

Cool It!

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MB MASTER-BILT®
Refrigeration Solutions

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PARTNERS IN SUCCESS: DILLON PROVISION

Master-Bilt Appoints New President

Master-Bilt is proud to announce the appointment of David Parks as company president as of June 15, 2007.

Parks is a seasoned executive with over 20 years of domestic and international managerial and marketing experience, with specific experience in manufacturing, sales, installation and service. Prior to joining Master-Bilt, he was senior vice president and chief operating officer for Haier America in Columbia, South Carolina. Earlier, he was president, chief financial officer, chief information officer and vice president of logistics, service and operations for Goodman Manufacturing of Houston, Texas.

Haier sells and manufactures refrigeration equipment while Goodman is a major manufacturer and distributor of HVAC equipment.

Parks holds an M.S. degree in industrial engineering from the University of Tennessee and a B.S. degree in industrial engineering from Purdue University.

"Master-Bilt's excellent industry reputation, coupled with their quality products makes this opportunity exciting for me," says Parks. "As a fast growing company, Master-Bilt's continued advancements in the foodservice industry is thrilling and I'm proud to be a part of that."

Byers & Labat Joins Sales Team

Master-Bilt is pleased to welcome Byers & Labat Marketing Group as our new sales representative for the Las Vegas, Nevada and Southern California region.

With over 100 years of combined commercial foodservice experience, Byers & Labat serves a variety of markets including restaurants, casinos, hotels, institutions, prisons, hospitals, schools and many others.

Headed by Susan Byers and Mario Labat, with four other team members, their industry knowledge, relationships and sales experience make up a formula for a dynamic sales team.

"We decided to represent the Master-Bilt

line because of the innovative technology, the quality and the reputation of the equipment," says Byers. "Working with Master-Bilt, we are able to specify a broad range of equipment options, rather than a single piece, a benefit our customers will certainly enjoy."

"Byers & Labat Marketing Group has extensive industry knowledge and will be an outstanding representative for us in Southern California and Las Vegas," says Bill Huffman, vice president sales and marketing at Master-Bilt. "Their dedication, knowledge and experience with foodservice equipment will be a major asset to our customers."

Answering A Few Gelato FAQs

With frozen desserts continuing their rise in popularity, many businesses from bakeries to coffee houses are branching out into the frozen arena to capitalize on the trend. One of the “hottest” dessert offerings is, of course, gelato. This Italian import has taken off faster than a Ferrari on a speedway.

Because so many businesses are interested in increasing revenue with gelato, we’re frequently asked for recommendations on equipment and product storage. With that in mind, we’re pleased to offer answers to a few of the most commonly asked questions.

1. What are the minimum equipment needs for holding and merchandising gelato? Plainly speaking, you need a case made especially for the job. The case must be able to hold the temperature range required for the right gelato consistency without melting or hardening.

Typically, cold wall cases, such as dipping cabinets, aren’t as well suited to hold this consistency as the forced air cases specifically designed for a high end product like gelato.

2. What are the important factors to consider when deciding which gelato equipment to purchase? First, look for con-

venience. For example, find a gelato case that has a top-hinged front lid that will allow you to easily open and clean the inside of the case as needed. A top-hinged lid also helps prevent corrosion by keeping spills from collecting in the usual bottom hinge area.

Second, look for equipment that can be serviced easily and quickly if the need arises. A U.S.-manufactured gelato case allows you to find parts and service in the States without dealing with the delay of overseas shipments.

Of course, quality of the equipment is always a concern. It defeats your purpose if you buy a less expensive case and it continually breaks down.

3. What temperature ranges are required for holding gelato in a display case? Typically 5-10°F.

4. How long can you expect gelato to last in a display case? We’ve heard of gelato lasting for over a week but, ideally, it’s taken out of the display case every night and put into a storage freezer where it’s covered.

For more answers to gelato or other equipment needs, give us a call at 800-647-1284 or visit www.master-bilt.com.





Product Scene

Master Controller & Reverse Cycle Defrost Make Hit At NRA Show

Amid many new Master-Bilt product debuts at this year's NRA show, the Master Controller with reverse cycle defrost was one of the most popular.

See the Master Controller and reverse cycle defrost advantages for yourself at: www.master-bilt.com/video/training_001

As reported in the last issue of *Cool It!*, the Master Controller/reverse cycle combination was a winner of the 2007 Kitchen Innovations Award sponsored by the National Restaurant Association.

Featured in Master-Bilt's booth and in the Kitchen Innovations pavilion, the energy-saving walk-in refrigeration system option was a hit with a variety of visitors. Master-Bilt personnel were onhand to give live demonstrations of the patented process.

"A lot of visitors were impressed with how quickly reverse cycle defrost works," said Pat Melvin, Master-Bilt engineering manager. "Of course, the energy savings was also a major interest point."

All-New And Air-Thru

The NRA Show was also the stage for the unveiling of the ATMC series milk coolers. More than just another forced-air milk cooler, the ATMC's exclusive air-thru design allows for superior air-flow, which also permits the refrigeration system to perform at maximum efficiency with reduced energy consumption. Compared to other forced-air milk coolers, the ATMC models offer a greater capacity for return of the "produced air" to the unit cooler.

The ATMC series comes in six models: three single access ATMC models and three dual access ATMC-D models. All feature standard stainless steel interior and exterior construction with optional white painted steel on the ATMC models. All models also have a modular

refrigeration system mounted on the cooler's side making service easy and efficient.

The new milk coolers have a fold-back door that locks to safely stay open during use. This safety feature is especially important in situations where children are reaching in to obtain their own milk during lunch or snack time. There are four easy roll swivel casters, two of which lock, ensuring the coolers stay safely in place when necessary. ATMC coolers feature the lowest entry point in the industry, allowing for easy access for small children as well as stocking product. Additionally, the insulated door ensures the unit stays at an operating temperature of 38° F.



ATMC single access (top) and ATMC-D dual access models feature superior air flow, easy-access modular refrigeration systems and the lowest entry point in the industry. Plus, the single access models are Energy Star and California Energy Code certified.



Nobody who ever gave his best regretted it.

-George Halas



JUST FOR GRINS

A Man Walks Into A Bar...

A man walked into a bar sat down and told the bartender, "I have something truly amazing to show you."

The bartender, having heard many such promises before, was not convinced. But he watched the man anyway.

The man pulled from his coat pocket a tiny piano and chair. From another pocket he pulled a tiny mouse. From a third pocket he pulled a butterfly and put it on top of the piano. Then the mouse proceeded to play the piano and the butterfly sang a beautiful song.

The bartender was truly amazed, but the man looked uncomfortable. He put his tiny act back in his pockets and started to leave, but when he reached the door he turned back.

"Look," the man said to the bartender, "I have a confession to make. This act is not all that amazing."

"Oh, you put one over on me then," the bartender said.

"Oh, yes," said the man. "That butterfly can't sing at all. The mouse is a ventriloquist."

—As retold from *Good Clean Jokes*, by Anne Kostick, Charles Foxgrover and Michael J. Pellowski

A Horse Tale

A motorist was driving in the country when suddenly his car sputtered and died. Frustrated the driver got out of the car, popped the hood and tried to locate the trouble. Just then he heard a voice say, "Something's wrong with your carburetor."

Surprised the motorist looked around to see where the voice was coming from, but he only saw an old horse standing nearby. Shocked, the motorist asked, "Did you say something?"

"I said something is wrong with your carburetor," the horse repeated.

The motorist was overcome with excitement and dashed off to the nearest house to report the incident to the farmer there.

"Was it a gray horse with one pale eye?" the farmer asked.

"Yes, yes. That's the one!" cried the motorist.

"Well, I wouldn't be paying much attention to him," the farmer said. "He don't know much about cars."

—as retold from *Laughter for Teens*

New Key Customers

Thanks to these companies for joining the Key Customer network:

Arco, Inc.
Toledo, OH

Badger Popcorn
Madison, WI

Bay Equipment Co.
Tampa, FL

**Benedict Refrigeration
Service**
Eau Claire, WI

Boxer-Northwest Co.
Portland, OR

C. E. Holt Refrigeration
Charlotte, NC

Cochran Scales
Lafayette, LA

**Commercial
Refrigeration**
Birmingham, AL

**Knapp Supply &
Equipment**
Casper, WY

Refrigerama
Catano, Puerto Rico

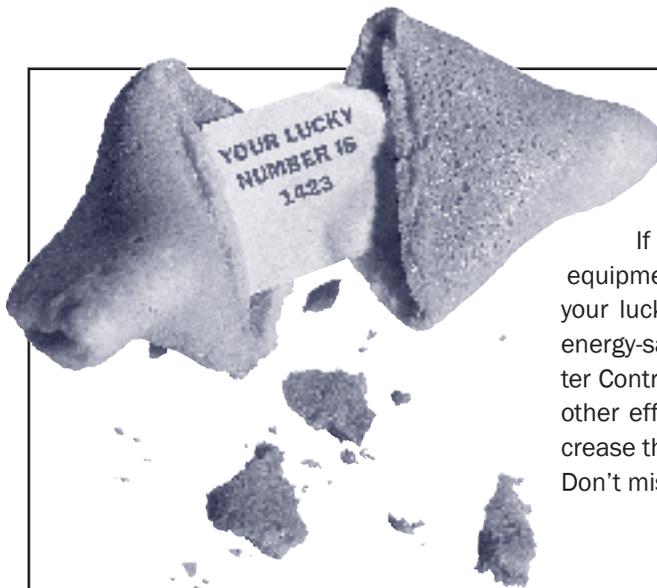
Stallings Refrigeration
Charlotte, NC

Storecraft, Inc.
Corpus Christi, TX



Upcoming

- Western Foodservice & Hospitality Expo
August 18-20, 2007 • Los Angeles, CA
- Florida Restaurant & Lodging Show
September 7-9, 2007 • Orlando, FL
- NAFEM Show
October 11-13, 2007 • Atlanta, GA
- National Ice Cream Retailers Association
Convention
November 6-10, 2007 • San Antonio, TX



...As in Booth 1423 at the NAFEM Show.

If you're looking for the latest in refrigeration equipment from dipping cabinets to walk-ins, don't try your luck anywhere else. Improve your "fortune" with energy-saving products such as the award-winning Master Controller with reverse cycle defrost. This and many other efficient products on display are designed to increase the odds of keeping more money in your pocket. Don't miss out!

The
NAFEM
Show

October 11-13, 2007
Georgia World Congress Center
Atlanta, Georgia, USA



Partners In Success

Dillon Provision Dillon, SC

As one of the Carolinas' premier meat distributors, Dillon Provision must have reliable refrigerated warehouses to assure their customers are receiving the freshest meats upon delivery.

"It all starts at the warehouse. If we don't have reliable refrigeration and freezers, product integrity is in jeopardy," states Dan Bozard, president of Dillon Provision. "Quality and freshness are the advantages we offer our customers."

Dillon Provisions started 55 years ago as a custom slaughterhouse, supplying freezer storage space for customers who didn't have their own home freezers. As times changed and people began having refrigerators in their homes, Dillon Provision shifted its focus to distribution.

After a fire destroyed their facility in the mid-1980s, Dillon Provision had to rebuild from the ground up. "We decided that if we were going to make major expenditures, we were going to make sure we had the best refrigerated warehouse available," Bozard recalled. When it came to choosing their refrigeration needs, they learned of Master-Bilt and made a trip to the factory.

Bozard saw how exceptionally the panels were constructed, and that made the decision easy. They placed their first order in 1986 for two 900 square foot coolers, one 900 square foot freezer and a 3900 square foot loading cooler.

Over the next decade the company experienced a steady growth. In 2001 they outgrew their space and without hesitation Bozard contacted Master-Bilt. "It was an easy decision to make, since the panels and refrigeration units Master-Bilt put in 15 years earlier had been virtually maintenance-free all those years."

Bozard was surprised to find out Master-Bilt had the blueprints from the Dillon Provisions installation back in 1986. "Now that's customer service if I ever saw it," exclaims Bozard. With all the floor plans, engineering and specifications in the files, Master-Bilt seamlessly designed and shipped a 2225 square foot freezer addition.

Five years later, as business kept growing, Dillon Provision found themselves once again turning to Master-Bilt for another 4300 square foot freezer and 2300 square foot cooler expansion.

Today, Dillon Provision distributes about 356,000 pounds of fresh beef and pork per week to retailers and processors within a 160-mile radius. Inventory turns every eight days, with 46 inventory turns a year. "It's a constant in-and-out process, and with that kind of turnaround, our refrigerated warehouses have to take the continuous opening and closing of doors and temperature changes," says Bozard.

Not only do Master-Bilt coolers and freezers hold the perfect constant temperatures for Dillon Provision, but their engineers designed a special cut-off system so the blowers can be turned off while employees are working in the minus 20 degree freezer. "We could have guys in the freezers for a couple of hours," says Bozard. "If they get brain freeze and forget to turn the blowers back on, after two hours they automatically turn on."

Dillon Provisions now occupies a total of 15,470 square feet under Master-Bilt refrigeration: 11,120 square feet in coolers and 4,350 square feet in freezers. When the time comes to expand again, according to Bozard, "we will let history repeat itself. We have all the confidence in their engineering. It's worked for us since 1986 and we look forward to working with Master-Bilt as our future unfolds. We have found a partner in Master-Bilt. Why change a good thing!"

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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