



**MIDDLEBY**

# MINUTE

JULY 2023

## MIDDLEBY OPENS SPECTACULAR CHICAGO SHOWROOM

Middleby recently celebrated the grand opening of its beautiful, **new Chicago Showroom** in Suite 100 of the Chicago Merchandise Mart. Full of light and activity in the prime first-floor location of the iconic building, the showroom opened to the public in June.

"We have the absolute best of Middleby Residential all in one stunning location," said Najib Maalouf, President of Middleby Residential. "We look forward to welcoming our dealers, designers and the public into our Chicago Showroom to not only learn, but to experience all that is Middleby Residential."



New Middleby Residential Showroom at Chicago Merchandise Mart

The space features cooking on virtually all products in the showroom, including outdoor grilling demonstrations. Middleby brands Viking, La Cornue and AGA have beautifully designed dedicated space for not only a brand showcase, but as a fully functioning kitchen. This allows visitors to truly experience the brands as the product is in action cooking, heating or chilling.

The new Middleby Residential Showroom boasts a first for any tenant in the historic Merchandise Mart: the ability to demonstrate outdoor cooking, indoors. That's right - inside the showroom guests can experience a variety of options for their next grilling experience. Middleby outdoor products featured are from Viking, Lynx, Jospet, Sedona, Kamado Joe, Masterbuilt and Char-Griller.

While this cooking talk has made us all hungry, don't forget the premiere beverage and refrigeration options Middleby offers. Upon entering the space, Middleby Coffee is ready for your order while perusing our latest offerings from U-Line and Marvel.

"The Chicago Showroom is going to take Middleby Residential to the next level. Our knowledgeable chefs and talented staff look forward to welcoming all very soon," Mr. Maalouf concluded.

The Middleby Residential Showroom is located in the Chicago Merchandise Mart, Suite 100 at the Wells Street entrance. It is open to the public and we invite all to visit. Appointments are not necessary. Visit [www.middlebyresidential.com/chicago-showroom/](http://www.middlebyresidential.com/chicago-showroom/) for details or call 312-374-3091.

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## MIDDLEBY DEBUTS MIK MADRID

We are thrilled to announce that Madrid, Spain is the location of our newest Middleby Innovation Kitchens (MIK), giving Middleby customers in Europe the opportunity to see a wide selection of our brands and innovations under one roof. The 5,000-square-foot facility highlights more than 80 pieces of equipment in seven vignettes that give customers an opportunity to test drive equipment and see live demonstrations.

The MIK is also a hands-on training facility with meeting space and a dining area where guest can taste some of the best flavors our chefs have to offer.

“We are excited to open a new MIK facility in Europe,” Middleby Chief Operating Officer Steve Spittle said. “Like our location in Dallas, this facility will become a hub for our European customers where they can see our brands in action and learn how our innovations can be a perfect fit in their commercial kitchen.”



Chris Jones, President of Middleby Europe, hails the MIK as a huge step forward in Middleby’s European strategies.

“We knew that we wanted a state-of-the-art facility in a European base,” Jones said. “We believe that Madrid is one of the key cities in the European market and the Spanish have a flair for food. When we build these centers, we make sure they are backed up by a lot of culinary expertise – culinary is a big selling tool for us. This is a major project and represents a huge investment from Middleby.” See more at [middlebyeurope.com/the-madrid-innovation-kitchen/](https://middlebyeurope.com/the-madrid-innovation-kitchen/).

## MIDDLEBY ADDS TECHNOLOGY

Middleby focuses on bringing the most advanced innovations to our customers, addressing the ever-evolving trends in our three businesses. Recently, Middleby added two technology-product companies that will help us deliver the most advanced cooking and beverage solutions to the marketplace.

 **BLUE SPARQ** BLUE SPARQ will accelerate new product development while increasing the Middleby hardware and software IoT capabilities. Their capabilities will also enable the advancement of Middleby One Touch and common controls. Learn more at [www.bluesparq.com](https://www.bluesparq.com).

  Terry Water Treatment Solutions also joined Middleby. The company brings a proprietary, environmentally friendly solution to eliminate and prevent scale build up associated with water usage in commercial foodservice equipment including steam, ice and beverage products.

Already a partner with several Middleby brands, Terry’s chemical free, biodegradable solution is proven effective in the removal and prevention of water scale, which is extremely important in commercial foodservice. Learn more at [www.terryh2o.com](https://www.terryh2o.com).

“BLUE SPARQ and Terry are significant innovative additions to our commercial foodservice portfolio,” Middleby CEO Tim FitzGerald said. “Both of these technologies have the potential for significant impact on our future offerings of advanced products.”

## NORM BUGGELE PROMOTED TO PRESIDENT

### Drake Announces Elevated Executives

Middleby Processing enhanced its leadership by recently naming Norm Buggele President of CV-Tek and RapidPak. Norm led the build and integration of the recently opened Middleby packaging facility in Elgin, Ill. His deep expertise and proven leadership skills will be an asset not only to these brands but to Middleby as a whole.

Mark Salman, President Middleby Food Processing said, "Norm's broad knowledge of the packaging industry has been invaluable. He is building trusted partnerships with our customers, helping them achieve their goals, while integrating these brands with the complete processing solutions Middleby offers."

Also within the Food Processing Group, George Reed was named President of the F.R. Drake Company, a Middleby leader in the manufacture of industrial food loading equipment while Sergio Saez is now the Drake Vice President of Sales.



Celebrating the grand opening of the Middleby Packaging facility in Elgin, Ill. are Mark Salman, Norm Buggele and Tim FitzGerald.

## MIDDLEBY PROCESSING ADDS MIXING AND FRYING INNOVATION

### Escher Mixers

**ESCHER**  
mixers



Middleby recently added Escher Mixers to its growing portfolio of food processing and commercial product solutions.

Escher is an Italian designer and manufacturer of highly engineered spiral and planetary mixers for the

industrial baking industry. Customers include large grocery and retail chains, while offering established solutions for the artisanal bread and pastry industries. Escher offers fully automated solutions for pre-dough mixing processes and automated dough mixing.

All Escher mixers are ergonomically designed to ensure accessibility, cleanability and food safety. We are very excited about this great addition to Middleby. Learn more and see the technology at [www.eschermixers.com](http://www.eschermixers.com).

### Filtration Automation Inc.

**Micron-Pro.**



Filtration Automation Inc.

A leader in oil filtration technology with patented solutions for high-capacity systems, Filtration

Automation Inc. is known for Micron-Pro brand high-capacity oil management systems. The company's innovative and patented technologies are used for poultry, fish, and snacks applications.

Micron-Pro provides customers with substantial savings on oil, while enhancing the consistency of food quality. Their continuous filtration technology enhances cost and labor savings while improving fryer performance. The addition of this innovation in our food processing portfolio extends of our full-line solutions and frying system offerings.

Data from real-time usage indicates the Micron-Pro can be twice as effective as other similar systems with no downtime needed for oil changes. Oil life can be extended up to 200% with no consumables required for operation. More information is here [www.micronpro.com](http://www.micronpro.com).



## CORPORATE PROMOTIONS ANNOUNCED

Recently CEO Tim FitzGerald announced the addition of two company officers. **Brittany Cerwin** was promoted to Chief Accounting Officer and **Matthew Fuchsen** was named Chief Development Officer.

Both Brittany and Matt joined Middleby in 2011 and over the years have taken on roles of increasing responsibility prior to being appointed to their new roles. Both are well-respected at Middleby and in their respective industries.

A gigantic thank you goes out to former Chief Risk and Administration Officer **Martin Lindsay**, retiring after a 25-year career with Middleby. Martin's leadership has been instrumental in supporting Middleby growth over the decades, from \$100 mil in sales and a few brands to where we are today.

"Brittany and Matt have been an asset to Middleby since day one with the company. They have proven themselves as accomplished leaders, and I am confident their input will benefit the future of Middleby," said CEO Tim FitzGerald. "I cannot begin to outline Martin's massive contributions to Middleby, through a period of tremendous growth and change. We are the company we are today thanks to his leadership."

Congrats to Britt and Matt and wishing all the best to Martin in his post-Middleby chapter.



Matt, Brittany, and Martin

## CHICAGO SHOWROOM HOSTS INAUGURAL EVENT



The New **Chicago Residential Showroom** officially hosted its first-ever event during the National Restaurant Show in May. We gave our partners and team a sneak peek of our new Middleby Residential Showroom in the Merchandise Mart.



Middleby Residential expanded its space in the iconic building with more than 7,000 square feet of impeccable design and a live outdoor grilling area that is in the showroom, the only one in the entire building. Guests enjoyed custom drinks, appetizers, and desserts, but most of all we enjoyed the company of our colleagues and partners outside of the busy show floor.

## MEET MIDDLEBY CERTIFIED MASTER CHEFS

To be a Certified Master Chef (CMC) is to be part of an exclusive group. Since its inception in 1981, only 84 chefs have reached this monumental designation. We are proud that two of the 84 are with Middleby, validating our exceptional brands and commitment to developing customer solutions through our own first-hand experience.

To obtain this designation is to master the fundamental skills of cooking through studying and specializing in classical French as written by Auguste Escoffier, as well as several other cooking disciplines. To begin the journey, a chef must be a CEC (Certified Executive Chef) and have letters of recommendation from their employer and existing CMC(s). The candidate is then able to apply to take the CMC exam.



Chef Russell Scott Chef Jason Hall

Of the 84 chefs who have passed this rigorous, eight-day exam, two of them are part of the Middleby Family:

**Chef Russell Scott**, Corporate Chef and Vice President of Culinary for The Middleby Corporation in Lewisville Texas, who oversees all operations for the Middleby Innovation Kitchens (MIK) and **Chef Jason Hall**, Vice President of Research and Culinary Development for Firex – Crown Steam Group.

Our CMCs work with our engineers at the highest levels to create new and innovative cooking solutions for our customers. Our CMCs work with chefs, owners, and operators to help choose the Middleby culinary technology best for them.

“I earned my CMC certification because I chose to pattern my career after several chefs that I have been blessed to work with and greatly admire,” Chef Russell said. “Having two CMCs at Middleby with customers at the MIK gives us a level of credibility in the culinary industry that few can match. That credibility allows us to fully endorse the quality of Middleby equipment, and it also allows us to engage with our brands to advance their innovation. We can create new solutions by uniting brands, meeting customer needs and strengthening the Middleby reputation.”



Chef Russell prepares another great meal at the Middleby Innovation Kitchens in Dallas.

For Chef Jason, becoming a CMC was something he began focusing on soon after graduating from culinary school.

“I was fortunate to be working for a chef who was a candidate for the exam and passed the test,” he said. “I saw the level of focus, drive, organization, patience, practice, and perfection in cooking it took for him to not only prepare but to go on to be successful. I was in search of myself through cooking and I found all the traits he portrayed something that I could measure my personal success after by.

“To me it means that I pushed myself to the ultimate measure of my skills, validated by chefs I looked up to and that I was able to meet that mark. It was always a personal journey to me and is and always will be the proudest moment in my career of passing the CMC exam.”

Meet Chef Russell and Chef Jason at their home away from home, the Middleby Innovation Kitchens. Middleby is proud to have these CMCs on staff, ready to share their deep knowledge and experience with our customers. To learn more about the MIK, visit [www.middleby.com/mik](http://www.middleby.com/mik).



# RESTAURANT SHOW HIGHLIGHTS

We proudly keep attendees and our own personnel caffeinated and well-fed. We learned attendees eat burgers and drink coffee any time of day, as our automated Burger Bar was working non-stop to serve fresh, hot burgers, chicken and fries with the help of Frybot, Taylor Crown Series Grills, the Carter-Hoffmann PUC and more. While the Burger Bar is automated, we want to give big kudos to rockstar chefs Rose and John who ensured seamless delivery. Our baristas were on point serving made-to-order coffee drinks ordered from the point of sale system.


Middleby was again in our long-standing location entering the South Hall, where our Electrified Innovation Alley was full of visitors. Highlighted was the latest and greatest Middleby electric and ventless innovation from frying, cooking and beverage use. New technologies using induction and automation kept our audiences captivated along with frozen solutions from slushes to ice cream to ice were in high demand.

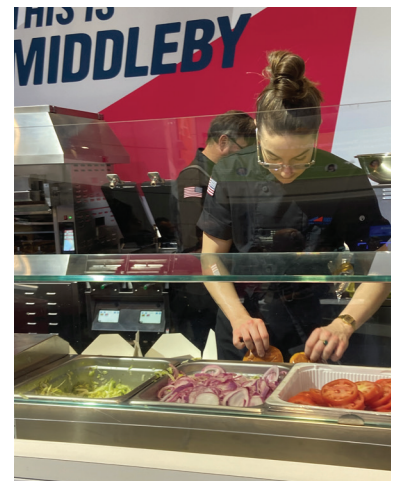
Thank you to all who chose to spend their time in the Middleby booth learning how to elevate their operation with a fun group of people. We appreciate all who came by and we look forward to connecting soon. Want to see the latest trends in foodservice? Visit Middleby Learn at [www.middleby.com/learn](http://www.middleby.com/learn).

**MIDDLEBY 2023 SHOW STATS:**

1,000  barista-made coffee drinks

2,000  burgers and chicken

300+  pounds of fries



Thank you to everyone who visited the Middleby booth and to our dedicated staff at the National Restaurant Show. We were proud to showcase our latest innovative solutions.

## MIDDLEBY INNOVATIONS RECEIVE KI AWARDS



Middleby was proud to be highly visible in the KI Pavilion at the National Restaurant Show with three award recipients: Hydra Rinse, FryBot and Plexor M2.

“We are proud of the new and advanced technology the Middleby brands are quickly bringing to market to address current trends and meet customer demand,” said James K. Pool III, Middleby Chief Technology and Operations Officer. “Our three award-winning innovations featured in the KI Pavilion have the potential to change our industry by automating processes and reducing labor needs while consistently delivering high quality product.”



### HYDRA RINSE

#### With Configurable Pro Controller

Taylor's latest Hydra Rinse now features a configurable pro-controller that allows users to clean a variety soft-serve/shake machines models with one system. As before, without disassembling the machine, just attach the Hydra Rinse system and it auto cleans – in half the typical cycle time, regardless of staff skill level, for a cleaner machine and better tasting mix. For more information visit [www.hydrarinse.com/](http://www.hydrarinse.com/).

### L2F

#### FryBot

With fully-automated technology, including a seven-axis robotic arm, FryBot can fry two separate frozen foods, up to 30 lbs. of each. Collaborative technology allows humans and robots to operate in the same workspace using safety sensors to ensure safety of all employees. Depending on food item and programmed cook time, FryBot can fry 50+ baskets per hour with a two-vat (4 basket) system. For more information visit [www.l2finc.com/frybot/](http://www.l2finc.com/frybot/).

### TURBOCHEF

#### PLEXOR M2

The TurboChef PLEXOR M2 is the first oven to feature separate impingement and rapid-cook cavities – or two rapid-cook cavities. Like its A3 predecessor, the M2 is modular and can be pre-specified or field swappable to any desired configuration. With just a 26.8” footprint and two full-sized cooking cavities, the M2 offers the ultimate ventless space efficiency, product range and throughput. For more information visit [turbochef.com/product/plexor-m2/](http://turbochef.com/product/plexor-m2/).



## TEAM MIDDLEBY SUPPORTS CAFÉ MOMENTUM

Middleby is a proud partner of **Café Momentum**, a nonprofit working with justice involved youth to provide a transformative experience through a paid internship program. Their interns rotate through all aspects of the restaurant, focusing on life and social skills, coaching and development.

The program founders reimagined the way life skills are handed down to the next generation of food service workers. With their guidance, young culinary professionals hone their craft by proudly serving fresh, locally sourced, sophisticated new American cuisine in Dallas, Nashville and Pittsburgh with more location on the way. Each and every meal is prepared and served by their award-winning chefs and the youth involved in the program.

Recently Team Middleby visited Café Momentum in Dallas with attendees from Women’s Foodservice Forum. We are also proud to support Café Momentum Pittsburgh, which opened earlier this year, with food and beverage equipment including a Beech Oven which is the centerpiece of the restaurant.

Middleby looks forward to partnering with this organization for years to come. More information on Café Momentum is here [www.cafemomentum.org](http://www.cafemomentum.org).



Attendees from the Womens' Foodservice Forum Leadership Conference visit Dallas Café Momentum in March.



Middleby is proud to be a new corporate partner of the American Red Cross, supporting their mission to provide compassionate care to those in need, for those down the street, across the country and around the world. We are grateful for the opportunity to be a part of the Red Cross mission which supports millions of people who face emergency situations every year. Learn more at [www.redcross.org](http://www.redcross.org).

## DEUTSCHE COMPLETES BREWERY INSTALL AT AUBURN

Middleby is proud to partner with Auburn University not only to support the Rane Culinary Science Center, but also to brew for the community. Students can learn the intricacies of beer brewing science at the University and also gather outside of the Rane center to give their own critique to an on-site brew. “We want our students to have a real-world experience, and we want to utilize the best equipment in teaching that,” said Dr. Clark Danderson, Asst. Professor and Director of Brewing Science and Operations at Auburn. More information on the Middleby Cares program is available at [www.middleby.com/middleby-cares](http://www.middleby.com/middleby-cares).



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## THE LA CORNUE COLOUR COLLECTION

World-renowned interior designer Martyn Lawrence Bullard debuted his highly anticipated new color palette, crafted exclusively for La Cornue, and it has been a big hit. The Colour Collection evolved from Bullard's color expertise and deep knowledge of La Cornue. A La Cornue admirer since childhood, Martyn has been designing with La Cornue for over a decade and enthusiastically welcomed the opportunity to combine his passion for design to his love for the iconic French classic Château range. His new 10-color palette is simply stunning. See more here. For more information on the beauty of La Cornue, visit [www.lacornue.com](http://www.lacornue.com).



## KONNECTED JOE HITS THE MARKET

The future of outdoor cooking is here with the Konnected Joe™ Digital Charcoal Grill. Crafted with Kamado Joe innovation, this grill combines traditional kamado style with digital technology for a revolutionary cooking experience. The innovation features fast charcoal ignition with the push of a button through the heating element inside the grill. The Kontrol Board™ allows the user to set and monitor cook modes, grill temperature, meat probes, and session graphing. Connect to the Kamado Joe app via WiFi to set and adjust temperature and time, monitor probes, find recipes and more. A digital fan regulates temperature consistency throughout the grill interior. Want to learn more? Visit [www.kamadojoe.com](http://www.kamadojoe.com).




Middleby Commercial Foodservice  
[www.middleby.com](http://www.middleby.com)



Middleby Residential  
[www.middlebyresidential.com](http://www.middlebyresidential.com)



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