

# Cool It!

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**MB MASTER-BILT**  
Refrigeration Solutions

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ST. JOSEPH'S CHURCH**

**MB MASTER-BILT**  
Refrigeration Solutions  
PRESENTS



## **A search for the oldest piece of Master-Bilt equipment still in use**

We're excited to announce a nationwide contest to find the oldest, still-working Master-Bilt self-contained cabinet or merchandiser in the United States. The hunt will be officially unveiled at NAFEM 2003 in New Orleans and will end at the National Restaurant Association Show in May, 2004. The search was initiated after several Master-Bilt dealers found their current clients were still using Master-Bilt equipment manufactured many years earlier.

Once found, Master-Bilt will take the old piece of equipment and replace it completely free of cost to the contest winner. The owner of the oldest unit will receive a brand new model as similar as possible to the original. That is, providing the winner is willing to

part with their old but dependable model.

"After writing success stories about Master-Bilt and our dealers, we decided it was time to write a success story about the longevity of our equipment," said Duane Stockburger, president of Master-Bilt. "We have always believed our equipment is a true investment, and this contest will prove it."

To enter the contest, submit your name, company name, the serial number on the equipment, phone number and email address to Mary Lowstuter of Master-Bilt. Note the contest is limited to a self-contained cabinet or merchandiser, no walk-ins or remote refrigeration units, please. The contestant can either call 800-647-1284, ext. 203 or email Mary at [mlowstuter@master-bilt.com](mailto:mlowstuter@master-bilt.com).

## Cool Rules To Follow On Chilling And Defrosting

As food safety continues to top the charts on the list of concerns in the foodservice industry, more and more operators are recognizing the necessity of proper chilling and defrosting. The information in this article, furnished courtesy of Underwriters Laboratories, serves as a guideline for equipment users and dealers as well. Feel free to pass it along.

### Chilling Rules To Remember

- 1. The Chill Factor** – Refrigerate or freeze perishables, prepared foods, and leftovers within two hours of purchase or preparation, or within one hour if the temperature is above 90°F. Marinate foods in the refrigerator.
- 2. The Thaw Law** – Never defrost food at room temperature. Thaw food in the refrigerator. For quick thawing, submerge food in cold water in airtight packaging, or thaw food in the microwave if you'll be cooking it immediately.
- 3. Divide and Conquer** – Separate large amounts of leftovers into small, shallow containers for quicker cooling in the refrigerator.
- 4. Avoid the Pack Attack** – Don't over-stuff the refrigerator. Cold air must circulate to keep food safe.
- 5. Store foods in the refrigerator at between 35 and 40°F** to discourage the growth of food borne bacteria. Use a refrigerator/freezer thermometer to check the temperature of your refrigerator regularly.

### The DOs and DON'Ts of Defrosting

#### Defrosting DOs

1. Defrost food in the refrigerator. This is the safest method for all foods.
2. Short on time? Thaw meat and poultry in airtight packaging submerged in cold water. Change the water every 30 minutes, so the food continues to thaw.
3. Defrost food in the microwave only if it will be cooked immediately.
4. Food can be cooked without defrosting it first. Make sure food reaches its safe internal temperature.

#### Defrosting DON'Ts

1. Avoid keeping foods in the Danger Zone – the unsafe temperatures between 40°F and 140°F.
2. Don't defrost food in hot water.
3. Don't thaw food on the counter. Food that's left out at room temperature longer than two hours or one hour if the temperature is above 90°F, is not within a safe temperature range and may not be safe to eat.

#### Some Numbers to Remember:

- The U.S. Department of Agriculture (USDA) Meat and Poultry Hotline at 800-535-4555 or 202-720-3333 (Washington, DC area)
- The U.S. Food and Drug Administration (FDA) Food Information Line at 888-SAFE FOOD

## Bob Davis, Koehler-Borden Become Newest Sales Representatives

Master-Bilt is pleased to welcome two new members to our national sales team.

Bob Davis and Associates Sales Agency, based in Muskego, Wisconsin, will cover Wisconsin and Upper Michigan.

Koehler-Borden & Associates, whose main office is in Canton, Ohio, will be responsible for Ohio, Kentucky and most of West Virginia.

"Both Davis and Associates and Koehler-Borden bring a wealth of experience and knowledge to our sales team," said Bill Huffman, vice president of sales and marketing. "We know our customers will benefit from both organizations' dedication to service."



## Service Call

### Bare Facts About Bare Tubes

Store owners and operators rarely stop to consider the amount of dirt and debris collected by the condensing units contained in their cabinets and merchandisers.

Condenser fins trap all kinds of contaminants which clog up the condenser and reduce the air flow through it. When the air flow is restricted, the compressor operates at a much higher temperature and pressure. The eventual result is premature compressor failure. In fact, if fin-type condensers are not regularly cleaned every three months, it's possible to have a compressor failure rate of 40% to 50% in a three-year time period.

Bare tube condensers, on the other hand, don't contain fins. As the name implies, the condenser uses bare tubes which perform the same task as the fins without all the trapped debris. Since there are no fins, bare tubes only require cleaning about once a year. Fewer cleanings mean fewer service calls and reduced labor costs for the owner/operator.

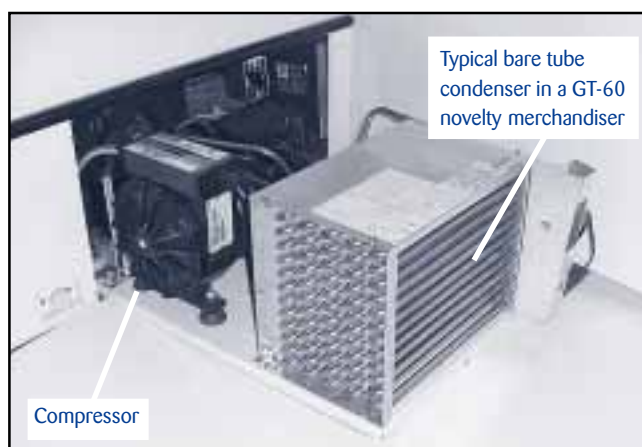
Master-Bilt currently installs bare tube condensers in the GT and FIP Series novelty merchandisers and DD Series deluxe dipping cabinets. We will offer the bare tube in other models in the near future.



Closeup of "fin style" condenser.



Closeup of bare tube condenser.



## Sales Toolbox

### New Price Lists Published

Master-Bilt mailed a new version of the *Cabinet & Merchandiser Price List* in July with an effective date of Aug. 15, 2003. We've also merged the refrigeration system, Quick Ship and PRS series walk-in information into one convenient price list which is effective Oct. 1, 2003.

### CAD Is Added

Master-Bilt CAD drawings are now available on our website. Access our cabinet, merchandiser and walk-in drawings by clicking on the "spec sheets/cad" link on our navigation bar at [www.master-bilt.com](http://www.master-bilt.com).

Use the search engine to find equipment by category,

specific model or keywords. After a model is selected, you can insert drawings into CAD programs as well as view and email spec sheets. Just follow the onscreen instructions.

### More Literature Now On Website

CAD drawings aren't the only new enhancements to [master-bilt.com](http://master-bilt.com). We've added links to several sales brochures and flyers to our literature request page. Now you can download this information directly from our site without waiting for an email or snail mail. Take a look at [www.master-bilt.com/litform.html](http://www.master-bilt.com/litform.html) under the "Price Lists, Brochures and Flyers" category.



If you tell the truth you don't have to remember anything.

—Mark Twain



# JUST FOR GRINS

## Dumb Moments in Business

Here are some actual mishaps that occurred in the business world last year. Identifying details about the companies have been removed.

- A national testing service used the wrong answer key to grade an exam required for high school graduation in Minnesota. About 8000 students are told they have failed when they haven't. The company agrees to pay the students as much as \$7 million to settle the case.
- To launch a new product, a software company places its logo decals on traffic signals and sidewalks throughout a major metropolitan city. After threatened by the city with a \$50 fine for each decal, the company apologizes and removes them.
- Outside a discount retail store in the Midwest, a 73-year-old woman gets her coat stuck in a newspaper rack machine after she buys a newspaper. A bystander summons a store employee, who states she can't help due to company policy about tampering with the news rack; a news rack employee will have to release the woman. The woman suggests having someone insert coins to buy another paper, thus re-opening the rack door and freeing her. The employee says the store cannot pay refunds for the news rack. The employee finally relents and inserts the quarters. The freed woman later returns to the store with \$5 to establish a fund strictly to be used for anyone trapped in the newspaper rack.
  - A major business magazine proudly released its "Novemer" issue.
  - A wireless phone company sends a newspaper reporter a sample of its "innovative" and "technologically advanced" new product—a disposable cell phone. The reporter opens the casing and finds the parts of another major cell phone manufacturer. The red-faced company admits it missed its release deadline after running into glitches.

—adapted from *Business 2.0*



## New Key Customers

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

**Associated Food Service**  
Baton Rouge, LA

**B & G Distributing, Inc.**  
Memphis, TN  
Nashville, TN

**Combined Refrigeration  
Resources**  
Humble, TX

**Custom Refrigeration  
Products**  
Tempe, AZ

**Eddy Products Co., Inc.**  
Kansas City, MO

**Krebs Brothers Supply**  
Little Rock, AR

**Steele Restaurant Supply**  
Paris, TN



## Upcoming

### Events

- Florida Restaurant Association's International Foodservice Expo  
*September 19-21, 2003 • Orlando*
- National Association of Convenience Stores Show  
*October 12-14, 2003 • Chicago*
- Master-Bilt Customer Training Seminars  
*November 4-5, 2003 & March 2-3, 2004  
Tupelo, Mississippi*
- National Ice Cream Retailers Association Convention  
*November 12-15, 2003 • New Orleans*

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## Partners in Success

### Windsor Food Equipment and St. Joseph's Church Windsor, Ontario, Canada

Earlier this year, the Women's Auxiliary Group of St. Joseph's Church in River Carnard (just outside of Windsor, Ontario) found itself in a bind when its conventional freezer began to run out of space. The group, which began producing its own pirogues for church bake sales, was now freezing them for everyday sales due to their popularity. As the quantity of pirogues produced increased, the space in the freezer slowly decreased.

The capacity of the group's old freezer was insufficient for serving the growing needs of the church and the ever-expanding food hall. Additional space was needed for food preparation and storage for the large dinners they prepared. Realizing their growing problem, the group contacted Windsor Food Equipment, refrigeration and freezer distribution specialists.

Les Thompson of Windsor Food Equipment met with group, discussed their needs and discovered they were in search of an upright freezer for use in their food hall. The group's main requests were that the unit be aesthetically pleasing and low in price.

Just a week earlier, Lino Rosa, one of Master-Bilt's new Canadian representatives, had stopped by Windsor Food Equipment to drop off information on Master-Bilt's equipment. Because of the ladies' request for a low cost, yet visually appealing piece of equipment, Thompson immediately thought of Master-Bilt's CCR series two-door reach-in freezer. He showed the Women's Auxil-

iary Group the unit, explaining that the features they were looking for came standard on Master Bilt's CCR models.

"They saw the CCR and it caught their eye right away," said Les Thompson. "Because the features they were looking for all came standard, the cost of the unit was reduced tremendously. That's something you don't find in competing uprights."

Those features included all stainless steel construction, plus interior stainless steel shelving, casters, recessed door handles and an electronic controller system.

After extensive research, Thompson was unable to find a competing upright for a similar price as Master-Bilt's CCR. The Women's Auxiliary Group agreed that their best option was the CCR-49DF. An order was placed and the ladies waited anxiously for their additional freezer space.

When the CCR freezer was delivered to St. Joseph's Church, the group moved it into the space they had prepared in the kitchen and plugged it in. They found the unit so visually appealing, however, they decided to display it as the centerpiece of the food hall. This way, those buying the pirogues could see and appreciate it as well.

The group was so happy with their equipment choice, they called Thompson to thank him for his help and wonderful suggestion.

With strong pirogue sales, the women hope to be back at Windsor Food Equipment Specialists in the near future to purchase another CCR upright model.

### 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](mailto:lburge@master-bilt.com) or fax them to 800-232-3966.



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