


# FAQ



## Answers to FAQs about: 2011 NAFEM Show Highlights!

by Russell L. Bean, CFSP

The biennial North American Association of Food Equipment Manufacturers (NAFEM) Show was held in Orlando, Florida, February 10-12, 2011. In addition to providing an escape for the winter-weary, NAFEM is a great place to gauge the health of the industry, see the latest in equipment and supplies, glimpse emerging trends and gauge operator reaction to all that great new hardware.

After tirelessly walking the show aisles, talking to the movers and shakers, and “kicking the tires” for three days, we will now take you on a tour through The NAFEM Show Highlights.

**Q:** *What was the general mood at this year's NAFEM Show?*

**A:** The general show “vibe” was quite positive this year. While sales and marketing professionals tend to be positive people, there was a real sense that the industry was well into gradual but real recovery. During prime-time show hours, the aisles were crowded and many booths packed with prospects and visiting channel partners.

The “raw numbers” were another indication of a strong show and the rising tide of industry optimism. The 2011 Show was a complete sellout, with all 318,000 square feet of exhibit space in the Orange County Convention Center snapped up by 562 eager exhibiting companies. Their post-show tally had attendance just a whisker below 20,000, and critical operator attendance up an impressive 28% from NAFEM '09.



THE NAFEM SHOW 2011





*Opposite Page Top: Frymaster's Tripple Play Fryer winner of the 2011 GFEN Product of the Year Award.*

Special venues, including the WHAT'S HOT! WHAT'S COOL!® New Product Gallery, were busy and bustling, as well. This year 113 companies were showing one or more products, compared to 79 total products in the NAFEM 2009 New Product Gallery. As I walked the aisles, it seemed like most companies were unveiling new or improved products and were happy to share their excitement. The number of new and improved gas-heated models was equally impressive.

**Q:** *What general trends were evident as you walked the show floor?*

**A:** The GREEN scene continues unabated. Emphasis on reducing energy and water usage, addressing operator generated waste, meeting LEED building design standards and reducing a facility's carbon footprint has reached and surpassed critical mass. Equipment manufacturers are not only redesigning equipment to be more efficient, they are also developing support programs to help operators integrate these new systems and procedures into their day-to-day operations.

The use of touch screen user interface control technology has begun the migration from high-ticket combi ovens and speed-cook ovens to convection and conveyor ovens. While point-and-flick operator interface is a huge leap for old school knob-set equipment, it is easy and being embraced by the current generation of tech-savvy operators and their employees.

Surprisingly, the venerable range category and all its specialty variations was very active, with new entrants, design refinements and more players offering chef suites for their range lines.



**JADE**  
*Brick Pizza Oven*

**Q:** *What's NEW in BIG oven technology?*

**A:** While best known for their heavy-duty range line, **Jade Range** never fails to surprise. The centerpiece of their booth display was their new round Brick Pizza Oven. While traditional brick ovens with round bake compartments are nothing new, Jade's oven is round to accommodate a motor-driven rotating oven cooking deck. This oven is designed to deliver the high quality traditional bake of deck and brick ovens with the labor savings and product consistency of a conveyor oven. That revolving deck ensures a consistent bake without a skilled baker having to constantly move pies around.

This oven combines the old school thick refractory oven interior with the latest in touch screen digital controls, and even a speech synthesizer module with two speakers. Yes, it will speak to the operator!





**FRIEDRICH  
FMP904G**

A sleek, round stainless steel surround and hearth opening, plus custom exhaust hood and fan make it a likely candidate for high impact open kitchen installation.

Taking the opposite path, Browns Summit, North Carolina-based **Friedrich Metal Products Co., Inc.** was showing a new rack oven that doesn't rely on a rack lift and rotation system to even out the bake. Friedrich is best known for their smokers but they have applied their knowledge of gentle heat movement into their patented BreakPoint Technology air management system, to even out oven compartment temperatures and deliver consistent baking results. The FMP904G Model uses just 100,000 BTU/hr. power input and has an efficient uniform steam delivery system, on-demand at 300°F. Available in single and double rack models, this oven incorporates a Type II hood and even comes with manual backup controls.

### **Q:** *What's NEW in smaller oven technology?*

**A:** The use of steam (injection) in convection ovens is not new, but the emergence of models with additional combi oven characteristics is giving hybrid convection ovens legitimacy. After beginning with an electric version, **Baxter** introduced the gas version of their hybrid at NAFEM '11. This steam-capable oven has four fixed pan supports (four pan capacity) and a rear-mounted blower that draws air from the compartment and back in through side diffusers with holes that are precisely positioned to deliver uniform air movement and heating. They use a smaller version of their patented (iron ball) rotary rack oven steam system to create the steam.

**Unified Brands** has positioned their ComboEase™ combination oven-steamer as the "The Combi Experience Made Easy." After redesigning their electric model as a boilerless combi, with a unique triple reservoir compartment-bottom steam generation system, rear-mounted blower, and wrap-around flue design, Unified has rolled out the gas version of this five rack oven. ComboEase™ promises impressive cooking performance in a unit that is reliable and easier to clean and maintain. ComboEase™ has simple intuitive controls and two built-in compartment wash nozzles to speed and simplify oven cleaning.



**BAXTER  
Hybrid Convection Oven**



**UNIFIED BRANDS  
ComboEase™**

And speaking of "small" or more correctly space-efficient, **Moffat's** new Turbofan 30D-Series of gas convection ovens provides five full-size pan capacity in an oven that is only 29" wide. Moffat has redesigned their entire convection oven line and given it a sleek, clean look with a Safe-Touch vented single door and dual halogen oven lights. The control package includes an electronic thermostat and timer, programming for up to 20 cook settings, and water-injection if you opt to provide a water line. The G32D5 has a patented infrared burner system with 33,000 BTU/hr. input, a bi-directional fan, and can be countertop or stand mounted.



**MOFFAT  
Turbofan G32D5**

And smaller still – **Southbend** was showing their TruVection line of low profile gas convection ovens. Originally designed to provide true two-door, convection oven performance in their range-base variants, these compact three-pan ovens can also be double or even triple stacked and stand mounted, to provide up to three cooking compartments in a gas oven that is only six feet high, when measured to the flue stack. Their TruVection Ovens



**SOUTHBEND  
TruVection**



have plenty of power with 52,000 BTU/hr. input and little dependent split doors and matching viewing windows.

## **Q:** *What's NEW on the Range?*

**A:** The venerable range category remains very active and shows no sign of slowing, with more heavy-duty range manufacturers offering chef suites and others filling line holes with specialty models. **Montague** made a big splash with the announcement and unveiling of their Suite Dreams Design Challenge winners, unveiling and displaying the actual winning suite as the centerpiece of their NAFEM Show booth.

The award-winning design team included Executive Chef Shannon Galusha of Bastille Café & Bar and Designer Chris McKenty of the Smith & Greene Company in Kent, Washington. After serving as booth eye-candy, this impressive suite package (valued at over \$200,000) was headed to Bastille Café & Bar near downtown Seattle, Washington. While the prize winning suite design broke new ground with an expanded “X-wing” layout, its foundation is plenty of gas firepower, including five Montague Legend heavy-duty ranges, a gas fryer and salamander broiler.

Range manufacturers seem to be “looking to the east” as they upgrade and expand their range lines. In addition to their new rotating deck oven, **Jade Range** was showing Wok Ranges that are “100 percent fully welded” for long life, with a “DryFlow” double-wall burner chamber design that eliminates the need for a water cooled top surface, and the attendant water usage. Their Wok Ranges come with a four-year parts and labor warranty and can be custom ordered with your choice of hole size from 9 to 24 inches, with jet or three-ring burners with outputs up to 110,000 BTU/hr. plus noodle blanching stations, soup wells, refrigerated bases, tubular racks, short backs and more.



**JADE**  
Wok Range



*Tom Whalen, President of Montague (far right) with Montague Suite Dreams Challenge winners (l to r): Designer Chris McKenty, Smith & Greene and Executive Chef Shannon Galusha of Bastille Cafe & Bar.*



**MONTAGUE**  
The Winning Suite Dreams Design





**VIKING RANGE**  
Side-Way 18" French Top



**VIKING RANGE**  
Wok Range



**VOLLRATH**  
Cayenne® Gas Griddle



**VOLLRATH**  
Cayenne® Gas Broiler

**Lang** has expanded range offerings with the rollout of their gas ChefSeries™. At NAFEM they were showing the new ChefSeries countertop line in 12, 24, 36 and 48 inch wide models. While fine looking countertop units, what caught my attention was their optional on-demand burner technology that turns on individual burners when a pot or pan is placed on the top grate. Inside their high performance 32,000 BTU/hr. star-pattern burners is a shiny metal ball that protrudes just above the top grates and triggers burner ignition when a pan lowers the ball. What a clever way to reduce wasted energy (and money), while simplifying à la carte cooking. The on-demand technology can be added to some or all of the open burners as desired.

**Viking Range** has also been busy adding their own Wok Ranges which are available in 24, 30, 36 or 48 inch cabinet widths, with 12 to 24-inch hole sizes equipped with 110,000 BTU/hr. high performance jet burners. Viking was also showing a new gas Pasta Cooker with 12 gallon (water) capacity, 60,000 BTU/hr. burner input, top-mounted water faucet and choice of basket size and configurations. They also put a fresh 90 degree turn on the French Top by offering an 18" "Side-Way" version with a 30,000 BTU/hr. burner that can be positioned either left or right.

Like many manufacturers, **Vulcan-Hart** has updated and upgraded their heavy-duty range line. In keeping with strong chef demand, they have added an 18" wide gas plancha to their V-Series. The VIP18 is available with either a modular (open) or cabinet base; and comes with a three-sided grease trough surrounding a ½" thick plate, that is heated by a single 17,500 BTU/hr. gas burner.



**VULCAN-HART**  
V-Series Gas Plancha

**Q:** *What about countertop cooking?*  
**A:**

**Vollrath** continues to expand their move into serious gas cooking equipment with the addition of their heavy-duty Cayenne® gas griddle and broiler to their countertop cooking lineup. Their griddles boast a 1" thick top plate, heated by a 30,000 BTU/hr. burner every foot of griddle width. Their Cayenne broilers have heavy, 24" deep top grates; a high-output 20,000 BTU/hr. burner every six inches of broiler width; and uniquely ship with kits for both radiant heat and lava rock. The broilers ship set up for natural gas but thoughtfully include a kit for field conversion to propane gas.



**LANG**  
ChefSeries  
On-Demand Burners



## **Q:** What's *NEW* in steam equipment?

**A:** The steam equipment category has gone through considerable change the last year or two, with some smaller companies acquired and new company start-ups adding to the purchase options provided by the traditional steam equipment manufacturers.



**STELLAR STEAM**  
*Sirius II*

**Market Forge** announced their acquisition of the **Stellar Steam** Line at NAFEM '09. At this year's show they unveiled the Sirius II, a refined version of the original gas-heated Sirius model, plus the rebadged Polaris, their unique mobile, propane-heated model that can be used outdoors for catering. The Sirius II preheats incoming water for fast steam recovery, has a below-door condensate drain trough plumbed to the main drain and three cooking modes that include low-temp, steam and Super-Steam.

**Unified Brands** has also completed digestion of the now **Groen**-badged **Intek** connectionless, boilerless line, showing it along side their SMARTSTEAM, HyPer Steam and HyPlus Models. They are positioning the Intek six pan gas connectionless models for batch cooking and retherm, and their SMARTSTEAM models as versatile à la carte steamers. They were also promoting a 30-day free demonstration or trial program in support of the new Intek brand steamers.



**GROEN**  
*Intek Steamer*  
*see our ad on page 5*



**AMERICAN COOK SYSTEMS**  
*Straight Steam™*  
*see our ad on page 7*

The “steamers-in-the-blood” veterans of Intek launched a new company called **American Cook Systems** and a new line of six-pan connectionless steamers they have christened Straight Steam™. Available in a gas (or electric) model, Straight Steam™ is also boilerless, doesn't have a fan or vacuum pump but does offer high production steam distribution without moving parts, variable temperature product holding and optional “connected” (water line) capability.

Another newcomer to the steam equipment category has emerged called **LoLo**. As the name would imply, LoLo is positioned as a low(er) priced provider of good quality equipment, offering limited models, sizes and available options. LoLo currently offers four- and six-pan boilerless (connected) steamers; an eight-gallon tabletop steam jacketed kettle and recently added a 45-gallon floor model; plus a non-steam 37-gallon tilt skillet. Stocking distributors maintain inventory locally, so dealers can offer immediate availability on those models.



**LOLO**  
*Boilerless Steamer*





**CROWN VERITY**  
**Pro Fryer**

**Crown Verity** has taken the popular taste of fried foods to the great outdoors with the introduction of their cart-mounted propane heated fryers. Their Pro Fryer pf-1 and pf-2 Models have one or two 35-40 pound stainless steel fry pots, respectively, each heated by a 90,000 BTU/hr. burner that is supplied by a 30-pound propane tank. These attractive stainless steel mobile fry-carts come with heavy-duty wheels and tank covers, and can be ordered with removable shelves and side dump stations.

**Q:** *What cool gas-heated equipment caught your eye?*

**A:** Send your NAFEM Show equipment observations or questions to: Russell Bean at: russellbean@aol.com. We will try to answer your questions in a future issue. Need more information NOW...call one or more of the manufacturers mentioned in this article.



## 2011 NAFEM HIGHLIGHT FEATURED MANUFACTURERS

AMERICAN COOK SYSTEMS	<a href="http://americancooksystems.com">americancooksystems.com</a>	877/480-2332
BAXTER	<a href="http://baxtermfg.com">baxtermfg.com</a>	800/777-2828
CROWN VERITY	<a href="http://crownverity.com">crownverity.com</a>	888/505-7240
FRIEDRICH METAL PRODUCTS	<a href="http://friedrichproducts.com">friedrichproducts.com</a>	336/375-3067
FRYMASTER L.L.C.	<a href="http://frymaster.com">frymaster.com</a>	800/221-4583
GROEN PRODUCTS	<a href="http://unifiedbrands.net">unifiedbrands.net</a>	888/994-7636
JADE PRODUCTS	<a href="http://jaderange.com">jaderange.com</a>	800/884-5233
LANG MFG COMPANY	<a href="http://langworld.com">langworld.com</a>	800/264-7827
LOLO	<a href="http://getlolo.com">getlolo.com</a>	877/246-5656
MOFFAT LIMITED	<a href="http://moffat.com">moffat.com</a>	336/661-1556
THE MONTAGUE COMPANY	<a href="http://montaguecompany.com">montaguecompany.com</a>	800/345-1830
SOUTHBEND	<a href="http://southbendnc.com">southbendnc.com</a>	919/762-1000
STELLAR STEAM	<a href="http://stellarsteam.com">stellarsteam.com</a>	866/698-3188
UNIFIED BRANDS	<a href="http://unifiedbrands.net">unifiedbrands.net</a>	888/994-7636
VIKING RANGE	<a href="http://vikingcommercial.com">vikingcommercial.com</a>	888/845-4641
THE VOLLRATH COMPANY	<a href="http://vollrathco.com">vollrathco.com</a>	800/626-0830
VULCAN-HART	<a href="http://vulcanhart.com">vulcanhart.com</a>	866/988-5226