food chain operates.

Many of these events are hands-on workshops where anyone can learn how to make staples of Italian cuisine like pizza, tortellini, bread and so on. "It's great to see Chinese or Canadian visitors making tagliatelle or cheese," says Primori. "What makes us the proudest, though, are the curious looks of children and the fact that foreign visitors don't just come for the food, but for our lifestyle too."

These courses are for all those who eat food and live on this planet. In other words, anyone and everyone (not just 'foodies'): Italians and

foreigners, children and adults, those who are simply curious about the world of food and those with more of a vested interest in it.

Primori's hope is to send them home with more questions than answers, those questions we stopped asking ourselves: where does our food come from, and is it possible to produce food that is healthy, affordable and sustainable?

Six months after the opening, the results are very encouraging: 1,250,000 visitors and partnerships with tour operators worldwide.

Of those visitors, 30,000 were

"Our mission is to explain to visitors what happens behind buying food"

students, 2,000 of them coming from abroad. For Primori, there are no changes to the roadmap for now: "The priority is to complete the one-year cycle and have an overview of what each season looks like."

Keeping old crafts alive in today's world requires technology that respects traditional processes but makes them more efficient. That's where Ali Group marks its presence at FICO with its brands Carpigiani, within a traditional gelato shop, and Esmach, within bakery operator Forno Calzolari.

For FICO, keeping old crafts alive requires technology that respects traditional processes but makes them more efficient





FICO IN NUMBERS:

ABOUT €120 MILLION OF INITIAL FINANCE

MORE THAN 1,250,000 VISITORS DURING THE FIRST SIX MONTHS

MORE THAN 50 DAILY COURSES

MORE THAN 30 DAILY EVENTS

2 DAILY TOURS

Ali Group brand Carpigiani set up a transparent gelato shop at FICO Eataly World, while Esmach equipment is used in Matteo Calzolari's bakery

CARPIGIANI'S OBSESSION

Carpigiani, the world-leading manufacturer of machines to produce artisan gelato, soft serve and desserts, set up a transparent gelato shop, where the team of Sicilian maestro gelatiere Santi Palazzolo prepares fresh gelato and all sorts of chilled desserts every day. There are also daily workshops with teachers from Carpigiani's Gelato University, in a state-of-the-art classroom, where visitors can learn how Italian style gelato is made and how to taste it. Ultimately, they can learn how to make fresh gelato themselves using Carpigiani equipment or how to taste it properly following tips and tricks dispensed by skilled instructors.

"Our participation is a great way to promote the culture of gelato," says Carpigiani's market development director Achille Sassoli. The company has a unique position in the market: they already have the largest share, also thanks to their "obsession for product quality," as Sassoli calls it.

Their growth strategy is therefore to increase the size of the market itself with events and communication. And FICO turned out to be an ideal place for that.

Sassoli has a very clear idea of how gelato tradition and technology can work together: "For us, the traditional Italian gelato needs to follow a few classic but precise steps: pasteurization, aging and batch freezing" he says. "Then, each gelatiere can adapt it to the habits and tastes of clients in their part of the world."

AN ACT OF LOVE

Matteo Calzolari took over the family business when his father

fell ill, and the alternative was selling or shutting down. However, he soon realized that baking had lost touch with its roots: the baker didn't know where his flour came from, while the farmer didn't know where his grains would go. All they knew were the intermediaries.

The other missing link was stone-milling. Calzolari has a vivid memory of his first bread made with stone-milled flour: "It was an eye-opening moment for me. My dad saw something he used to know in the past but got lost. But I saw the future," he says.

"Our participation is a great way to promote the culture of Italian style gelato"

Eventually, he partnered with local farmers and stone millers, bringing the old farm-to-oven chain back to life. "It all starts with an act of love. It was for my dad, but everyone needs to work at this craft every day."

A bakery at FICO was an opportunity to showcase that. There, he organizes daily courses to show how ancient grains grow, why stone milling is different, how to refresh sourdough starter, and why the one they've been using for 17 years is called Gino. Calzolari works with Esmach equipment: an electric oven creates the same type of heat as a wood-fired oven, and a proofer machine specifically designed for sourdough starters.

As with Carpigiani, it's another case of technology dedicated to tradition, in line with FICO's philosophy. ■



MODERN MEDICINE



In order to deliver high-quality, nutritious meals for patients, the kitchens at AZ Zeno hospital in Knokke, Belgium, required Metos to provide the very best equipment and design solutions, reports Sandra Haurant

The kitchen at AZ Zeno hospital in Knokke, Belgium, lives and breathes the ethos of this very modern facility. The meals here are part of a holistic approach in which nutritious food is seen as an essential part of healthcare.

“We want to create a healthy environment, not just for the patients but also for the doctors, nurses and other colleagues working here,” explains Pieter de Smet, kitchen manager. Indeed, the kitchen’s scope is even wider than that. Meals are also made here for local retirement homes and nurseries, and served to visitors in the hospital bistro.

FRESH AND LOCAL

Food is freshly prepared and locally sourced; the fish cooked here comes from the coast only 1km away, and the hospital has three hectares of fields nearby where its own vegetables and herbs are grown. What’s more, it is cooked the way the patients want it. “I have an excellent staff of dieticians who visit every patient every day to discuss their meals. We try



Above (left to right): Nicolas de Jaegher, Metos' chef and technical adviser; Ivan Houthaave, project engineer, Metos Belgium; Pieter de Smet, kitchen manager, AZ Zeno hospital Knokke



“We try to be as flexible as we can with patients’ wishes; I don’t like to have a set menu card”

to be as flexible as we can with patients’ wishes; I don’t like to have a set menu card,” explains de Smet.

“Every day there are four or five choices of meat, fish or vegetarian, and the vegetarian option changes every day. There are several choices of potatoes and lots of different vegetables. We can make a nice salad if that is what they prefer.” And it’s all made from scratch. “We make everything here, the stocks, the sauces, everything.”

With such high standards and a wide variety of food being prepared every day, the design for the kitchen had very specific requirements. The chefs needed to be able to create home-cooked meals of excellent quality, all to a semi-industrial scale. Metos won the tender, as the company

was well positioned to offer the very best solutions in terms of equipment and design.

“I have been involved in catering for a very long time and I’ve known Metos for many years; the company is a big player on the Belgian market,” explains de Smet. “They were able to provide the type of equipment we needed for the scale required.”

HIGH-END TECHNIQUES

Metos came into the project at the very beginning, and as a new building was being created for the hospital, the entire project was starting with a blank page, working closely with Philip Detavernier, director of infrastructure at AZ Zeno. As such, the planning stage was crucial, explains de Smet: “We knew we had a square room, but that empty square could be filled in countless different ways; the challenge was to project our vision of using high-end techniques into the space.”

Ivan Houthaave, project engineer at Metos Belgium, says: “As we had the complete assignment from A to Z, we had the privilege to be able to adapt the rooms to the machinery. For example, the kitchen building, which is linked to the hospital via an underground connection, was determined in size in accordance with our kitchen design.”

THE HOSPITAL KITCHEN IN KEY FIGURES

1,600m²
Kitchen surface area

1,250
Meals prepared each day

400
Number of patients in the hospital

51 (including 25 nurses)
Number of staff delivering food

550
Residents in care homes

500-600
Customers served each day in commercial catering (bistro, etc)





Key equipment from Ali Group brands was sourced from Metos, Burlodge, Friulinox and Rendisk



high standards for every meal served. “The customer wanted a highly efficient, reliable installation. Operational reliability, high efficiency, maximum ergonomics, ease of maintenance and low maintenance costs were the factors that were decisive. Due to the wide range of these top products from Ali Group, it was no problem to offer an answer.”

FINDING SOLUTIONS

One particular issue was finding a way of cooling cooked food down quickly to preserve quality. “We needed a cook chill line – where everything is cooked in a classic way, then cooking is stopped at the exact moment when it is perfectly cooked. Then we need to cool it as fast as possible. This is

difficult because you end up with a bottleneck in blast chillers,” says de Smet.

AZ Zeno initially asked Metos to find a tumble chiller, where food is stored in bags and ‘tumbled’ in a machine, reducing the temperature quickly. “Ivan and his colleagues found an even better solution – a machine which chills food without the need to tumble it – effectively like a chilled Jacuzzi® – so that it maintains its shape and texture,” says de Smet.

Perhaps the main challenge was persuading experienced kitchen staff that using the new equipment was the best way to work. “Some have been working in warm production kitchens for 30 years. We needed to convince them that this was the way forward in terms of quality, taste, color, and improving shelf life.”

Metos helped to ensure the changes went smoothly, and Metos’ chef and technical adviser Nicolas de Jaegher was present on day one to provide in-house support for staff, showing how to assemble, disassemble and clean equipment and teaching staff to train their colleagues.

“I think I can best describe the atmosphere as calm and professional, where mutual needs, questions and offers were being listened to with respect,” says Houthaave, praising Metos’ collaboration.

“Something that makes our hospital very special is that we can make meals this way, because I can still set the main focus on the quality and not price,” says de Smet. “I’m very grateful the board of directors shares my belief that healthy food really does contribute to the healing process.” ■



KEY EQUIPMENT SUPPLIED BY METOS INCLUDES:

Metos provided several cooking kettles and various high-performance cooking lines to ensure high productivity in a short time: high-power fryers from Rosinox and Metos Combi-Steamers and multifunctional pressure cookers.

Burlodge RTS regeneration trolleys are easy to move and guarantee optimal food temperature. Burlodge met all three criteria required by the client: first it came top in organoleptic tests, measuring temperature, structure and taste; second it was the winner in handling; and third, the design won out, providing the possibility to personalize trolleys.

Friulinox refrigeration systems. Blast chillers were built into the wall of the cold room and supplied with 5 PT1000 probes. To guarantee temperatures at all time, they were connected to water-cooled compressors. The two chillers were connected to a central HACCP registration system. Together, these conditions ensure that Friulinox chillers are the most powerful, controllable and reliable on the market.

Rendisk handling system – one of the most ergonomic and efficient custom-made systems in the market for waste management – and automated sorting tables, connected to two extra large, extra wide flight Wexiödisk dishwashing machines and automatic tray charger.



A PROJECT LIKE NO OTHER

The University of Derby's Buxton Campus combines the style of the past with the cooking of the future, reports Thomas Lawrence

Silhouetted against the rolling hills and swooping valleys of the UK's Peak District, Buxton's Devonshire Dome is the jewel in the University of Derby's crown. It's seen a lot in its 239-year history, starting life as a grand aristocratic stable block then becoming a hospital, before being acquired by the university in 2001.

Under the imposing auspices of the UK's largest unsupported dome, the secrets of hospitality and cooking are passed from generation to generation. But extraordinary surroundings need extraordinary facilities. To quote Shakespeare: "Two households, both alike in dignity." When it came to marrying up the Dome's desperate need for a 21st century servery and kitchen with the dignity of its 18th century architecture, to whom could the campus chiefs turn?

AN HISTORIC CAMPUS

Joining forces on the Buxton project were cooking appliance manufacturers Falcon Foodservice Equipment and refrigeration gurus Williams Refrigeration, overseen by Lockhart Catering Design Services.

Although work took place in students' summer holidays, there were still some unexpected hurdles, explains Adam Wells, who headed up the project for



Lockhart. “The dome itself was still open to the public. “While we were there in the summer holidays they would have walkthroughs dressed up as nurses talking about what happened during the wartime in the dome, as it used to be a hospital,” he says. “Another issue we had with installing it during the summertime is there were still functions going on – you’d see a wedding every weekend.”

But amid all the hustle and bustle, there was a clear mission in mind. “Catering and hospitality is very diverse,” says Richard Greensmith, operations manager at Buxton Campus. “It’s important we have traditional gas cooking equipment as well as the most up-to-date technology, such as induction. It’s about future-proofing the students.”

THE BRIEF

There were two main elements to the Buxton projects, equating to four revamps overall: the servery (one catering to further education students, another in the main Dome catering for academia) and the kitchen (a new area catering for banquets and a cutting-edge training kitchen).

“It was a case of meeting university requirements as regards equipment they perceived to be the best for them and the best to train the students on,” explains Sean Finnerty, sales manager at Falcon. It’s a sentiment echoed by Garry Allitt, Williams’ national sales manager. “The end-users wanted a prestigious product that they knew was going to be handled with a cradle-to-grave approach,” he says.

The building’s listed status meant architectural ingenuity was the order of the day. “There’s certain things we weren’t allowed to disturb,” says Allitt. “One of those was the solid wood flooring. Luckily there was a bit of a void beneath it – we were able to use that void to lay the pipework to the boiler room.”

Wells was responsible for overseeing the project’s twists and turns in the short time available. Communication was key, he says, for ensuring the brief came to fruition: “Coordination with the client overcame many of these difficulties.”

THE PRODUCTS

In addition to “futureproofing” students, sustainability, usability and durability were all integral parts of the brief.



RICHARD GREENSMITH ON THE DEVONSHIRE DOME

We service two on-site cafés, one off-site café for students, an external contract servicing a nursery and a student-run restaurant, four days per week. We also run internal catering and events. We can go from taking £200 in a day to £30,000 in an afternoon.

The restaurant kitchen itself had to do training and restaurant service. The café kitchen needs to service three cafés and the external contract with the nursery. So it comes back to the capability and scale of the equipment.

We also have different menu options across the college and university – in one week of service we’ll have three different classes with three different menus, changing each semester. You’ll never get the same menu from one year to the next.

“The end-users wanted a prestigious product that they knew was going to be handled with a cradle-to-grave approach”



There were two main elements to the Buxton projects: the servery and the kitchen



“Most of the counters that have been installed have an A-rated energy rating,” says Allitt. Innovation was also abundant in the coldrooms, which had to house a total of 16 trolleys.

“There was a requirement for the coldroom to have insulated flooring while still allowing for trolleys to be pushed in and out,” says Wells.

“Williams came up with a lower level insulated flooring allowing trolleys to get over the threshold.”

For Falcon, getting across the potential of their product range meant quite literally going the extra mile – with a live demonstration in their Scottish manufacturing facility.

According to Wells, a chef demonstration on the Lainox Naboo combi oven saw the staff at Buxton “impressed with the touch screen menu display and the option of the smokegrill flavoring.”

Finnerty says the demonstration was crucial in converting the clients from Buxton to the Lainox Naboo. He pinpoints the Naboo’s Wi-Fi capabilities as a standout feature: “As well as being a functional oven, it’s a learning tool.”

ON TIME AND A HAPPY CLIENT

Getting such an extensive job done in such a short time was no mean feat. But the outcome made it all worthwhile. “Everyone’s happy at the end of the day,” says Wells.

Finnerty points out the project was additionally interesting as all parties involved were part of the Ali Group: “It’s a full Ali kitchen. The Ali Group’s a well-known brand across the world – there’s a big advantage to being associated with them.”

Greensmith agrees that having a single point of call was an unexpected bonus: “Halfway through the project there was a realization we were onto a winner by keeping it all in one house.”

The sun may have set on this particular collaboration, but, like a crisp Derbyshire morning, it’s only just beginning to rise for the students who call the Devonshire Dome their home.

With the pioneering products of Falcon and Williams at their fingertips, those students will be prepared for the catering world of tomorrow. ■

“It’s a full Ali kitchen. The Ali Group’s a well-known brand across the world – there’s a big advantage to being associated with them”

For the University of Derby, having a single point of call was an unexpected bonus



ADAM WELLS ON FALCON, WILLIAMS AND THE PROJECT

We worked on four areas in total:

The further education servery:

- Shop fit counters
- CED fabrication drop-ins
- Williams refrigeration, with amber undercounter refrigerators for DDA requirements

The Dome servery:

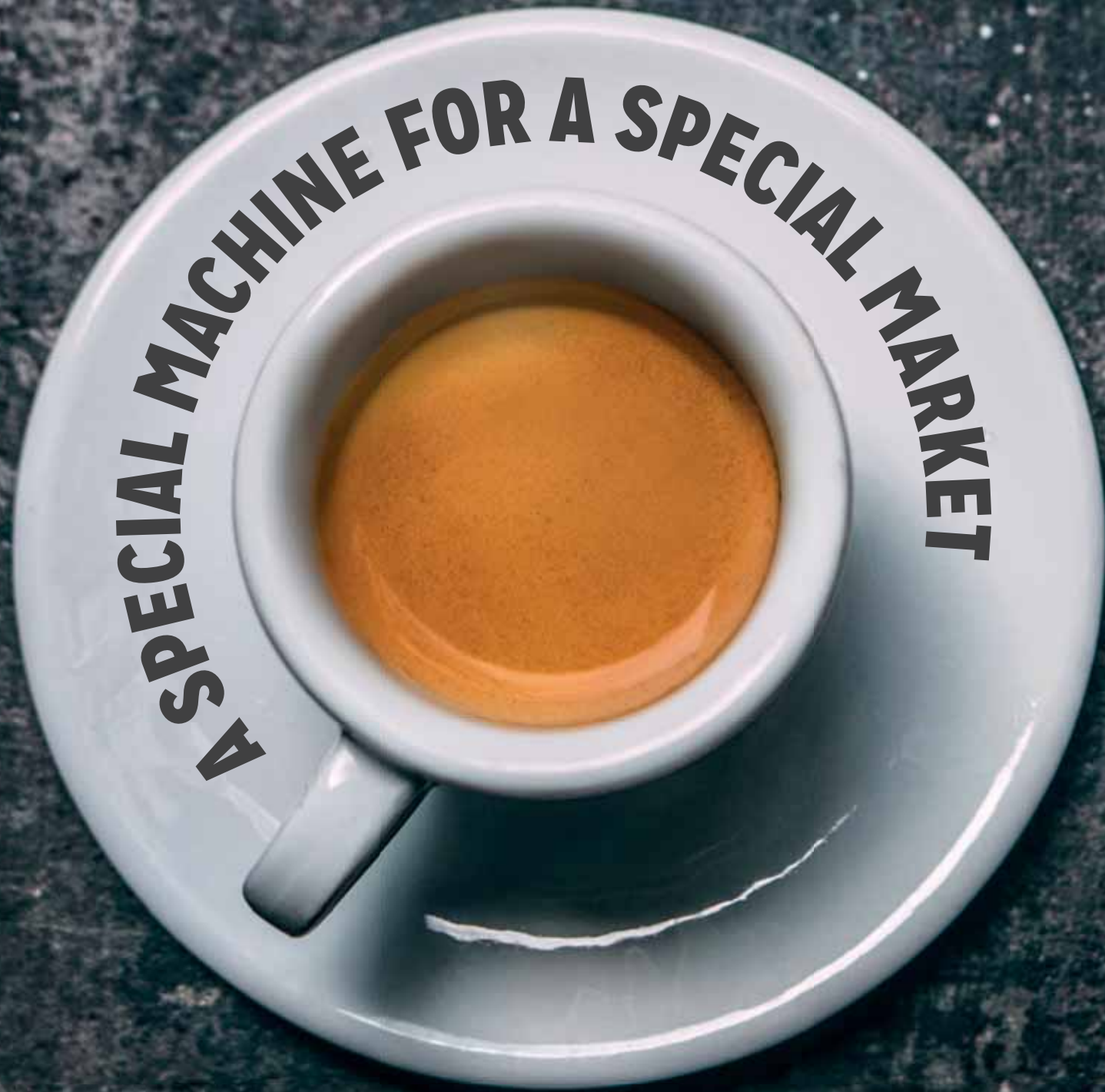
- Williams Jade 2 door refrigerated counters

The Banquet kitchen:

- Falcon Dominator Plus range
- Salamander Grill
- Lainox Naboo combi ovens, including one with a Smokegrill flavorings system

The training kitchen:

- Falcon F900 Gas burner hob, six burner and radiant chargrill
- Falcon Dominator Plus induction hob on mobile stand
- Williams Reach In Blast Chiller
- Williams Jade 3 door refrigeration counter



Rancilio's dive into the specialty market could set the standard for years to come, reports Thomas Lawrence

When a man is tired of London, he is tired of life." So said Samuel Johnson, critic, man of letters and one of England's greatest wits. But with the capital's overcast skies dimly illuminating its weary inhabitants trudging through a chilly April evening, one would be forgiven for doubting if his 18th century quip rings true in 2018.

Yet at the launch of the Rancilio Specialty, someone had opened a portal to the Mediterranean. When Roberto Rancilio built La Regina, his fledgling company's first coffee machine, in 1927, he was fueled by a dream to promote Italian espresso on a truly global stage. Now, the release of the Rancilio Specialty marks a bold effort to blend the wisdom of the past with the flavors of the future.



Baristas using the Rancilio Specialty can now get greater control over water temperature profiles thanks to the easy touch screen program interface

The interface controls steam power, saves recipes and offers insights on the last thirty cups of coffee brewed

Emerging from the Rancilio Specialty's launch event put a new complexion on the London night, the sky's stars like milky flecks on an inky macchiato. The heady caffeinated aromas and enthusiasm from Rancilio's staff and guests, headier still, invigorated all who witnessed it.

MANY YEARS IN THE MAKING

Rancilio has been manufacturing coffee machines for nearly a century. There's a reason the Specialty is causing a clamor in the industry – it exemplifies an irreversible shift in the way people drink coffee.

"Consumers come in the coffee shop and aren't just drinking a coffee anymore," says Andrea Mascetti, Rancilio Group's commercial director. "They want experience with new blends, single origin coffee, and new tastes that can be offered." Baristas play a crucial role. The new machine was designed with them in mind and is positioned on the counter to allow visual contact. They act like sommeliers: "explaining to the customer the experience they're trying to take to them," as Mascetti says.

This experiential culture underpins the Rancilio Specialty. It will be rolled out in the UK, US and Australia first, where Mascetti says this culture has already taken root. "But the specialty coffee market is growing everywhere," he adds. The new machine will debut at coffee festivals across the world over the coming months.

In a market growing so vibrantly, operators need more intuitive equipment than ever before. According to Stefano Raimondi, Rancilio's research and development manager, this is one of the new machine's major accomplishments. Baristas have been particularly positive about "the huge working area and



the very easy design, which simplifies the barista's job," he says.

KEY FEATURES

Mascetti argues interaction is crucial in the specialty coffee market. Baristas are "the art directors of the bar," responsible for a new, enhanced customer experience, he explains.

This made getting into the mind of the barista an essential precursor to the Specialty's development. "It was very helpful to have some real baristas working with us," says Raimondi. "We transferred all this information to the designer to create a clean and clear workflow and a defined working area with a user friendly control panel."

When designing the machine, Raimondi explains, "software and ergonomics" were the crucial drivers. Usability abounds in steam lever positioning, working area, shapely steel filter holders and even machine height. Baristas are given greater control over water temperature profiles than ever before thanks to the easy touch screen program interface.

This top-of-the-range thermal stability is guaranteed by the multi-boiler system.

The interface controls steam power, saves recipes and offers insights on the last thirty cups of coffee brewed. The independent brewing units have their own dedicated displays. Together, they make up two of the machine's standout features.

Overarching all of this is the machine's stainless steel design. As Paolo Cattaneo, managing director of MOMODESIGN – the brains behind the Rancilio Specialty's effortless elegance – explains, this was

Baristas are "the art directors of the bar," responsible for a new, enhanced customer experience





“Consumers come in the coffee shop and aren’t just drinking a coffee anymore. They want experience with new blends, single origin coffee, and new tastes that can be offered”



CHALLENGES ALONG THE WAY

The Rancilio Specialty is the end product of a lengthy process. Different views had to be reconciled along the way.

Raimondi’s solution was to harness creative tensions. “I set up the experienced part of the Rancilio team with some younger people to have a more dynamic point of view,” he explains. “This was a good challenge – I think the results are visible in the product.”

Meanwhile, MOMODESIGN immersed themselves in the world of the barista to create a machine that looked at home in any bar. “We had a meeting with Rancilio in a room where the barman showed us the regular procedure to go through when making coffee,” says Cattaneo. “With all this information we did our best to come out with an ergonomic design with functional uses.”

meticulously planned: “Rancilio wanted to enter this market with a strong design that represented them – modern design linked to functionality.”

To do this, Cattaneo and his team looked to the past. “We went with all our designers into the museum of Rancilio to understand what the language was that Rancilio had expressed via the machine through the years.” Eventually MOMODESIGN alighted on a 1950s machine designed by Roberto Rancilio for inspiration. “Bringing the historical DNA to modernity was an important aspect for us,” says Cattaneo.

COOPERATION AND CELEBRATION

After poring over the history, collecting input from the market and more than 10,000 hours of work, MOMODESIGN and Rancilio are ready to launch the Specialty machine on the market in September.

As Raimondi points out, it was a team effort. “The machine is the final result but the project isn’t about the machine, it’s about the whole group.” Cattaneo agrees: “We had an incredible team and we had to face many technical aspects and market requirements,” he says. “The most important aspect was to be able to handle all of these and come out with a design and a product that was well received from the market.”

Getting a good market reception was essential for a machine surrounded by such anticipation. “Our customers requested us to move in this direction,” says Mascetti. “Now we’ve done it we’ve met with a great response not only from partners but from different operators.” The clamor is justified; Rancilio Specialty throws down the gauntlet to the entire industry. ■



Above: Stefano Raimondi (left), Rancilio’s research and development manager, together with Andrea Mascetti, Rancilio Group’s commercial director, at the London Coffee Festival

Far right: customers tasting coffee at Rancilio’s booth at the Festival



COLD COMFORT

In 1927 Otello Cattabriga, a brilliant Italian engineer patented a mechanical system to make gelato that mimicked the ‘stir and stick’ method favored by Italian gelato makers.

More than 90 years later, his eponymous company, now part of Ali Group’s Icteam 1927, is as cutting-edge as it ever was, managing director **Federico Tassi** tells Elly Earls

The newest gelato machine is the horizontal batch freezer Stargel 4. The second in Icteam 1927’s newest product line, which is designed to bring professional countertop gelato machines to non-gelato-focused food businesses such as restaurants, bars, catering companies and hotels, it combines some of the company’s highest-tech innovations with its smallest footprint yet.

While its predecessor, the Compacta 4, was an all-in-one solution designed to cook and sanitize ingredients before freezing them into gelato, the Stargel 4 is made up only of the Compacta 4’s lower portion.

“The batch freezer-only version of the Compact 4 is both more affordable and easier to operate,” says Icteam 1927’s managing director Federico Tassi.

A maximum 4kg of liquid mix goes into a horizontal cylinder and 5.5 litres of high quality gelato, the standard industry pan size, comes out the other end. The process takes approximately eight minutes.

“It’s ideal for users who do not want or need to cook or pasteurize ingredients in

their shop,” Tassi explains. “On an hourly basis, you will roughly fill five pans and in two hours and thirty minutes you will fill a full 12-flavor showcase.”

The Stargel 4 is specifically intended for gelato, but it can also handle frozen desserts such as sorbetti and slushies.

HIGH PERFORMANCE, SMALL FOOTPRINT

Tassi believes there are two characteristics that make the Stargel 4 stand out from its competitors: its high performance (in other words, its ability to crystallize as much of the water contained in the liquid mix as possible) and its small footprint, a huge selling point for foodservice operators whose primary focus isn’t gelato.

The former is made possible thanks to Icteam’s patented technology, which allows operators to produce well-structured ice cream with a long display life, even in small quantities.

The latter was achieved through a combination of high-tech innovations and common-sense add-ons. “First, it comes in single phase, which means you can plug

it in anywhere,” Tassi explains. “Second, the air needed for cooling the unit goes in from the bottom and out from the top, allowing users to place the unit very close to other pieces of equipment without altering the kitchen design.”

Finally, the Stargel 4 comes with a retractable shelf, where vats can be placed when operators’ hands are busy, but which only takes up space when it’s being used.

THE RIGHT DIRECTION

Since Stargel 4 was released in January 2018, customers, mainly hailing from Eastern Europe, Middle East, South East Asia and Australia so far, have been most impressed with its simplicity, reliability and size-to-productivity ratio. But Tassi says there is still more to learn. “We’ve learnt from this project to think from the perspective of a non-trained operator,” he says. “We still have a long way to go when it comes to creating small machines for small spaces at a limited cost and with high performance, but this product is an important step in the right direction.” ■



Icteam 1927’s Federico Tassi says the Stargel 4 is easier to operate



HISTORY IN THE BAKING

Social enterprise organization Pain et Partage works closely with Pavailler to create a rewarding partnership and a lasting legacy, reports Sandra Haurant

Sometimes a client and supplier work alongside one another in a professional relationship that actually feels more like a partnership, and that's certainly the case for French social enterprise Pain et Partage and bakery equipment specialist Pavailler.

Pain et Partage was founded in Marseille in 2013 and its main objective is to develop a network of socially responsible, organic bakeries that will create local jobs, while baking excellent, wholesome bread for the dining rooms of the public sector, including schools, crèches and hospitals. The organization works on a not-for-profit basis and is staffed by people who have had difficulty entering the employment market.

"We wanted to set up an enterprise which focussed on organic food, and which was based on solidarity and the support of local communities," explains Benjamin Borel, one of the founding partners of Pain et Partage. "Everything we make is sourced locally, as far as possible; our flour comes from the Gard and Occitanie regions in France. The aim is to put bread on the table that has been made from wheat grown locally, and we also want to make organic bread accessible to all."

BAKE UP A STORM

Bread is an integral part of the French diet, and is served with every meal, whatever the setting. So in public sector catering everyone, from school children to council workers, will be offered a piece of bread with each meal. "It is really a way of life," says Tristan Ragain, sales manager at Pavailler.

"You just can't have a meal without bread." With a

product that is so close to the heart of French culinary culture, creating a socially responsible brand around bread can quickly make a real difference to local communities. "We are proud to be able to combine local, socially responsible and organic ethos, while creating something that is fully in line with the professionalization of bakery," says Borel.

The project has been extremely successful so far; as well as the inaugural Marseille location, sites have already grown up in Montpellier, Lyon and Calais, with Paris, Toulouse and Bordeaux on the way. Its rise is perhaps all the more impressive given the fact that its founders were new to the world of bakery. Borel previously worked in socially responsible finance and his co-founder, Samuel Mougin, comes from a scientific background; neither had experience of baking bread, and certainly not at this scale.

As with all organizations, developing fast brings challenges, and to help them to continue to grow, the Pain et Partage team needed not just specialist bread making equipment, but expert technical advice to ensure they made the right decisions. Of course, the team at Pavailler was more than able to help.

SECTOR KNOWLEDGE

Tristan Ragain has been with the company for around 12 years, but his knowledge of the sector goes further still, as he was brought up within the bakery industry; his parents were also in the trade. Thanks to his experience, Ragain has been able to help Pain et Partage to make choices that will ensure the continuing success of their unusual enterprise.

"It's very interesting working with Pain et





“Pain et Partage really stand out as unusual clients for Pavailler. We are really pleased to be able to work with them in partnership and play a part in their journey”



Above: Benjamin Borel of Pain et Partage. Left: The social enterprise is proud to combine a local, socially responsible and organic ethos

Partage, particularly as they are not from a bakery background,” says Ragain, who works directly with the Pain et Partage team. “They are one of our more atypical clients, and we work with them in partnership more than as a client and supplier. We have supported their project from the beginning and are pleased to have been able to offer them a lot of advice.”

“We really do work in partnership with Pavailler,” agrees Borel. The decision to work with Pavailler was in part linked to the enterprise’s ethos, he explains, although it went beyond location.

“We wanted to work with a French supplier, to tie in with our local objectives, but Pavailler offer excellent value for money. They have helped us enormously, particularly in providing the type of equipment that we may otherwise not have known about, like the Fermentolevain.”

Pavailler’s Fermentolevain is a machine which allows kitchens to cultivate their own yeast on site. “We had no idea that this was possible, a machine which allows us to create our own yeast – that is something we couldn’t have known without Pavailler,” says Borel.

PUT TO THE TEST

In fact, Pavailler was in the process of redesigning the Fermentolevain when it became clear the equipment would be ideal for Pain et Partage. So rather than waiting until the new product was fully ready, the two organizations worked together to develop the latest version. “They were our client testers,” says Ragain.

“This allows them to make their own yeast instead of using any chemical agents so their bread really is 100% organic.” And of course, with this method, their yeast could not be more local.

As well as the Fermentolevain, Pavailler has supplied ovens, a fermentation chamber, and mechanical kneaders for Pain et Partage, and continues to advise and consult on the organization’s needs as they grow.

Ragain and his team at Pavailler, working with Pain et Partage, has created an intriguing and rewarding partnership. “What is interesting about Pain et Partage is that they are out of the ordinary for Pavailler,” he says. “They really stand out as unusual clients for Pavailler, and their values are very impressive.

We are really pleased to be able to work with them in partnership and play a part in their journey.” ■



Left: the complete new Fermentolevain range from Pavailler

www.pavailler.com

FERMENTOLEVAIN: THE HIGH-TECH TRADITION

Fermentolevain machines allow both the preparation and conservation of liquid leaven to be added to final dough mixtures.

In 1994, Bertrand-Puma marketed its first Fermentolevain machine, which reproduced the natural bread-making process. This invention offered new taste and flavors and received the Innovation Trophy at the Europain trade fair.

Bakery professionals took an interest in the invention, understanding the advantages its baking know-how could offer as an alternative to industrially produced bread. The name Fermentolevain (or ‘Fermento’) became a part of the trade’s vocabulary.

- Fermentolevain’s assets are:
- consistent quality and taste
 - rapid development of leaven
 - perfect, controlled hygiene
 - simple use and mixing
 - a 100% organic process
 - an economical and profitable product

The Fermentolevain range guarantees a baker’s natural leaven capacity matches the production. All models allow the baker to keep their basis leaven for several days and produce refreshed leaven in the most hygienic conditions. It has a sleek new design (its frame and housing are made of stainless steel), a new V-Touch electronic interface and a scaling system for ease of use and improved ergonomics.

INTELLIGENT CURIOSITY

Top pastry chef **Leonardo Di Carlo** describes himself as “a composer, not a performer”. He tells Andrea Tolu how his relationship with Hiber allows him to focus on quality and reliability



Defining Leonardo Di Carlo as a “pastry chef” only tells a small fraction of the story. In fact, he’s much more than that: consultant, author, teacher, mentor, entrepreneur, world champion, and most importantly a researcher of the art and science of pastry-making.

Di Carlo learned the ropes of the trade at young age in his parents’ pastry shop. He then continued his education in several European schools with different teachers. It was soon clear however, that the classic training path wouldn’t really suit him: “I started to feel constrained by routine”, he says. “When you do the same thing over and over, you’re never going to grow. That applies to pastry-making as well as to life.”

FROM PERFORMER TO COMPOSER

The turning point for him came when he realised that “in a simple crème patissière there was a lot to discover.” That’s when he knew what type of pastry chef he wanted to be: not a performer but a composer.

Rather than building a wide repertoire of hundreds of cakes and pastries, Di Carlo dove deep into the study of ingredients and preparation methods, always led by what he calls “intelligent curiosity.” Stupid curiosity, he says, asks ‘how do you do it?’ Intelligent curiosity wants to know *why* you do it that way.

Answering that ‘why’ requires solid technical knowledge. For Di Carlo, haute patisserie is an art based on science, bearing a striking resemblance to music: “Just like there are seven notes, pastry-making has four main ingredients: eggs, sugar, flours and fats,” says Di Carlo. Once you really understand how they work, the creative potential is limitless.

Armed with this awareness, Di Carlo went on to live the whole spectrum of experiences a career in pastry-making can offer: he became world pastry champion, taught in different schools, wrote a best-selling book *Tradizione in evoluzione* (*Tradition in Evolution*) that is already considered a classic, traveled the world for almost twenty-five years as a consultant for over 2,000 restaurants, hotels, and pastry shops of all sizes.

A recurrent theme during my interview with Di Carlo is the importance of simplifying preparations and reducing the



number of steps. He rejects the idea that a recipe is set in stone because ‘it’s always been like that.’

A RECIPE IS A PRISON

Di Carlo’s latest accomplishment is Pastry Concept®, the training school he opened in 2016 with his wife Michela in Conegliano, near Treviso.

According to the school’s website, Michela takes care of administrative tasks, sales and marketing. In fact, for Di Carlo her role is far more important: “Most of what I’ve accomplished is thanks to her,” he says. “They say that behind every great man there’s a great woman, but in my case she should stay in the foreground.”

Each course at Pastry Concept® has

no more than six students, most of them between 20 and 35 years old, from Italy and overseas. The number of cakes included in the program is limited by design: “If I show fifteen different cakes, there would be no time for explanations,” says Di Carlo. “If I limit the choice, I can really take the time to explain what ingredients I’m using and how to modify the preparation.”

All of that is congruent with Di Carlo’s tradition in evolution philosophy: getting to know the science behind preparations, in order to create cakes that showcase the personality of the pastry chef. All the while, simplifying the process without compromising on quality or losing sight of the bottom line. In three words: art, science, entrepreneurship.



“I always remind my students that a recipe is not a solution, but a problem,” says Di Carlo. “A recipe can become a prison: if you find something that works and never change it, you stop growing.”

Small groups also give Di Carlo the opportunity to build a more personal relationship with his students. For him, it’s not just about being a teacher, but also a mentor who ensures they understand the most important qualities of a pastry chef: the right type of curiosity, humility and

Leonardo Di Carlo’s Pastry Concept® training school opened in 2016 in Conegliano, near Treviso, Italy

“When you do the same thing over and over, you’re never going to grow. That applies to pastry-making as well as to life”

transparency, in the sense of honesty of intents. And then, the most important one: tenacity.

“When you don’t achieve a goal it’s not because you didn’t make it, but because you stopped before getting there,” says Di Carlo.”

The latest milestone was the launch of Pastry Skill®. It’s an app with an extensive archive of ingredients and recipes, and a function that combines ingredients in infinite ways, with a clear indication of cost, nutritional values, allergens, etc.

START WITH THE COLD

Opening his own school also gave Di Carlo the opportunity to build his ideal pastry kitchen with the best equipment available. In his search, he did what he always recommends others do: he started with the cold. “Cold is what allows you to produce more and save time,” says Di Carlo. “It’s like having a car with a bigger tank.” Hiber was a natural choice, and for more than one reason.

First of all, Di Carlo was already familiar with the quality and reliability of Hiber’s blast chilling and refrigeration equipment. What got the project started however, was his long-time friendship with Stefano Lovisotto and Andrea Bottin.

Lovisotto is Hiber’s brand manager. His position was previously covered by Bottin, who recently appointed Lovisotto before being promoted to executive director of the Ali Group Refrigeration Division for the North East of Italy. The division is composed of three brands: Hiber, Friulinox and Polaris. Lovisotto and Di Carlo first met in 2004, when the chef was training for the World Championship he would eventually win. The friendship with Bottin goes even farther back in time.



“We are specialists in cold, but with passion,” says Lovisotto. “For us it’s not just about selling equipment, we also want to spread a culture around the use of cold in foodservice.”

For Pastry Concept®, Hiber supplied The One, their most innovative product so far, with several functions in one square meter: blast chiller and shock freezer, slow cooker, thawer, warm holder, fruit dehydrator, refrigerator, freezer and much more. These can be fully programmed and automated.

For any chef, that means saving time and effort and peace of mind. Other than The One, Hiber supplied positive and negative refrigerators, refrigerated counters and took care of the design as well.

Perhaps more importantly however, the collaboration between Hiber and Di Carlo was so productive because they both strongly believe in the importance of listening to your customers to create solutions that allow them to do more with less, while keeping quality intact. “Building equipment is easy, providing real solutions is more difficult,” says Lovisotto. “Leonardo helped us a lot with that. He knows exactly what he wants and was a source of inspiration for us.” ■

At Pastry Concept® Leonardo Di Carlo uses only Hiber refrigeration products



ABOUT HIBER

Hiber was founded in 1998 as a company specialized in blast chilling. Its turnover reached €3m in 2011 and €11m in 2017.

Today, Hiber is known in the foodservice market worldwide for its 100% Made in Italy products. The company exports to about 100 different countries.



Above: Stefano Lovisotto, brand manager, Hiber (left) and Andrea Bottin, executive director, Ali Group Refrigeration Division for the North East of Italy

MASTERS OF THE KITCHEN UNIVERSE

Baron has come a long way since its foundation in 1995. Following a sweeping rebranding, it aspires to be the most durable and reliable everyday choice for commercial kitchens, executive director **Marco D'Ambrogio** tells Andrea Tolu



Above: Marco D'Ambrogio

Left: Baron's revamped Queen kitchen range 700 series has a new look

By the time Marco D'Ambrogio joined Baron as executive brand director at the end of 2014, the then 21-year-old company had earned its spot as a traditional name in the market of commercial kitchens. Perhaps too traditional, though. "The brand I found at the time was seen as static, without anything new in its appeal and approach," says D'Ambrogio.

After three and a half years of rebranding work, Baron improved its marketing strategy, internal structure and sales network. And of course, products as well. A significant amount of work

was done on existing models and new ones, working on all possible aspects: technology, materials and design.

One example is the new Queen kitchen range from Baron. The revamped 900 and 700 series feature a new look, an extensive use of AISI 304 stainless steel and a bar that runs their entire length, offering physical support to chefs during their 12-hour shifts.

The 900 series also has a new model, called Talent. It's an all-in-one piece of equipment that works as fry-top, kettle, steamer, bain-marie, bratt-pan, pasta cooker and slow cooker.

"Our ambition is to satisfy everyone in the foodservice business: from hospitals to fine-dining restaurants and fast-food chains"

"Talent is the evolution of cooking," says D'Ambrogio. "We've just started to explore the potential of this approach and we want to make it evolve gradually. For us, it's important to be respectful of Baron's history and customers' requests."

SKILLED AND SPECIALIZED

"Respecting Baron's history" is not just about keeping its traditional flair. Part of the brand's identity is also being a generalist. Generalists and specialists are the two sides of the food preparation market, explains D'Ambrogio. The first design and build the whole kitchen, while

the latter focus on single elements: ovens, cookers, blast chillers.

Although D'Ambrogio has a specialist background – prior to Baron, he worked for many years in the oven market as a sales director – he didn't try to impose that model. Rather, he brought with him the typical obsession of specialists for technical expertise and customer service. The result of that merger is new pre- and after-sale services that complete the picture of his rebranding work: end-to-end project and design, customer training, cooking demonstrations, and an online shop for spare parts.

Baron can still call itself a generalist company but with skilled and specialized professionals behind everything they do. "Our ambition is to satisfy everyone in the foodservice business: from hospitals to fine-dining restaurants and fast-food chains," says D'Ambrogio.

It's an ambition Baron can afford to have. Its catalog has 4,000 products with a whole range of professional equipment: kitchens, ovens, refrigerators, blast chillers, counter-tops, display cabinets and dishwashers. With bespoke solutions available, there's no type of customer Baron couldn't work with.

SOLID, RELIABLE, FLEXIBLE

Three success stories best illustrate Baron's ability to be at ease in very different scenarios



PERPETUAL ROME

Perpetual Rome, is a gourmet restaurant and cooking school in Rome, Italy, that is in fact a research and development (R&D) lab. Baron's solution worked on three levels: aesthetics, layout and equipment. The restaurant has a 30-seat dining room and

a 350-m² kitchen designed to accommodate a growing team of chefs.

"Baron built for us a kitchen wherein to experiment with every possible technique and develop our menu to its full potential," says Perpetual Rome's chef, Cezar Pradescu.

"The open layout represents our idea of hospitality: opening our doors to guests, to offer the best food we have," he says. "It's a pleasure to work in here, and the quality of the equipment gives me great peace of mind."



The quality of Baron's equipment has given the team at Perpetual Rome great peace of mind.





LE CEDRARE

Le Cedrare is a family restaurant and banqueting room located in a XVII-century villa near Verona, Italy. Le Cedrare's cuisine is the sum of local ingredients, variety and creativity: "Our menu goes from sushi to risotto with tastasal," (a classic local cuisine), says owner and

multi-award-winning executive chef Count Marcantonio Sagramoso. "But always with familiar tastes."

"Stepping into my kitchen in the morning is always a joy," he says, "because I never know what's going to happen. Cooking is a bit like painting. The basics don't change, but

the result is always different."

A customer of Baron's for 20 years, Sagramoso always appreciated its reliability and the wide choice of solutions in the catalog. "Like with an orchestra," he says, "the more instruments you have in the kitchen, the easier it is to create."



THE PROFESSIONAL NURSERY KITCHEN

The Professional Nursery Kitchen, a London, UK-based central production unit (CPU) that prepares and delivers meals to nurseries. Here, variety and creativity give way to the high level of hygiene necessary when cooking for pre-school children.

"What I appreciate the most in our kitchen is consistency. It gives us the same results time after time no matter what we do," says the company's managing director, Jonathan Player.

"It's a hard factory environment we've got here, and the kitchen stands up to that. You just don't have problems with it. The ovens, they work, and they're self-cleaning. That's what's so important to us."

After this intense and careful rebranding work, a new phase can start for Baron: "The quality is there," says D'Ambrogio. "What we need to do now is make the brand even more prestigious."

Like before, D'Ambrogio is going to rely mainly on resources from inside the company: "In our market, people with the right expertise are hard to find. It makes more sense to use our own resources and give them the opportunity to improve their skills."

"Besides, people always surprise you: when put in certain situations they give the best of themselves. I think that's what any manager is supposed to do: get the best from their collaborators," says D'Ambrogio.

THE DEALER'S VIEW:



Roger Flanagan, managing director of Universal Foodservice Equipment Ltd discusses how his company worked with Baron on The Professional Nursery Kitchen project

What was Universal Foodservice Equipment's role?
We supplied and demonstrated all of the Baron Equipment in the Kitchen, following the designs of our distributor and consultant, PHCC Ltd.

How did your involvement in this project come about?
The installation went into the kitchen in Spring 2017, but we were involved one year earlier. PHCC's managing director Steve Hammond is an old friend of mine. He had picked up the project from Jonathan Player and called me in to bid for the project. I went to the Baron Showroom in Italy with Steve, Jonathan and his father. They were knocked out by the equipment there and said 'let's do it'.

What were the key challenges you and the team faced?
From the start there were power and water supply problems that constantly caused the design and equipment to change, almost on a weekly basis. Jonathan and Steve had to work out the power management, developing a fantastic system in the process. Between PHCC and us the design constantly evolved to solve these issues. Good communication was key. They were ideal customers for us.

What innovation impressed you on this project?
There is a huge cold room, divided into sections with a kitchen in the middle. But the real innovation here was the auto-switchable power supply system that carries power to areas of need in the kitchen as required.

Describe your company's relationship with Baron.
Universal has been working with Baron for 19 years and it was me who first brought the brand to the UK. I wanted to work with a company where I could import their equipment. I had known the Baron family through various international shows and I had always liked their equipment. It was really stylish. We are the only company to import Baron into the UK and we have done some really fine jobs here in the UK with them.

Why are they such a good partner?
Over the years we have got to know and trust each other. Baron has a really good project design and development department that helps us with drawings, technical information and everything else needed. We are delighted to be one of the 'Baron family'.

ROLL UP FOR THE DONUT SHOW

Donuts are hard to resist at the best of times, but with its eye-catching, self-contained and versatile donut system, Belshaw Adamatic has made sure these tasty treats can be made anywhere, Irene Kimmerly, VP of sales, tells Jim Banks



The allure of the humble donut is universal and the smell alone is all but irresistible. It is no surprise, therefore, that shops and venues of all kinds want to have a donut stand to keep their customers happy. With the Donut Robot from Belshaw Adamatic, also known as the Insider Ventless Donut System, it has never been simpler to create one.

The beauty of the Donut Robot is that it is both mobile and ventless, so it can be wheeled into any high-traffic area and in a matter of minutes start serving customers. The company took great care with the design of the system to ensure that the ventless hood was suitable for indoor use, and that the process for frying donuts was as simple as possible. It succeeded in both. The system can be used anywhere, it can be wrapped in customized banners to reflect bespoke branding, and the operator simply fills the hopper and two minutes later the donuts appear.

“This is a ventless, self-contained donut-frying unit that has everything you need,” says Irene Kimmerly, vice president of sales, Belshaw Adamatic Bakery Group. “It eliminates the need for a standard exhaust hood. It can be easily adapted to fit any plug, it has built-in fire suppression and it can be

designed in any way you want. It can be used both inside and outside. It provides the theater of donut-making.”

CONFIGURED FOR SIMPLICITY

For the operator, the Donut Robot is simplicity itself. It even comes complete with a continuously rotating tray – the Roto-Cooler – that collects donuts automatically after frying. It also features an EZMelt filtration system that keeps the shortening clean and allows the operator to continuously add warm shortening without interrupting the frying process.

Between uses, the Insider can be easily moved from one place to another because of the ventless hood that eliminates the need for exterior ductwork. It can be repositioned to catch the eye of the passing customer, who will be attracted not only by the customized branding, but also by the large window viewing area.

“It really draws attention and it is perfect for any venue,” says Kimmerly. “It is incredibly versatile because it is mobile and very easy to operate. We sell it to customers who use it all over the world and who find many different ways to customize the design. It really is a step beyond what any of our competitors have on the market.”

“With our system, you can use any donut mix you like. It is a very hardy and reliable system, and you don’t need any specialist training to use it. You just fill the hopper and turn it on. People love its capacity, its versatility and its simplicity. There is no typical customer. We wanted it to be about the theater of the donut-making process. You always see kids’ faces pressed up against the side, watching the donuts being made.”

Belshaw has already sold the Donut Robot to Whole Foods and Wegmans on the East Coast of the US, Costco and Sam’s Club internationally, and many casinos, colleges, grocery stores and other outlets around the world. Expect to see one near you in the very near future. ■

BELSHAW IN NUMBERS:

- Belshaw was founded in **1923**
- Adamatic was founded in **1962**
- Belshaw Adamatic was formed by a merger in **2007**
- Production capacity for the INSIDER Ventless Donut System – Mark II: **400** standard size donuts per hour and **109** dozen mini-donuts per hour
- Production capacity for the INSIDER Ventless Donut System – Mark V: **600** standard size per hour and **163** dozen mini-donuts per hour
- After-sales support: **one** year, all parts warranty

AROUND THE WORLD



TROPICAL SMOOTHIE CAFE DELIVERS WITH MENUMASTER®

The Florida-based chain Tropical Smoothie Cafe, which has grown to 600 franchised stores across the US since launching in 1997, has found the Menumaster MXP high-speed oven to be the ideal way to provide customers with a perfectly toasted product, retaining the freshness of vegetables inside wraps and sandwiches.

Chef Lake Dawson says Menumaster can now be found in most stores and many new openings have two. Cooking 15 times faster than a conventional oven and offering any combination of microwave, convection, impingement or infrared, it is a multifunctional piece of equipment. As well as saving space, it allows for cooking without a hood while cost-savings add to the attraction. www.acpsolutions.com



The Menumaster can cook 15 times faster than a conventional oven



ELECTRO FREEZE AND THE KRystal COMPANY PARTNER FOR A COOL RESULT

When restaurant chain The Krystal Company set out to improve the selection of desserts on its popular menu, it focused on the ice cream offering to customers, developing a “sweet & cold” platform to sit alongside its “hot & steamy” offering. A soft-serve machine was determined as key for this new product line.

After reviewing several options it partnered with Electro Freeze. Will Costello, Krystal’s vice president of supply chain, had previously worked with Electro Freeze, citing the “quality, durability and reliability” of the machines as key to the choice.

The high-volume 15RMT model was installed in 20% of stores while the remaining sites use the CS600 model. The partnership has enabled Krystal to implement hand-spun shakes, sundaes and cones into the menu. With 100 possible shakes or limited-time-offer products, it has opened a world of opportunities where future menu expansion is concerned. www.electrofreeze.com



EGRO'S ZERO HELPS LOCAL HEROES

Entrepreneurial flair and a determination to make a difference set Amy and Ben Wright, founders of Bitty & Beau's Coffee in Wilmington, North Carolina, on the road to picking up the 2017 CNN 'Hero of the Year' award.

Named after two of the couple's children who were born with Down syndrome, Bitty & Beau's Coffee employs 40 people who have disabilities ranging from autism to cerebral palsy and others with undiagnosed intellectual disabilities.

Citing 80% unemployment rate for people with intellectual and developmental disabilities, the Wrights have highlighted the importance of opportunities for this group of potential employees. With no requirements for qualifications staff need to hit the ground running and the Wrights have found the perfect equipment in Egro's Zero espresso machine. Featuring an easy touchscreen operation, it makes it simple to provide customers with a high-quality cup of coffee. “It allows employees to focus on the customer service and has been a vital part of our success,” explains Amy Wright. www.ranciliogroup.com



EDLUND'S ARC!™ SLICER TAKES THE STRAIN OFF THE KITCHEN

Though it is primarily known for chicken tenders and wings, the Zaxby's restaurant chain introduced a selection of salads (Zalads™) to its menu a decade ago, extending its offering to those who prefer a lighter meal.

The preparation of salads can be labor intensive and the processing of bulk lettuce heads, celery, tomatoes, cucumbers and other produce put a strain on the kitchen. After trying different solutions, Zaxby's settled for the Edlund's ARC! Manual Fruit and Vegetable Slicer, which is the first of its kind with the ability to cut through riper items such as tomatoes and harder products like potatoes. Easy and safe to use, it has helped to speed up prep time considerably. Zaxby's has also replaced throwaway portion scales with Edlund's Premier Series Portion Scales to save money and also improve efficiency. www.edlundco.com

CARPIGIANI'S FREEZE&GO: THE SMALLEST BATCH FREEZER DESIGNED FOR CHEFS

Freeze&Go from Carpigiani is a compact tabletop batch freezer. It produces authentic, fresh artisan gelato in just five minutes, ready to be served. With Freeze&Go restaurants can add the flavor and creativity of gelato to their menu, to the great satisfaction of their customers. The machine takes up very little space in the kitchen (only 55cm depth) yet guarantees the same high performance as a high-end batch freezer in terms of quality and the consistency of the finished gelato.

To operate Freeze&Go simply pour the refrigerated mix into the cup, press the start button and five minutes later the machine signals that the gelato is ready to serve. Once a batch is finished, after only a few seconds you can start a new one. Cleaning and maintenance operations are equally simple and quick. www.carpigiani.com



ICE-O-MATIC LAUNCHES THE ELEVATION SERIES

On 25 March, 2018 at the Four Points By Sheraton Shanghai, Pudong, Ice-O-Matic attracted more than 70 honorable guests from all over China to its big 'Elevation New Product Launch' event. After 20+ years of being in China, Ice-O-Matic has built long-term relationships with many business partners. "We are so proud and grateful that we can share this exciting moment with our partners and friends," says Kitty Cheng of Ice-O-Matic.

After more than five years of designing and a significant amount of hard work, Ice-O-Matic can finally promote The Elevation Series. The machines are instilled with the same pure and simple Ice-O-Matic philosophy, but have evolved to a higher level. www.iceomatic.com



PERSONALIZED REFRIGERATION WITH WILLIAMS' CHAMELEON

Ever wanted a leopard skin print fridge? Or one made out of marble? Chameleon from Williams allows operators to personalize their refrigeration. Using food-safe vinyl wrapping, the company can provide completely bespoke designs. Chameleon can cover just about any Williams model with any color or pattern and can even be textured to create a truly realistic finish. Chameleon can be added to almost everything in the Williams product range,

from undercounters to upright cabinets to modular coldrooms. "Chameleon is a show-stopper. It's the perfect way to personalize equipment and make an impact," says Malcolm Harling, sales and marketing director of Williams Refrigeration. Operators can have any design they like, in a huge variety of finishes. Chameleon can also match any RAL or Pantone color. "It means the fridge can finally fit in with any design and décor," says Harling. www.williams-refrigeration.co.uk

CREAM AND MOFFAT: SERVING UP HAPPINESS

In 2010, California-based family operator CREAM had a simple mission: to provide delicious ice cream sandwiches. Eight years later and 35 locations strong, Jimmy and Gus Shamieh's Cream has gone bi-coastal, with stores in California, Nevada, Florida

and Colorado and plans for future expansion. Delivering the on-demand experience for CREAM'S freshly baked cookies, brownies, tacos and waffles is Moffat's E31D4 convection oven, an all-purpose institution for fast casual and limited service operations. Moffat has been part of the plan since CREAM began its journey and

continues to enjoy a front and center presence in all locations across the US. Moffat's broad offering of programmability and an aesthetically pleasing look, feel and footprint has led CREAM to install two each in every store. www.moffat.com



ELOMA'S BACKMASTER EDITION OF GENIUS MT BAKES WITH EASE

No matter your choice of fresh bakery products or snacks, with Eloma's Backmaster Edition of GENIUS MT it's made easy and done reliably. Whether in retail stores, gas stations and motorway service plazas or multiple-outlet operations, the result is consistent, high-quality baking with process reliability guaranteed. The baking version of GENIUS MT is equipped for a master baker. The electric door opening ensures the baking process stops once the program has finished. The adapted graphical user interface with baking mode is customizable for every application and operator. Integrated baking, snack and breakfast programs cover the entire daily offer, providing complete flexibility in the process. The optional Vario hanging rack accommodates both gastronorm and bakingnorm trays while the Multi-Eco hood condenses steam from the exhaust pipe and discharges it through the drainage, keeping the kitchen climate clean. www.eloma.com



METRO MIGHTYLITE™ & SUBWAY® TEAM-UP TO DELIVER THE GOODS

Delivery and corporate catering are no longer a new trend but a necessity in the foodservice industry. Subway, a global leader in the QSR/Sandwich space was looking for a way to safely and efficiently transport both hot and cold sandwiches. Working with Subway restaurant operations, Metro®, a global provider of foodservice storage solutions, developed custom elements for its MightyLite thermal transport line to fulfill Subway's unique requirements. MightyLite food carriers are built with the operator in mind, supplying an ultra-light, super-strong delivery solution for Subway's high-volume business. Metro outfitted MightyLite with special sandwich racks that safely hold and transport either 18 of the operator's foot-long (30cm) subs or 36 of its 6" (15cm) subs and gave it a custom green door to reinforce Subway's bold brand. Now, when Subway has a delivery or corporate catering opportunity, Metro MightyLite delivers hours of easy, safe holding, durable transport and strong brand impressions day in and day out. www.metro.com

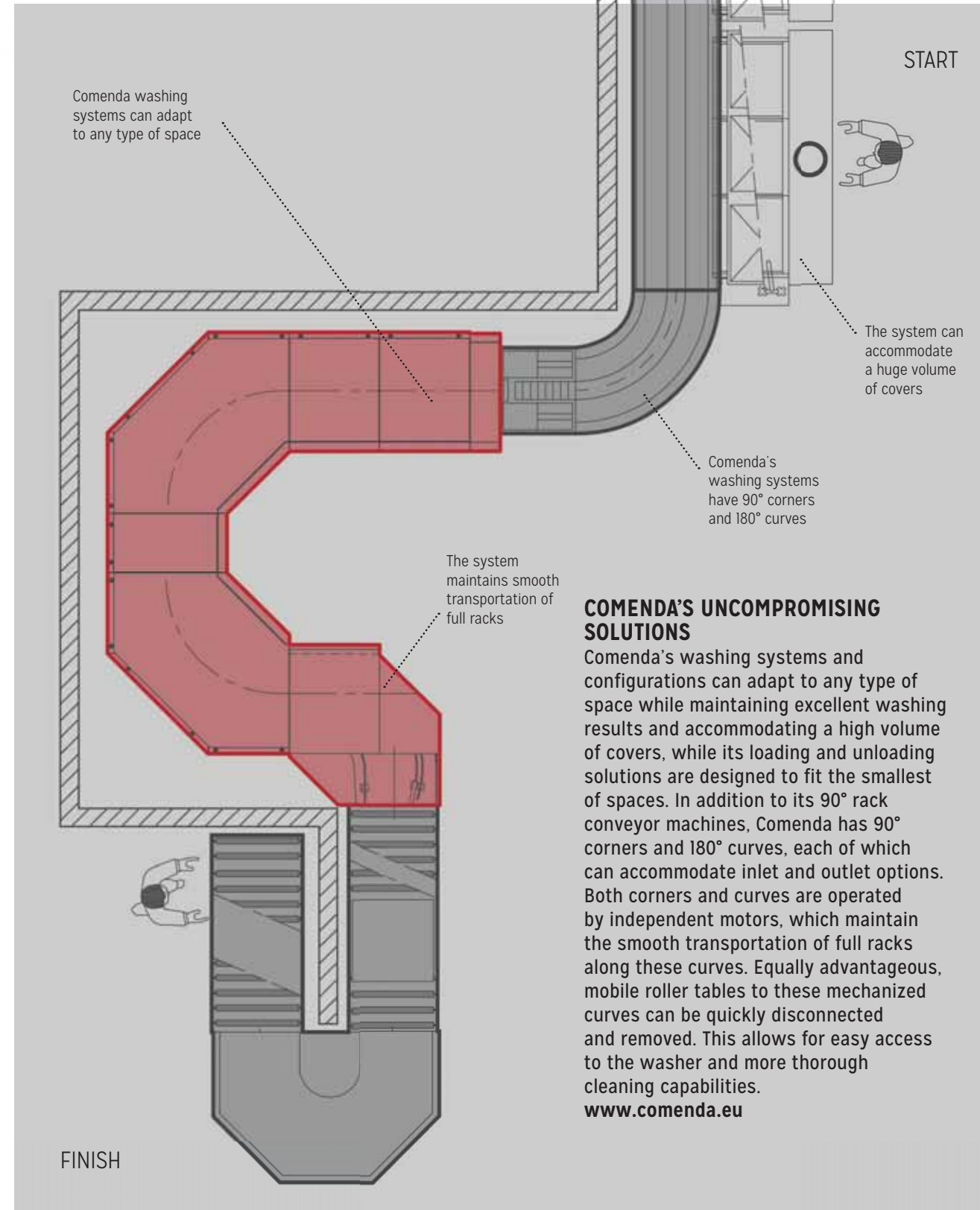


SILKO'S NEW LINE: DESIGNED FOR A FUNCTIONAL, ERGONOMIC KITCHEN

Silko understand that even in small kitchen spaces it's possible to achieve a functional and practical work ambience. Silko's Essence Dynamic range offers both large and small integrated and easily accessible drawers instead of doors in the lower compartments, which can be equipped with specific accessories. Unnecessary movement from kitchen staff is reduced thanks to the new design that allows chefs to optimize kitchen space, creating a more comfortable working environment. The full extension of the Essence Dynamic range allows operators to have everything at hand in even the most remote corner of the kitchen. For even greater space optimization, internal partitions are also available. www.silko.it



Silko's new design optimizes kitchen space and makes food preparation more efficient



COMENDA'S UNCOMPROMISING SOLUTIONS

Comenda's washing systems and configurations can adapt to any type of space while maintaining excellent washing results and accommodating a high volume of covers, while its loading and unloading solutions are designed to fit the smallest of spaces. In addition to its 90° rack conveyor machines, Comenda has 90° corners and 180° curves, each of which can accommodate inlet and outlet options. Both corners and curves are operated by independent motors, which maintain the smooth transportation of full racks along these curves. Equally advantageous, mobile roller tables to these mechanized curves can be quickly disconnected and removed. This allows for easy access to the washer and more thorough cleaning capabilities. www.comenda.eu



ALADDIN TEMP-RITE® AND HCA® HEALTHCARE: WORKING TOGETHER TO REVOLUTIONIZE HEALTHCARE

50 years ago, two new Nashville-based companies began a partnership that has stood the test of time. HCA Healthcare's Park View Hospital became Aladdin's first customer in Nashville, using its very first foodservice product - the insulated tray. It revolutionized meal service for hospitals and healthcare facilities. Throughout Aladdin's evolution from insulated trays

to convection, conduction and induction-heating systems, HCAHealthcare and Aladdin have maintained their partnership in patient-centric care. HCA Healthcare hospitals across the US use Aladdin meal-delivery systems to provide delicious, nutritious meals packed with the beneficial nutrients needed for healing. Both companies have been evolving, improving and traveling a parallel path to the same goal for 50 years: improving lives by improving patient care, through a patient-focused vision. www.aladdintemprite.com



OUR BRANDS



COOKING

ALPHATECH

Amana
Commercial
MENUMASTER
Commercial

ambach



baron

eloma



Falcon

LAINOX
DEVICE FOR COOKING

MARENO
ENJOY YOUR KITCHEN

metos

MOFFAT

oem

OLIS

we innovate cooking

ROSINOX
Grandes Cuisines

SILKO
IDEAS. WELL DONE



BAKERY

Belshaw
Adamatic

BERTRAND
PUMA
La grille boulangerie

BONGARD

CFI

ESMACH

MONO

Pavailer



MEAL DELIVERY,
PREPARATION &
STORAGE SOLUTIONS

Aladdin Temp-Rite
Dental by Degree

AUREA
advanced food preparation equipment

burlodge
TOGETHER, WE WORK

Edund
Innovation Reborn

METRO

Stierlen

temp-rite



REFRIGERATION

BEVERAGE-AIR

FRIGINOX
LE FROID PROFESSIONNEL

friulinox
refrigeration excellence

hiber
THE FUTURE OF CHILLING

Polaris
PROFESSIONAL REFRIGERATION

Tecnomac

VICTORY

williams



WASHING
& WASTE
MANAGEMENT

Champion

GMA

COMENDA

DIHR

grandimpianti
intelligent laundry equipment

HONVED

KROMO
EXCELLENCE IN DISHWASHING

MOYER
DIEBEL

NORDIEN-SYSTEM

RENDISK

WASHTECH
STARLINE
PROFESSIONAL WASH SYSTEMS

Wexiödisk



ICE CREAM
& BEVERAGE
DISPENSE

CARPIGANI

Electro Freeze

GBG

ICETEAM
927 BiB

ICETEAM
927 callabriga

ICETEAM
927 COLDEUTE

ICETEAM
927

ICETEAM
927 PROMAG

Sencotel



ICE MAKERS

BAR LINE
ICE - MACHINES

Icematic

Ice-O-Matic
Ice. Pure and Simple

Scotsman

SIMAG



COFFEE
MACHINES

EGRO
SWISS COFFEE TECHNOLOGY

PROMAC
Italian espresso machines

RANCILIO
Coffeeing the World



CONTRACT,
DISTRIBUTION
& SERVICE

ALI
GROUP
意亚立餐饮设备(上海)有限公司
CHINA

ALICOMENDA

ALICONTRACT

GRANDIMPIANTI
ENGINEERING & CONTRACTING

Kreffit

metos
marine

metos
kitchen intelligence

MILLER S
VANGUARD

SERVICELINE

YOUR GLOBAL PARTNER

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

Ali Group Global Headquarters

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

Ali Group Australia

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

Ali Group Brazil

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

Ali Group Canada

2674 North Service Rd.
Jordan Station | Ontario
LOR 1S0 Canada
Phone +1 905-562-4195
canada@aligroup.com

Ali Group China

MTR Cloud Center, 3rd Floor, Suite A
619 Caoyang Road Putuo District
Shanghai 200063 | China
Phone +86 21 6285 5858
china@aligroup.com

Ali Group France

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

Ali Group Germany

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

Ali Group Hong Kong

Unit C, 12/F. | Roxy Industrial Centre
58-66 Tai Lin Pai Road
Kwai Chung, N.T. | Hong Kong
Phone: +86 852 2407 5422
hongkong@aligroup.com

Ali Group Japan

Toei Mishuku Building
5F 1-13-1 Mishuku | Setagaya-ku
1540005 Tokyo, Japan
Phone +81 3 5779 8850
japan@aligroup.com

Ali Group Latin America

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

Ali Group Middle East & Africa

Unit 603 & 604, Building 1B
Dubai Design District
Dubai, UAE
Phone +971 4510 8200
middleeast@aligroup.com

Ali Group New Zealand

45 Illinois Drive
Izone Business Hub | Rolleston, 7675
New Zealand
Phone +64 3 9836600
newzealand@aligroup.com

Ali Group Russia

Skladochnaja Str. 1 St. 18 | Off. 205
127018 Moscow
Russia
Phone +74 955 803360
russia@aligroup.com

Ali Group Singapore

140 Paya Lebar Road
#08-09 AZ @ Paya Lebar
Singapore 409015
Phone: +65 6738 5393
singapore@aligroup.com

Ali Group South Africa

P.O. Box 30072 Jetpark 1467
Unit 4 Lakeview Business Park
8-10 Yaldwyn Road | Jetpark | Boksburg, RSA
Phone + 27 11 826 6742/1
southafrica@aligroup.com

Ali Group UK

Bryggen Road | North Lynn Industrial Estate
Kings Lynn, Norfolk
PE30 2HZ | United Kingdom
Phone +44 1553 817 000
uk@aligroup.com

Ali Group USA

101 Corporate Woods Parkway
Vernon Hills, IL 60061, USA
Phone: +1 847-215-6565
usa@aligroup.com



The Optus Stadium can host 60,000 fans for sporting events and 70,000 for concerts. It boasts more than 50 F&B outlets



EDITOR

Elena Faccio

ASSISTANT EDITORS

Anna Lisa Scarano,
Erika Testoni

A special thanks to
Ryan Blackman for his
valued support

EDITORIAL CONSULTANCY AND DESIGN

Progressive Content
London, UK
progressivecontent.com

WRITERS

Jim Banks, Elly Earls, Sarah
Gallagher, Sandra Haurant,
Michael Jones, Thomas
Lawrence, Tina Nielsen,
Andrea Tolu

PHOTOGRAPHY

Marco Santi Amantini,
Luca Bellus, Peter
Bennetts, Denis Dalmasso,
Sander De Wilde, Antonio
Castellani, Andrew Haslam,
Kathryn Gamble, Mart
Drylov Madsen for *Wine
Spectator*, Tim Propaganda,
Marco Recalchi, Claudio
Sforza, Optus Stadium,
Susan Wright

ILLUSTRATOR

Veronica Grech

PRINTING

Buxton Press, UK

EDITORIAL OFFICE

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

A GLOBAL LEADER

Ali Group is the largest, most diversified global leader in the foodservice equipment industry. An Italian corporation founded over 50 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.

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 29 countries and 76 brands, it gives life to the most extensive product portfolio in the industry, operating in every hospitality and catering sector.

www.aligroup.com

