

Cool It!

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MB MASTER-BILT
Refrigeration Solutions

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Planning An Ice Cream Display Strategy

For years, the ice cream industry has leveraged itself into many different corners of the marketplace. In doing so, it has transformed from an occasional guilty pleasure to an estimated \$8.7 billion dollar industry for 2003¹.

This year many store owners, restaurateurs and institutional buyers will be looking for ways to increase their bottom line with ice cream. Showing them how to use the proper equipment to strategically display and present ice cream products is essential in making their program successful.

Whatever category the establishment, be it restaurants, cafés, schools, hospitals, hotels, or grocery stores, there is an appropriate means of ice cream display that can translate into significant revenue gains.

For restaurants, a small, low temp merchandiser near the entrance is a perfect way to display products that induce purchases. Master-Bilt's FIP-40 is a narrow display merchandiser suited for displaying frozen cakes and other items without commanding a large amount of floor space.

With large grocery outlets, proper lighting and strategic product placement are a must. Customers must be lured in or attracted to products from a distance. Master-Bilt's full line of glass door reach-in freezers are equipped with vertical lighting for this purpose. Electronic lighting featured in many models also helps ensure maximum energy savings.

Careful placement near checkout counters or in the front of the store can trigger impulse purchases that, after time, add up to

significant gains. The display equipment that can best fit into a tight sales space is a top-loading merchandiser. Master-Bilt's Coldin line of novelty freezers, with curved or flat lid models, work perfectly as impulse merchandisers. The GT series merchandisers are another low temp option ideally suited for promoting all types of ice cream products.

The wonderful aspect about ice cream display is its versatility. All sorts of institutions — churches, schools, cafeterias or government institutions — have increased sales by introducing ice cream display cases. Many institutions focus on dipping cabinets with larger and lower glass viewing displays. DD-L series low profile dipping/display cabinets provide ample viewing area for individuals of all sizes to see products on display. The expanded viewing area makes it especially easier for kids, who are arguably the best ice cream consumers, to see ice cream stored inside.

For every sales outlet there is an appropriate way to display. Understanding the interplay between business and consumers can help determine the best merchandiser for each situation. For more information about Master-Bilt's complete line of ice cream merchandisers, call 800-647-1284.

¹Source: Adapted from *Dairy Field Magazine*: Cook, Julie, August, 2003. State of the Industry p. 44.

Portions of this article originally published in *Trade Talk Magazine*, February 2004.



Product Scene

New Glass Door Merchandisers: Something For Everyone

Master-Bilt is expanding its product line with four new glass door merchandiser models. This versatile group of newcomers covers a wide range of needs from impulse merchandiser to foodservice storage.

The BGR-14 model is an all-purpose refrigerator and can be used to display beverages, dairy items or any other medium temp product. It also comes standard with seven epoxy-coated welded wire shelves for maximum merchandising flexibility.

The BGF-23 model offers the same type of versatility for frozen items. Because it is mounted on casters, it can be located virtually anywhere in a store to capitalize on impulse buying. Its fluorescent-lit top graphic panel provides a spot to add customer-attractive signage. Also standard is an electronic controller which includes temperature controls as well as an energy-saving demand

defrost feature which automatically defrosts the cabinet only when necessary.

Another new entry is the IM-23G ice merchandiser. It shares the same basic construction as the BGF-23 but with a more singular purpose. Shelving has been removed, except for one bottom shelf to allow the maximum pack-out of bagged ice. Instead of casters, the stationary IM-23G has leveling feet. The cabinet is also standard with a "bagged ice" fluorescent lit graphic panel.

Last but not least is the CCG series glass door foodservice refrigerators. These reach-ins bring visibility to the busy foodservice kitchen environment with single- and two-door models. They are constructed of stainless steel just like their solid door CCR series counterparts and share many other construction features. The electronic controller, for example, allows easy adjustment and monitoring of temperature as well as providing a door-open alarm and fan running indicator.



Master-Bilt's new glass door merchandisers fit a wide range of needs from ice merchandising to food service storage. From left to right are the BGR-14, BGF-23, IM-23G and CCG-49DR.

Improving On A Proven Performer

The BLG Series glass door merchandiser has been a staple of Master-Bilt's product line for many years. It's a proven performer and now we're making it even better.

Design changes have improved energy efficiency and cost-effectiveness. The BLG series is now the only glass door reach-in to feature bare tube condenser coils in its refrigeration systems. These coils don't contain fins as traditional coils do. The fins tend to trap dirt and debris which typically shortens the life of the compressor unless the coil is cleaned every three months. Bare tubes, on the other hand, require cleaning only about once a year. Fewer cleanings also mean fewer service calls and lower labor bills.

New interior lighting also amounts to significant energy savings for the store operator. The BLG's new T8HO high output lamps and electronic ballasts yield approximately 50% savings over the previous models.

BLG Series doors are equipped with Anthony® doors which contain Anthony's unique Torque Master® feature for easy door leveling and closing tension adjustment.

The BLG models also contain an electronic controller system featuring temperature controls and demand defrost.

Other standout features of the BLG include five white epoxy-coated shelves per door and standard price tag molding.



The BLG Series' outer appearance has been updated with a new bottom grille style but it's the changes on the inside that make the big difference.



The BLG model above with front grille removed shows the easily-cleaned bare tube condenser now used in the refrigeration system. The BLG series is the only glass door reach-in to contain these labor-saving coils.



Adjusting door closing tension and leveling are simple processes with the Torque Master® feature. Using a flathead screwdriver, simply turn the screw on the front of the Torque Master to increase or decrease tension (left). Door leveling is accomplished by turning the screw on the side (right).

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Whoever said, “Better late than never,” obviously never went through a tax audit.

—Anonymous

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JUST FOR GRINS

How To Beat The Competition

The operator of a small town hair salon was confident in the knowledge that his was the only salon in town. In fact he was responsible for cutting and styling the hair of just about everyone in town. The money just rolled in.

Unfortunately, however, one day right across the street from his little hair salon sprang up one of those new full-service salon franchises. It's high-powered advertising campaign proclaimed, "EVERYTHING FOR \$10! \$10 haircuts, \$10 perms, everything for \$10."

Soon all his customers—even his neighbors—began patronizing the cut-rate salon across the street, and the man's once profitable business took a nosedive.

In desperation, he hired a big-city business consultant, saying to him, "I'm finished. How in the world am I going to compete with that big outfit with all that advertising and with those kind of prices?"

The consultant stood looking at the cut-rate salon across the street for several minutes, and watching the patrons pour in. Then, without saying anything to his desperate client, he picked up the phone and dialed the town's only billboard company.

"Yes," he said, "right on top of our building. In the biggest letters you can find, and do it right away.

"And make the message read: WE FIX \$10 HAIRCUTS."



—from IdeaBank

The envelope, please...

A newly hired manager spent his first week at the office with the manager he would be replacing. On the last day of training, the departing manager instructs, "I have left three numbered envelopes in the desk drawer. Whenever you encounter a crisis you can't solve, open an envelope."

Three months later there's a calamity at the office, and everything goes wrong in the manager's department. He opens envelope No. 1, which states, "Blame your predecessor!" He does and is let off the hook by the upper brass.

Six months go by, and the company is experiencing a decline in sales, and there are serious product problems. The manager seeks the advice of envelope No. 2: "Reorganize!" So the manager cuts his staff by a third, and the company quickly rebounds.

It's one year later, and there is yet another disaster at the office. The manager opens the final envelope. The message reads, "Prepare three envelopes..."

—adapted from The-Jokes.com

New Key Customers

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

American Ice Machines
Wichita, KS

**Condon Barr Food
Equipment**
Edmonton, Alberta

CPE/USALCO
Tempe, AZ

Douglas Equipment
Bluefield, WV

Market Northwest
Kent, WA

Reinhart Foodservice
Marshall, MN

Restaurant Services, Inc.
Arlington, TX

West Pro, Inc.
Pampa, TX



Upcoming

Events

- International Pizza Expo
March 16-18, 2004 • Las Vegas
- Northwest Foodservice Show
April 18-20, 2004 • Tacoma, Washington
- National Restaurant Association
Restaurant Hotel-Motel Show
May 22-25, 2004 • Chicago
- Southwest Foodservice Expo
June 27-29, 2004 • Houston, Texas
- Western Foodservice Expo
August 28-30, 2004 • Los Angeles
- International Foodservice Expo
September 10-12, 2004 • Orlando
- National Ice Cream Retailers Association
Convention
November 17-20, 2004 • Orlando

THE "OFFICIAL" NRA SHOW QUIZ

From Master-Bilt

At the 2004 NRA Show, the number 7213 refers to:

- a. The number of miles you walk while at the show
- b. The number of times you remind yourself to wear more comfortable shoes next year
- c. The amount you spend on cab fare in Chicago
- d. Master-Bilt's booth number

If you picked "d" you're obviously aware of the place to go for the latest and greatest refrigeration solutions.

So while you're plodding along each aisle in McCormick Place wishing for your New Balance running shoes, drop by our booth and take a load off. We might even pass the hat around to help with your cab fare.

THE NATIONAL
RESTAURANT
ASSOCIATION

RESTAURANT
HOTEL-MOTEL
SHOW

A Global Summit & Exposition

McCormick Place

Chicago

May 22-25, 2004



Partners in Success

Edward Don/Old Fort Bay Club New Providence Island, Bahamas

Master-Bilt has been in the refrigeration business for 65 years, but until now, the company has never played such an important part in restoring history. Last year, the Master-Bilt team was working on a unique project in the Bahamas. They were hired to design a new 10 ft. x 14 ft. walk-in freezer/cooler for the Old Fort Bay Club, a private dining and social club for members of the named development. The Old Fort Bay Club recently rescued the 17th-century Spanish-styled fort and rejuvenated it into a high-society club, while still maintaining the historical architecture.

The combination walk-in was to be used in the kitchen at The Club at Old Fort, the resort's five-star restaurant. Although the client had rough sketches for the project, they were not adequate to handle the magnitude of this construction. Edward Don & Company, one of the world's leading distributors of foodservice equipment and supplies, was put in charge of the design. Since Edward Don had collaborated with Master-Bilt in the past, they not only insisted on Master-Bilt equipment, they also asked the company to help with the project design. What made this job so unique was the variety of obstacles that had to be overcome in order to restore the historical estate.

The greatest difficulty was including as much of the existing architecture as possible. While many of the original walls of the fort were still intact, time consuming processes had to be taken to ensure the structure would be architecturally sound. The key challenge was to retrofit this historic fort with modern technology while maintaining its architectural integrity. The project was so intricate that it took three months just to finalize the walk-in design. On top of the difficulties of retrofitting the old

building, Master-Bilt also had to factor in geographic problems.

The location, which is nestled on the western end of New Providence Island, next to Lyford Cay, gives the resort its secluded charm, but also makes service call response times lengthy. The nearest refrigeration manufacturer is a flight away, so dependability and longevity of equipment were both key factors. Even a small problem with the unit would cost the resort a significant amount of money in repairs and down time.

"We went with Master-Bilt because we needed a unit that would hold up with time and stand up to the elements," said John Scherruble, Project Manager, Edward Don & Company. "Lacking replacement parts availability on the island, we weren't willing to take any chances."

A final factor that needed to be addressed was the extreme weather. The Bahamas might be a popular vacation spot, but the heat and humidity can make it a difficult place to maintain perishable food items. To meet the very specific requirement of a high ambient environment, Master-Bilt equipped the walk-in with a special strip door to keep out the humidity.

Once the designs were finalized, all the components were shipped over and, while Master-Bilt and Edward Don overlooked the process, a local refrigeration company completed the job. Because the design was drawn with such specific attention to detail, the amount of field time was minimized and installation took just two weeks to complete, allowing the club to open for business quickly.

The project has since become a factor of the Old Fort Bay's success. Now that the project is complete, Master-Bilt is proud to have the Old Fort Bay Club as the oldest building to house one of its products.

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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