

# Cool It

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**MB MASTER-BILT**  
Refrigeration Solutions

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## Groups Pitch Fed Standard For Commercial Refrigeration

*Editor's Note: For the past several years, Master-Bilt, along with other manufacturers, has contributed research and data in the effort to develop a national energy efficiency standard for commercial refrigeration equipment. The article below, reprinted from Foodservice Equipment Reports' Fortnightly e-newsletter, details the latest events in the process.*

You may have even more choices in energy efficient refrigerators and freezers in your future, now that commercial refrigeration makers and energy efficiency advocates have reached a consensus on federal standards for equipment used in restaurants, c-stores, grocery stores and other commercial buildings.

The Air-Conditioning and Refrigeration Institute represented manufacturers in the negotiation, and the American Council for an Energy-Efficient Economy represented efficiency supporters. The two groups hammered out an agreement that recommends

to Congress a minimum efficiency standard for most self-contained refrigeration equipment and beverage coolers. Currently, no such federal minimum standards cover these items.

The agreement, also signed by nine makers and numerous energy interests, also calls for legislation requiring that the U.S. Department of Energy establish standards for ice-cream freezers, self-contained cabinets without doors, and remote condensing products.

If adopted, the change would reduce U.S. electricity use roughly 2.3 billion kWh annually by 2020, after the existing stock of commercial refrigerators and freezers has been replaced with the more efficient units.

The agreement will be sent to the D.O.E. and to Congress for potential inclusion in new energy efficiency legislation.

For more details, visit the Air-Conditioning and Refrigeration Institute online at [www.ari.org](http://www.ari.org).

## New Sales Partners For Northwest, Hawaii

Master-Bilt is pleased to welcome Reliance Marketing and Pao & Associates as the latest additions to our sales team.

Reliance Marketing, located in West Linn, Oregon, will represent Master-Bilt in the states of Washington, Oregon and Alaska.

Pao & Associates will cover Hawaii.

"Both these firms bring a high level of sales expertise that will expand business horizons and customer service capabilities," said Mike Alsman, Western U.S. regional manager.



## Product Scene

### All-American Gelato Cabinet

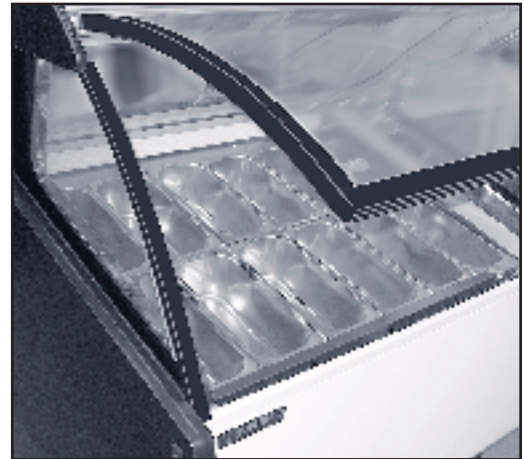
Master-Bilt's biggest hit at the recent National Restaurant Association show was the prototype GEL series gelato case. The GEL series met with one of the most outstanding responses ever for a new rollout. Several features led to the avid reaction but none more so than the fact that it's an American made case.

"We knew there was a demand for an American manufactured gelato case but the response we got at NRA was more enthusiastic than we expected," said Bill Huffman, vice president of sales and marketing. With an American made case, customers don't have to deal with price fluctuations between Euros and dollars. Service and parts are also more easily obtained.

Careful market analysis and customer input led to a number of other features that make the GEL series stand out.

A top hinged front lid, for example, makes cleaning the interior much easier. The lid also stays in place when it's released.

GEL models accommodate a



GEL model front glass lids are top-hinged for easier cleaning inside the case. The lids also have a stay-open feature that holds them at whatever point they are released.



GEL series gelato cases will be available in three sizes starting in September 2005. Shown is a GEL-6.

wide range of pans from European five liter pans to the  $\frac{1}{2}$  and  $\frac{1}{3}$  sizes found in the USA. Even three gallon ice cream cans will fit.

Product merchandising versatility is also a strong suit. Users can display gelato, ice cream, sorbet and even Italian ice.

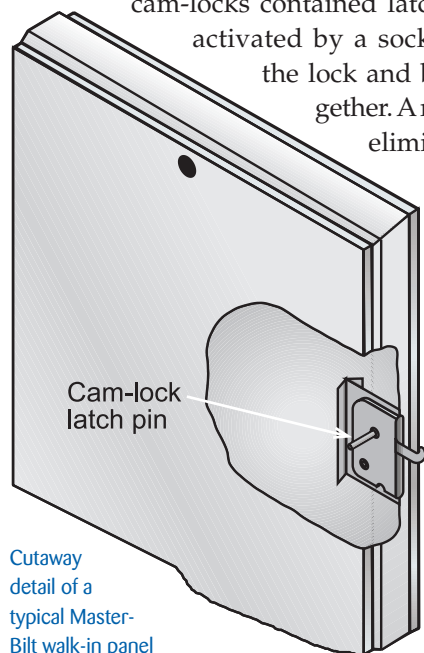
The GEL series is entering the final design and testing stages and should be ready for shipping in September. When available, the series will consist of three models: GEL-6, GEL-9 and GEL-12. The suffix denotes the number of standard pans that can be fit across the merchandiser's width.

### Walk-in Latch Change

Those who install Master-Bilt walk-ins will notice a change in the near future. Until recently, our walk-in cam-locks contained latch pins which were

activated by a socket wrench to close the lock and bring the panels together. A recent design change

eliminated the pins. The cam-locks will now be closed by inserting an Allen wrench (provided) into the lock and turning it.

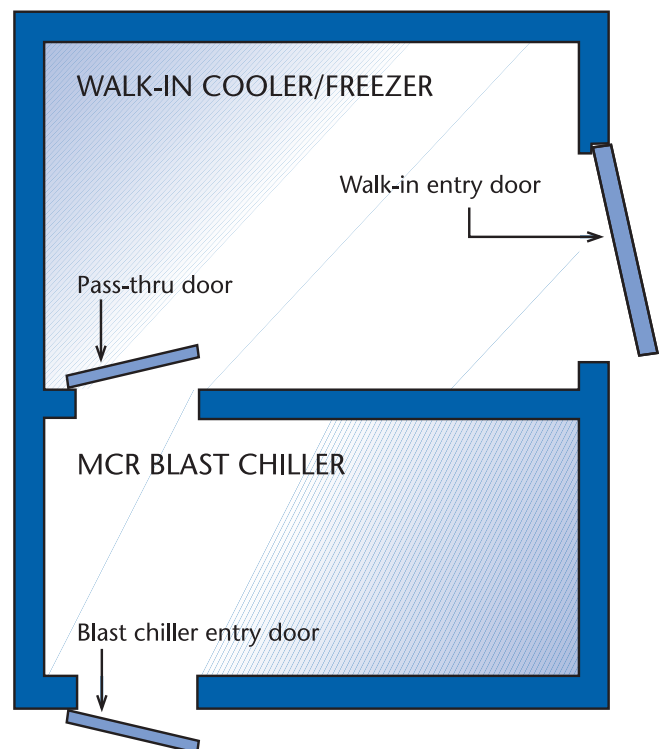


Cutaway detail of a typical Master-Bilt walk-in panel showing the cam-lock latch pin that has been eliminated.

### Blast Chillers Revisited...Again

In the last issue of *Cool It!*, we covered all the bases on the new MCR roll-in and pass-thru blast chillers...almost. The one detail we didn't mention is that MCR models can be integrated into a walk-in cooler or freezer design as opposed to a stand-alone solution. Many foodservice operators choose to devote a section of a walk-in strictly to the blast chiller. Typically, the blast chiller has an entry door from the kitchen with a pass-thru door into the larger walk-in structure. Food is rolled in from the outside, chilled and then rolled on into the walk-in for storage. This convenient layout increases efficiency (by decreasing footsteps) for restaurants and industrial kitchens. For situations where there's not enough room or demand for a large walk-in, the MCR can always be used as a stand-alone blast chiller.

Typical layout showing how an MCR blast chiller can be integrated into a walk-in cooler or freezer design.



The surest sign that intelligent life exists elsewhere in the universe is that it has never tried to contact us.



—Bill Watterson, *Calvin and Hobbes*

# JUST FOR GRINS

## Actual Excerpts From Classified Sections Of City Newspapers

- Illiterate? Write today for free help.
- Auto Repair Service. Free pick-up and delivery. Try us once, you'll never go anywhere again.
- Our experienced Mom will care for your child. Fenced yard, meals, and smacks include
- Dog for sale: Eats anything and is fond of children.
- Man wanted to work in dynamite factory. Must be willing to travel.
- Stock up and save. Limit: One.
- Mixing bowl set designed to please a cook with round bottom for efficient beating.
- For sale: Antique desk suitable for lady with thick legs and large drawers.
- Now is your chance to have your ears pierced and get an extra pair to take home, too.
- We do not tear your clothing with machinery. We do it carefully by hand.
- Great Dames for sale.
- Tired of cleaning yourself. Let me do it.
- Vacation Special: Have your home exterminated.
- Used Cars: Why go elsewhere to be cheated. Come here first.
- Wanted. Man to take care of cow that does not smoke or drink.
- Our bikinis are exciting. They are simply the tops.

—adapted from *quotesandjokes.com*

## Things Not To Say When You Get Pulled Over

- I can't reach my license unless you hold my beer.
- Sorry, officer, I didn't realize my radar detector wasn't plugged in.
- Aren't you the guy from the Village People?
- Hey, you must've been doin' about 125 mph to keep up with me. Good job!
- Are you Andy or Barney?
- I thought you had to be in relatively good physical condition to be a police officer.
- You're not gonna check the trunk are you?
- I pay your salary!
- Gee, officer! That's terrific. The last officer only gave me a warning too!
- Do you know why you pulled me over? OK, just so one of us does.
- I was trying to keep up with traffic. Yes, I know there are no other cars around. That's how far ahead of me they are.
- When the officer says "Gee, son...your eyes look red, have you been drinking?" You probably shouldn't respond with, "Gee officer your eyes looked glazed, have you been eating doughnuts?"

—from *cybersalt.org*



## New Key Customers

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

**ADE Restaurant Services**

Addison, IL

**Automatic**

Ice Maker Co.

Middlesex, NJ

**Creative Convenience**

Corporation

St. Louis, MO

**Love's Thermal Systems**

Wilkes Barre, PA

**M.L. Rongo**

Melrose Park, IL

**Nielsen Store**

Equipment Co.

St. Paul, MN

**R.W. Smith & Co.**

Costa Mesa, CA



## Upcoming

- *National Dollar Store Expo*  
June 22-23, 2005 • Las Vegas
- *Southwest Foodservice Expo (TRA)*  
June 26-28, 2005 • Dallas
- *Louisiana Foodservice Expo*  
August 6-8, 2005 • New Orleans
- *NAFEM Show*  
September 23-25, 2005 • Anaheim, California
- *International Foodservice Expo (FRA)*  
September 9-11, 2005 • Orlando
- *National Ice Cream Retailers Association Convention*  
November 16-19, 2005 • Scottsdale, Arizona

**JOIN US AS WE  
SHAKE THINGS  
UP AT NAFEM**

In September, the rumbling in California won't be an earthquake. It'll be the foodservice industry heading for the NAFEM show. Thousands will be in Anaheim for this event of "seismic" proportions. Visit the epicenter, booth 6020, and see how Master-Bilt is shaking things up with new products like gelato cases, blast chillers and more.

The  
**NAFEM**  
Show

September 23-25, 2005  
Anaheim Convention Center  
Anaheim, California, USA



## Partners in Success

### Garlic Jim's Famous Gourmet Pizza Everett, Washington

It was just over a year ago when Dwayne Northrop, a 15-year pizza delivery veteran, and a few other partners created the idea of Garlic Jim's Famous Gourmet Pizza, a pizza franchise that makes fresh, gourmet pizzas to order and delivers them fast. Northrop is now president of a very successful company with 44 franchises in Washington, Oregon and Arizona. With each custom pizza order, pies are made up fresh, rather than having pre-made pizzas sitting on a prep table to heat in an oven.

Garlic Jim's Food and Equipment was created to supply and install the equipment for each location and, in turn, help the individual units produce the best possible product. At the 2004 International Pizza Expo in Las Vegas, Northrop and several other members of Garlic Jim's Food and Equipment met with Master-Bilt to discuss equipment options and synchronization at every location.

Master-Bilt suggested their PPT-67 pizza prep table, as well as a standard 8 ft. x 12 ft. walk-in cooler with a roof-mounted PRS-2 series packaged refrigeration system. "After our first equipment delivery, we realized that the pizza prep table didn't line up in height to our slap table," says Northrop. "We told Master-Bilt about this right away, and after fixing our first unit, each unit thereafter had smaller casters, customized for our operation."

Garlic Jim's chose Master-Bilt's PPT-67 because, according to Northrop, "it was a well built, solid piece of equipment." The pizza prep table meets all NSF standards, it doesn't freeze product at the bottom of the bins and its size fits the design of each Garlic Jim's franchise.

Because the pizzas are made fresh daily, the walk-ins are utilized extensively to keep the vegetable and topping bins stocked and dough readily accessible.

Each walk-in is equipped with a PRS-2 system, which is designed for easy installation. "We don't need a service

technician for each store opening. After the unit is dropped off, we simply plug it in and start using it," says Northrop. The PRS-2 systems reduce the noise in the kitchen but, more importantly, they remove heat which decreases the air conditioning load and lowers energy costs.

"We looked at nearly 10 different walk-in manufacturers, and found Master-Bilt's durability, temperature control and packaged refrigeration system unbeatable at the price," says Northrop. "Our company is all about quality, and we deliver that message with our pizza, our employees and our equipment," he continues.

In addition to the equipment installed at each Garlic Jim's location, Garlic Jim's Food and Equipment operates two commissaries for food distribution from Master-Bilt refrigerated warehouses. "We created two commissaries to ensure that each location uses only the highest quality of ingredients consistently," says Northrop. "Our commissaries have to stand up to constant utilization, doors being opened and constant commotion."

One commissary is in Washington and serves Oregon, Idaho and Washington. The second location in Arizona covers that state, and soon Las Vegas and Southern California, where the company plans to expand. The franchise operations don't have freezers, so products are delivered fresh every three days from the commissaries.

The Master-Bilt walk-in cooler in the Washington commissary is 24 ft. x 24 ft. x 16 ft. high including a 12 ft. square freezer for extra products. The walk-in has special doors for pallet jack access or can be used one door at a time for individual use. The commissary cooler in Arizona measures 20 ft. x 16 ft. by 16 ft., with a freezer section measuring a bit smaller than the Washington commissary.

"For the rest of the year, we're looking at a store opening nearly every other week, and we know that at each opening, our equipment will be on time and working well," says Northrop

### 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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Lynn Burge, Editor



908 Highway 15 North • New Albany, MS 38652  
Phone: 800-647-1284 • Fax: 800-232-3966  
Email: [sales@master-bilt.com](mailto:sales@master-bilt.com) • [www.master-bilt.com](http://www.master-bilt.com)