



WHAT'S COOKING WITH MIDDLEBY

Welcome to the 2019 NAFEM Show!

 There is a lot of excitement within the Middleby campus of booths at the 2019 NAFEM Show. In the pages that follow, you will see our exciting new, innovative products, from beverage to cooking. We are showcasing robotic solutions and Middleby Connect, our IoT-based application that will take equipment management to the next level. Sample nitro brew coffee, take photos for social media at our chalk wall and learn about the advances in combi ovens. We are launching the Crown Steam Group with state-of-the-art steam solutions from many well-respected brands now available in one place. Also, we believe the people are the best part of NAFEM and Middleby! Meet new faces, congratulate long-time employees and those recently promoted. Enter to win a Viking Range. We are looking forward to hosting our guests for a Middleby NAFEM experience to remember.

Stop by the Middleby Campus at NAFEM
Booths 1012, 1212, 1412, 1023, 1223, 1423, 1623!

Enter to win a  Range at booth 1223!

Robots to Highlight Middleby NAFEM booth

Middleby will have an automated food court concept that is sure to generate a lot of discussion about the benefits of automation. Two "Islands of automation", called Robo Joe's and Limbo Cats, will be on-site in **booth 1212** to demonstrate how robots and automation can deliver an incredible dining experience.

We continue to look forward with future solutions as our industry evolves.

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Middleby Innovations at NAFEM



TAYLOR COMPANY **Slim7 Series**

With great performance in a smaller footprint the Slim7 soft serve freezer can meet high demand with a proven heat treatment system, all while delivering flavor versatility. **Booth 1012**



CROWN/FIREX **Cucimix**

Take the labor out of the production of large volume products and increase the consistency with a fully-automated steam cooking unit with automated controlled stirring and heating through customized programming. **Booth 1423**



COOKTEK **SinAqua™ Souper™**

Induction warmer eliminates the use of water without compromising food quality. The highly-stylized “soup well” holds a variety of food items and can also rethermalize food. **Booth 1623**



PITCO **ROV Rack Fryer**

Offers high production frying on racks with a 13% reduction in oil volume. Tray hooks make loading and unloading the racks easy. Includes a lift assist system with five slot rack holder and auto top off and push-button frypot oil replenishment. **Booth 1212**



FOLLETT **Tempo Ice Machine**

A compact, 15” wide icemaker that produces an industry leading 90 lb of ice per day. The unit has 30 lb storage capacity and an exclusive integrated drain pump with a fast, semi-automatic cleaning process. **Booth 1023**



JOETAP **Barista Nitro Cold Brew Coffee Dispenser**

Has a built-in nitrogen generator and uses a post-mix coffee concentrate and water. Ideal for consistent high-volume sales, it lets the operator customize their cold brew coffee blend. **Booth 1023**



EVO **EVent**

The Evo EVent® ventless griddle is a high-efficiency electric griddle with a ventilation system that extracts air across the griddle surface that removes smoke and grease particulates before exhausting clean air. **Booth 4407**



DOYON **FPR3 Pizza Oven**

Small and powerful. It can quickly bake three 18” pizzas at a time. A new and improved stackable design has touch screen control and ventless technology eliminating the need for an exhaust hood. **Booth 1423**



LANG **Charbroiler 400 Series**

Boasting high-quality construction, innovative design, and consistent performance in five sizes with super-uniform cooking surface temperatures and heavy duty cast iron 20,000 BTU burners. **Booth 1423**

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Middleby Innovations at NAFEM



SOUTHBEND X Range

The newly-designed Southbend X Range is both functional and beautiful. Quality, heavy duty burners designed for consistent

use and the busiest of kitchens. **Booth 1412**



CONCORDIA COFFEE AscentTouch

This bean-to-cup brewer was designed to freshly grind whole coffee beans and brew the perfect cup of coffee in less than 30 seconds with up to 4 grinders/hoppers to support multiple coffee blends. **Booth 1023**



TAYLOR COMPANY Shake HT

Similar to Taylor soft serve technology, this small footprint, high capacity, and labor-saving heat treatment is now available for shakes.

Add a Flavor Burst (R) system to offer up to 8 flavors, with the ability to combine. **Booth 1012**



STAR Rolling Tortilla Warmer

Heats up to 24 (6-inch) or 10 (12-inch) tortillas per minute

to a target temperature of 160F. Easy operation requires minimal training. Radiant heating uses less energy and reduces heat loss. **Booth 1423**



TURBOCHEF ECO ST

The latest small footprint high power machine from TurboChef is designed to fit narrow spaces and shallow countertops, 14" wide by 22" deep.

Booth 1623



BEECH Smart Oven

Featuring refractory material allowing superior thermal conductivity provides a quicker heat transfer and fast recovery. Four inch thick single piece

poured deck allows for optimal heat distribution of underfloor infrared burners. **Booth 1023**



CARTER-HOFFMANN TenderChef Dry Aging Refrigerator

Uses the latest technology to produce old-world results. Temperature and humidity can easily be controlled to produce the perfect taste and flavor.

Booth 1423



GLOBE Heavy-Duty Immersion Blenders

Are available in five models and can tackle any sized prep work. Each comes with variable speed heavy-duty motor and stainless steel blending stick and blades. **Booth 1223**



WELLS GK Ventless Hood Line

Works with virtually any commercial electric cooking equipment. No need for traditional Type-1 outside ventilation due to its 4-state filtration system. Wall or ceiling mountable.

Booth 1423

Middleby Connect Leading Foodservice IoT Platforms

Booth 1212

Middleby Connect is a proprietary IoT-based equipment management system for the foodservice, baking, food processing and residential industry that gives operators the ability to monitor equipment in real time and on any device.

What makes Middleby Connect unique compared to other business management systems (BMS) is its detailed focus on the individual pieces of equipment. Most BMS's collect only basic information, such as equipment up or down status, and perhaps some temperature-related data. Middleby Connect collects every event being logged by the equipment and then presents the data in a variety of user-friendly ways.

Middleby Connect gives operators the ability to monitor equipment in real time and on any device.

The data collected by Middleby Connect is important not only for knowing what is cooking and when but can also reveal tendencies in the kitchen that would impact speed of service and equipment reliability.

For example, a kitchen has four ovens on a counter used for toasting sandwiches, and Middleby Connect reveals that due to employee preference, the bottom-left oven is doing all the work. This insight could prompt adjustments to the kitchen layout, equipment position rotation or more employee training. It also can help initiate discussions on how to improve throughput during busy periods, reduce energy consumption during slow periods, and other ways to prevent



placing all the operational strain on one piece of equipment.

Middleby Connect supports equipment health long after the warranty period expires by providing preventive maintenance diagnostics on critical equipment components. Through Middleby Connect, the customer can see how many hours/cycles/days have been placed on components such as cooling fans, heaters or relays.

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Middleby Connect leading foodservice IoT Platforms

This enables customers to plan component servicing rather than merely react to problems. This level of insight prevents equipment downtime and improves self-servicing diagnostic capabilities for the lifespan of the equipment. Middleby Connect also gives insight into consumable components, such as fluid levels and filters, where applicable. Middleby Connect also makes software and firmware distribution simple and secure.

Middleby Connect can also be used by the equipment manufacturers to sharpen service technician troubleshooting and help operations and engineering departments stay ahead of potential troubling reliability trends. Equipment connected to Middleby Connect can alert technical support teams of an error condition via email, and prompt a proactive call to the store or a service technician dispatch without waiting for the store to call for support. This feature can significantly reduce equipment down time and making a lasting positive impression on customers.

One of the more popular features with Middleby Connect is that it allows customers to create and edit recipe settings on their equipment and update

the equipment remotely. Without Middleby Connect, updating recipe settings to expand a menu or offer an LTO is an expensive and unreliable operational hassle. This feature is the primary reason customers have stated that they use Middleby IoT solutions.

Middleby Connect is also unique in its flexibility. The app user interface is designed so that any piece of commercial foodservice equipment can be incorporated, not just Middleby equipment. Middleby Connect can also connect with other BMS's if, for example, a chain account wants to use another equipment monitoring service in conjunction with Middleby Connect. Middleby Connect is also designed to be unobtrusive to daily equipment operators – no interaction is required by untrained staff in order to ensure Middleby Connect produces all of its intended benefits.

Middleby Connect will be on display at Booth 1212 at The NAFEM Show. Middleby brands TurboChef, Middleby Marshall, Blodgett, Pitco and Nieco will be connected in the booth for a hands-on demonstration, and each one of these brands will also be connected via a kiosk in their respective booths.

Middleby Launches Crown Steam Group at NAFEM

Booth 1423



NAFEM not only marks the bi-annual gathering of the foodservice industry, but in 2019 Middleby will celebrate the launching of Crown Family of Steam and the Crown brand name to be sold to the foodservice community for the first time.

The Crown story begins in 1955 when Joe Stritzl started his career in the foodservice industry at Bardeau Limited. Over the course of the next 25 years, Stritzl worked his way up to the General Manager position, but in 1980 he went out on his own, seeking to grow his own ideas around steam and to start a company focused solely on the production of steam cooking equipment.

In the mid-1990s, Southbend's operating company in Canada (Escan) shifted its production of steam vessels to Crown Foodservice Equipment. Crown eventually purchased and improved the gas kettle designs from Southbend (Escan), which marked the beginning of the long tenured relationship that existed between Crown Foodservice and Middleby.

Over the years Crown has produced OEM product for numerous major companies in foodservice, including Middleby (Southbend, Blodgett, and Market Forge), ITW (Vulcan, Hobart Canada), Entree (Solaris), Steam Can, Accutemp, and previously Garland/ Welbilt, Legion and Groen. Joe Stritzl and Crown Foodservice Equipment has been major part of the backbone of steam cooking systems in the foodservice industry for a very long time.

With the addition of Crown Foodservice Equipment into the Middleby family, Middleby now not only continues its long history of providing high quality steam products to the industry, but also offers the strength and dependability of backing up the brands with the factory itself.

This addition allows the dependability Middleby has become known for and ensures that we remain focused on our customers first and always driving our businesses in that direction.

Not only will Crown represent the great products it has historically been known for producing but will also manufacture the unique and high-quality Market Forge Brand. Together with Crown, Market Forge and Firex, there is no other steam company today that spans the depth of offerings available from a single source as exists with the Crown Steam Group.

JoeTap Leading the Nitro Brew Trend

Booth 1023



When it comes to coffee trends for 2019, nitrogen-infused cold brew coffee – or nitro cold brew – is a coffee type that continues to grow in popularity. JoeTap is a leader in on-demand, nitro cold brew coffee dispensing. What makes JoeTap unique is the patented process of infusing the nitrogen, which ensures a consistent beverage with every pour.

*Sample Joe Tap at
Booth 1023*

“The nitrogen brings out the bold flavors of the coffee or tea products,” said JoeTap Vice President of Sales and Development Steve Chappell. “It has less acid than a standard cold brew and provides an

overall much smoother beverage. Thanks to the cold brew process, the coffee also provides a higher caffeinated beverage.”

JoeTap can provide customers with both RTD (Ready to Drink) and concentrated product dispensers. All of the products in the JoeTap line are user friendly and extremely simple to use, clean, or change out products.

JoeTap can be found in quick service restaurants, on college and university campuses, coffee shops of all sizes and in many casual dining establishments. While nitro cold brew seems to have captured the attention of Generation X and millennials, traditional hot coffee drinkers are also coming around to the great taste of nitro cold brew.



Welcome Evo to the Middleby family!

Booth 4407



Evo cooktops are the leading live-action display cooking equipment in the world. Their high-performance equipment includes the game-changing Event® ventless griddle, the Affinity front-of-house presentation cooktop, the MultiZone™ electric Plancha for precise temperature control, the Centric 20E indoor action station and the Professional Wheeled Cart for outdoor catering. All are designed and manufactured in the USA and have been recognized by operators and chefs for quality craftsmanship.

Middleby Brands Leading the Combi Evolution

Booth 1412

Combination oven (combi) cooking has evolved over the past few years by becoming a more prominent, and, in some cases, the only piece of equipment in a restaurant. More industry experts, in both fast food and fine dining, are noticing the menu versatility that can come from one piece of equipment as combis can provide flexibility in menu offerings and offer unlimited menu development.

The biggest feature that sets Blodgett and Hounö apart from other combi oven brands is their hybrid steam system as well as the Hoodini™ ventless system that has no consumables and no product limitations.

Two new and exciting innovations to look for at NAFEM are the Boiler based combis and the IoT connectivity of the ovens. Blodgett is now diversifying its combi offerings to help those who need a higher demand for steam in their combis. Boiler based combi ovens have higher production capabilities and faster cook times which is very important to those that cook volumes of pasta, root vegetables and other high starch items like rice and grains.

Blodgett will also have several ovens set up in the Middleby Connect area where show attendees can review oven performance details, update recipes directly from the user interface on a tablet or computer, and more.

Along with Middleby Connect, there will be many technology displays including an oven that shows the self-cleaning function, ovens that reveal the unique operations that go on inside during operation and a 3-D holographic animation that explains air flow within a combi oven.

The booth will also feature a full-service tapas-style restaurant that highlights Blodgett Combi's unique features, and a walk-up food station that features the unique benefits of pairing a combi with a blast chiller.

You can find Blodgett at The NAFEM Show at Booth 1412.



Who to see at NAFEM



Chris Karssiens

Industry veteran Chris Karssiens was named Group Vice President of Crown Steam Companies. He will lead the sales, marketing and strategy for the Crown Steam group. His long-standing industry relationships and solid track record are an asset to Middleby as the Crown Steam group is launched at NAFEM.



Bart Polacsek

Bart Polacsek was named Group Vice President of sales and marketing for Pitco and Blodgett. In this role, Polacsek, who has more than 20 years of industry experience, will have oversight for domestic and national account sales for Pitco, MagiKitch'n, Anets, Perfect Fry, Blodgett and Marsal brands, and will lead the team of regional and national account sales managers.



Steve Follett

Steve has been a fixture at the NAFEM Show both as an exhibiting company and as part of NAFEM leadership. After 32 years at Follett, serving 22 as President and CEO, Steve is retiring. Under his leadership Follett has grown significantly, expanding their products and manufacturing from a single, domestic operation in Easton, Penn. to four facilities, including one in Poland. Say hello to Steve at Booth 1023



Korey Kohl

Korey recently expanded his responsibilities as Group President overseeing the Middleby Beverage Group. The Middleby Beverage Group includes Follett, Wunder-Bar, Concordia Beverage Systems, JoeTap and Bloomfield. At the NAFEM Show meet Korey in the beverage area, booth 1023.



Chris Reeves

Chris Reeves was recently named Vice President of Sales for Southbend. Reeves will direct the sales strategy and lead the Southbend team to facilitate the introduction of new and existing Southbend equipment and technologies to the marketplace. Reeves brings more than two decades of sales experience to his new position, having previously held executive sales positions at Nor-Lake and Excell Marketing.



Dave Hinton

Dave Hilton joins Star Holdings as Group Vice President. He brings three decades of experience to his new position, where he will be responsible for leading the global strategy, sales and marketing for the brands in the Star Group.



Hilton Garner

Hilton Garner is retiring from Globe Food Equipment Co, after 27 years at the company and four decades in commercial foodservice. Hilton grew the company from a few slicer models to the global and respected company it is today with more than 100 products marketed. See Hilton and the Globe innovation and team at booth 1223.

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Who to see at NAFEM



Kevin Woods

Kevin Woods has been named President of Globe Food Equipment Co., promoted from Vice President of Sales and Marketing, a position he has held, and excelled in, since joining the company in 2012. His 25-year career includes senior positions with Unified Brands and Hobart prior to Globe. See Kevin at booth 1223.



Jaime Nau

Jaime Nau was promoted to General Manager of Nieco Corporation where she will direct day-to-day operations. During her 11 years with the broiler company, Jaime has held several management positions in sales, operations and customer service. See Jaime and the Nieco team at booth 1012.



Todd Breiner

Todd Breiner has joined Middleby Marshall and CTX as Senior Vice President, where his primary responsibilities will be to facilitate sales channels, focus marketing initiatives, and drive chain sales. Todd brings more than 22 years of experience to his new position with the conveyor cooking technology brands.



Scott Heim

Scott is President of Evo, Inc., a company that recently joined The Middleby Corporation. Scott joined Evo in 2012, growing the business to become one of Oregon's 100 fastest-growing private companies. He has top executive experience at Dow Brands, Delsey Luggage and Kimberly Clark specializing in sales and marketing leadership in addition to overseeing new product rollouts and brand collaborations.



John Kania

John Kania was named President of Middleby Marshall/CTX. Prior to his promotion, John was Vice President of Finance for eight years. He manages the day-to-day strategy, sales and operations in Elgin, Ill. and has been a key contributor to the success of the brands.



Erica Havers

Erica Havers has been named General Manager of Blodgett Oven Company. Erica has been with Blodgett for 25 years, starting in accounts payable and consistently promoted to more senior accounting positions within Blodgett. Most recently she had the responsibility of Group Controller for Blodgett and Pitco. See Erica at booth 1412.



Karl Searl

Karl Searl has been named General Manager of Pitco. For the past two years he was Vice President of Engineering at the company. During this time he and his team released several new technologies including Signal IQ and Oasis Notification System while continuing the development of the Smart Oil Sensor, a Pitco exclusive feature. Before joining Pitco, Karl's experience was in global engineering management with expertise in radio frequency (RF) technologies.