

Cool It!

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Refrigeration Solutions

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**PARTNERS IN SUCCESS:
GELMARC DISTRIBUTORS/
RITTENHOUSE HOTEL**

Kicking Off Ice Cream Season With New Models

We're getting ready for ice cream season with two exciting new models.

Those looking for a narrower option in frozen novelty merchandisers will appreciate the new FIP-40.

Joining the already available FIP-50, the small footprint of the FIP-40 allows the unit to fit in a 40-inch wide space. The FIP-40's large, non-fogging front display window increases product visibility while its top stainless steel serving deck brings added merchandising convenience. One of the most attractive features is the removable backlit sign. Customers may add their own

graphic insert to this sign to increase p.o.p. sales.

Also in development is a new version of our standard flat glass DD low profile dipping/display merchandisers. Future models will have an expanded viewing glass which dips even further below the current models' level.

The new window is sure to give youngsters looking for a cool treat an eye-level view of their favorite flavors. Storage space capacity remains the same in each model.

Catch a closer look at these models at the NRA show in Chicago on May 17-20. For more information, consult our customer service representatives at 800-647-1284.



The new FIP-40 (shown in optional black) offers a narrower choice in frozen novelty merchandisers.

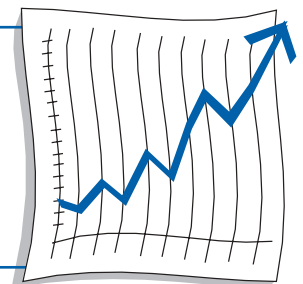
New Reps In The Great White North

Master-Bilt is proud to welcome two new key sales representatives in Canada. Bill Smith Marketing, Ltd. in Calgary, Alberta and Trillium Sales & Marketing in Ancaster, Ontario joined the Master-Bilt team earlier this year. They each will represent the full Master-Bilt product line to customers north of the border.

"The addition of these two new firms opens a whole new world of opportunity in Canada for Bill Smith, Trillium and Master-Bilt. Our existing Canadian customers are also sure to benefit from the local representation," said Bill Huffman, vice president of sales and marketing. "We couldn't be more pleased to have Bill Smith and Trillium aboard."

THANKS A MILLION!

January 30, 2003 was a monumental day as total incoming orders hit the \$1,000,000 level. "This is an encouraging sign in these difficult times," said Master-Bilt President Duane Stockburger. "We want to thank our customers, employees and sales representatives for helping achieve this milestone."





Product Scene

Pizza Prep Is Here

Master-Bilt's new PPT-67 pizza prep unit has all the features you need to produce the perfect pizza. Convenient cabinet design places all the toppings at your fingertips while the extra deep 19¹/₂" removable cutting board provides ample assembly area.

Because keeping your ingredients fresh is

essential, the PPT-67 is designed with a powerful forced-air refrigeration system to hold constant temperature throughout the cabinet. At the same time, a stainless steel louver distributes air throughout

the unit to keep toppings and dough fresh. This louver is also stain and food acid resistant.

The PPT-67 is tough enough for the demands of a busy kitchen environment. Both the interior and exterior are constructed of durable stainless steel. Even the interior wire shelving is stainless. Plus, the PPT-67 meets the most stringent foodservice sanitation requirements. Like the rest of Master-Bilt's foodservice equipment, it fully complies with NSF 7 criteria. Additionally, it has five

inch diameter casters (two locking and two non-locking) which allow you to move it as needed for cleaning underneath.

The efficient design of the PPT-67 makes it ideal for any c-store, restaurant or institutional application. With its convenience, durability and reliability, pizza prep has never been easier.

Three-Door SPT And UC Models Added

In addition to the new pizza prep unit, Master-Bilt is expanding offerings in two existing foodservice lines.

The introduction of the three-door SPT-72 salad/sandwich prep unit and UC-72TR undercounter refrigerator adds more versatility and storage possibilities to the busy foodservice preparation area.

Both the SPT-72 and the UC-72TR feature a forced-air refrigeration system and two fans for optimum cooling efficiency. Maintenance is easy, as the units are self-contained and no plumbing is required.

The two new additions to the SPT/UC family share most of the same features as their siblings. All models have standard recessed handles, adjustable, heavy-duty vinyl coated wire shelves and low ODP foamed-in-place urethane insulated walls. A stainless steel exterior is also common to all models.



Nine 6" deep polycarbonate pans are included with the PPT-67.

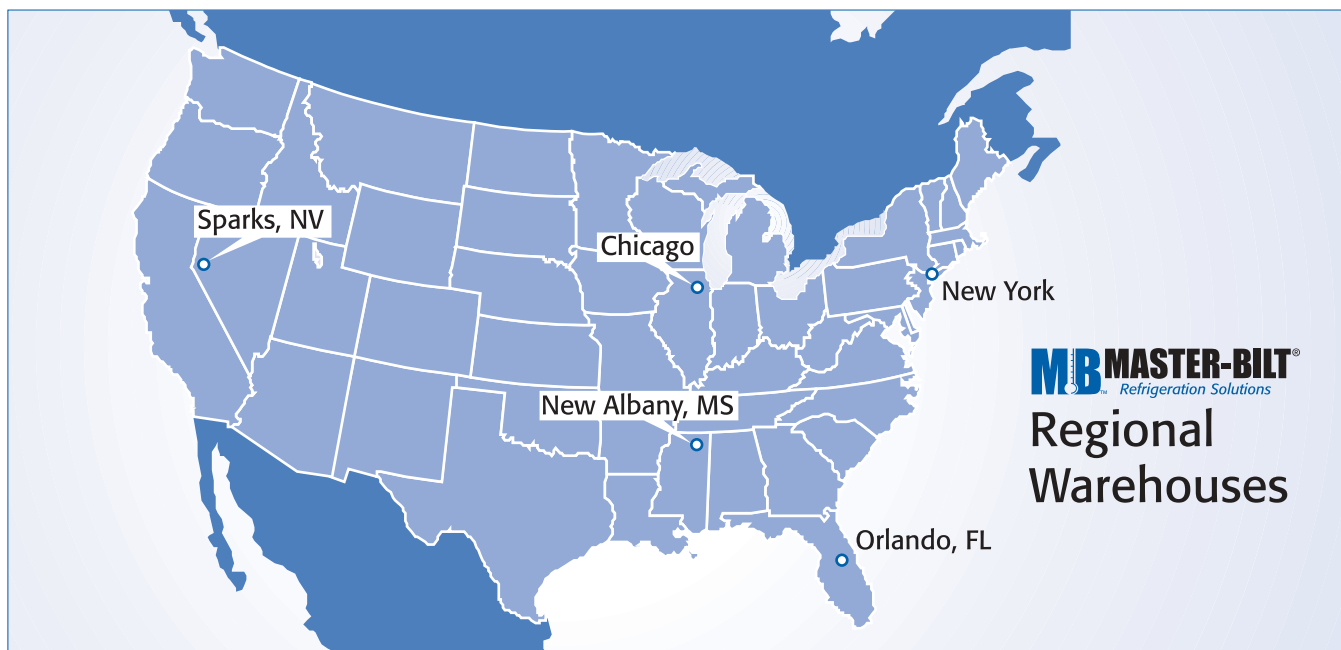


The SPT-72 and UC-72TR share the same efficient and durable design as the other SPT/UC models.

Regional Warehouses Save Time And Money

Need a cabinet or walk-in in a hurry? We have five regional warehouses to speed things up. Besides saving time, you can also save on shipping costs by using these local distribution points.

All locations have both cabinets and quick ship walk-ins in stock but selections may vary from place to place. Check with our customer service representatives at 800-647-1284 to see which regional warehouse is right for your needs.



Sales Toolbox

Outdoor PRS Models Added To Brochure

In a special mailing last month, the Master-Bilt marketing department sent out an update of the PRS walk-in brochure. This version includes added specifications and pricing for outdoor models. Pricing shown in the brochure was effective February 15.

For quick access, the brochure is available online at www.master-bilt.com/pdfs/PRS_brochure.pdf. If you require a hardcopy, please call Mary Lowstuter at 800-647-1284, ext. 203 or email her at mlofstuter@master-bilt.com.

KCL CADalog Updated

For all the consultants, architects and specifiers out there, we have updated our cabinet, merchandiser and walk-in drawings on the Kochman Consultant Limited's CADalog. This update was effective in the December 2002 release. In addition, Master-Bilt spec sheets are now available through KCL's www.kclcutsheets.com site. You must be a registered user for access.

KCL, for those who are unfamiliar, produces a quarterly CD-ROM of manufacturer CAD drawings. Find more information at www.kclcad.com.



People will accept your ideas much more readily if you tell them Benjamin Franklin said it first.

—David H. Comins



JUST FOR GRINS

The 10 Most Annoying Sports Expressions (And What They Really Mean)

ESPN has crowned the Top 10 most annoying clichés uttered by players in locker rooms and press boxes throughout the sporting world. They are (in Letterman order):

10. **"You can't say enough about him."** Real meaning is "I can't think of anything to say about him."
9. **"They've got great team chemistry."** (variant: "It's the intangibles.") Usually applied to teams who win unexpectedly.
8. **"They have come together as a team."** Real meaning is the team is terrible for a variety of reasons.
7. **"They know how to win."** (variant: "He knows what it takes to win"). Does anyone talk about knowing how to lose?
6. **"Statistics can be misleading."** Real meaning: "The win was a fluke."
5. **"They have to generate some offense."** (variant: "We have to put some points on the board.") What could be more obvious?
4. **"You can feel the electricity."** Commonly uttered by broadcasters who are told to shut up by their producers so that the television/radio listeners can hear the crowd roar.
3. **"He's got a great work ethic."** An insult to all the rest of us who work just as hard but don't get paid multimillion dollar salaries to play a game.
2. **"He's got to step up now."** Real meaning: "Play like you're worth your fat paycheck."
1. **"We're going to shock (surprise) the world."** Actually, most of the world neither watches nor cares.

Clichés receiving honorable mention:

"Giving 110 percent."

"They're finally getting the respect they deserve."

"Everybody's on the same page."

—adapted from *ESPN.com*



New Key Customers

Thanks to the following companies for joining the Key Customer and Foodservice Key Customer network:

Brown's Refrigeration
Tallahassee, FL

Bargreen Ellingson, Inc.
Tacoma, WA

Desert In Alaska
Dearborn, MI

Ryan Refrigeration Sales
Cleveland, OH

Schroeder Store Fixtures
Saginaw, MI

Smith & Green Co.
Kent, WA

Sysco Foodservice-
Detroit

Canton, MI

Y. Hata/Mid-City
Restaurant Supply
Honolulu, HI



Upcoming

Events

- National Restaurant Association's Restaurant, Hotel-Motel Show
May 17-20, 2003
Chicago
- Texas Restaurant Association's Southwest Foodservice Expo
June 22-24, 2003
Dallas
- California Restaurant Association's Western Foodservice & Hospitality Expo
August 2-4, 2003
Los Angeles
- NAFEM Show
September 5-7, 2003
New Orleans
- Florida Restaurant Association's International Foodservice Expo
September 19-21, 2003
Orlando
- National Association of Convenience Stores Show
October 12-14, 2003
Chicago

Advertisements

Look for our print ads appearing in these publications:

Publication	2003 Issue Date
• <i>The National Dipper</i>	March
• <i>Convenience Store News</i>	June
• <i>Foodservice Equipment & Supplies</i>	April
• FCSI's <i>The Consultant</i>	March and June
• <i>Restaurants & Institutions</i>	May and June

NRA 2003:

Showing More New Equipment Than Ever

Visit booth 6813 at the NRA Show and be ready to stay a while! You'll need the extra time to take in all our new models such as:

- New foodservice equipment including prep units
- Redesigned ice cream and frozen novelty merchandisers
- A redesigned glass door merchandiser
- An exciting addition to our walk-in line.

See you in Chicago on May 17-20.



Partners in Success

Gelmarc Distributors/Rittenhouse Hotel Philadelphia, PA

When the owners of Philadelphia's exclusive Rittenhouse Hotel wanted to offer their guests a five star dining experience as luxurious as their hotel, they knew success was obtainable only through a five star chef and his kitchen. Combining Master-Bilt's foodservice knowledge with award-winning chef Jean Marie Lacroix, the owners got exactly what they were looking for. In a renovation that took 14 months and over \$2 million, the secret to success was clear—behind every great chef, there is a Master-Bilt kitchen!

A kitchen has two parts; the "guts," or equipment, and the "glory," a strong leader. For a successful final product, both parts have to come together in the redesign process.

Rittenhouse Hotel owner knew they had the glory when Chef Lacroix came on board. Three-time James Beard Award recipient for the Best Chef in the Mid-Atlantic, he created culinary delights for 20 years as head chef at the Four Seasons in Philadelphia. He came out of retirement to collaborate on this project, and so he wanted a very close involvement in designing the "guts." Chef Lacroix chose Master-Bilt because their refrigeration units are best for keeping quality ingredients fresh.

The kitchen was to be a high traffic space with restaurant, banquet and room service orders going through it. The practical functions of the foodservice units and the kitchen design were critical to meet the demands of such an environment and to ensure the success of the Rittenhouse Hotel's dining experience.

After extensive research, the Rittenhouse Hotel decided to bring in Gelmarc Distributors to do the Master-Bilt installation. Tony Pilla, salesman for Gelmarc, was

assigned to the project and began working closely with Chef Lacroix to design the kitchen. Pilla also consulted with Master-Bilt, understanding that with 60-plus years of refrigeration know-how, Master-Bilt consistently created reliable products that performed well, even in the most demanding kitchens.

Chef Lacroix had very specific requirements, including a custom-made wine unit, a wide variety of walk-ins for storage purposes and refrigeration units capable of maintaining temperatures specific to product needs. Together, Pilla and Chef Lacroix came up with a design that perfectly addressed all the needs of the space. In the end, they replaced almost every piece of equipment in the kitchen and added three more models.

The final kitchen plan consisted of 16 custom-built walk-ins and 11 different refrigeration units, of which 10 were PRS Series packaged refrigeration units. Master-Bilt enclosed a three-door wine unit and added refrigeration components to cool white wine at 50°F and red wine at 60°F.

In addition to outfitting the kitchen, Master-Bilt retrofitted the chocolate room with a new freezer. There the Rittenhouse Hotel manufactures their own chocolate for all their desserts and malted products. The on-site pastry room was also given a new cooler/freezer combination walk-in because there was an especially high demand of pastry desserts with dinner and banquet customers.

Since the opening of "Lacroix at the Rittenhouse," the newly rehabbed kitchen has become a well-oiled machine due, in part, to the expert installation of Master-Bilt equipment. Patrons at the restaurant reap the benefits of a more productive kitchen area while Chef Jean Marie Lacroix, along with Master-Bilt, continue to create culinary works of art.

We need your help!

To make **Cool It!** a better publication for all, we need your questions, comments and story suggestions. Send in your ideas to Lynn Burge at lburge@master-bilt.com or fax them to 800-232-3966.



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