

# Cool It!

Published by

**MB MASTER-BILT**  
Refrigeration Solutions

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### PRODUCT SCENE:

**CTF SERIES OFFERS POINT OF PURCHASE POWER, INCREASING ATTRACTION FOR RETAILERS, DRS DEBUT, REAR SERVICE DOORS MAKE STORAGE EASY, GELATO CASE A BIG HIT AT NAFEM**

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**PARTNERS IN SUCCESS:  
SOUTHERN QUALITY MEATS**

## Helping Those Affected By Hurricane Katrina

As many of you know, Master-Bilt is based in New Albany, Mississippi. We were not in the direct path of Hurricane Katrina but we've all been affected by the devastation brought to the gulf coast area of our home state, including Gulfport and Biloxi. Both towns were wiped clean of homes, hotels, and resort areas. Since Katrina's path of destruction, the country has come together to help those devastated rebuild their homes and their lives. Getting to that path has not been an easy road, as much of southern Mississippi was demolished, and obtaining items like water, food, diapers, fuel and medicine has been very difficult. In fact, it has been through the generosity and donations of millions of Americans and large, corporate companies that much of the area has even gotten these necessities.

Master-Bilt also extended a helping hand to those affected down south. To help keep

food and other supplies refrigerated, walk-in coolers and other equipment were sent to help with the relief efforts. Additionally, many of Master-Bilt's customers contributed equipment, food, water, ice, diapers, medicines and many other desperately needed items. As the rebuilding effort continues, please look to the following charities if you're feeling generous and looking for a place to give:

- [www.redcross.org](http://www.redcross.org)
- [www.bushclintonkatrinafund.com](http://www.bushclintonkatrinafund.com)
- [www.uw.org](http://www.uw.org)
- [www.savethechildren.org](http://www.savethechildren.org)
- [www.give.org](http://www.give.org) (for an extensive list of charitable organizations)

Master-Bilt is keeping those affected by Hurricane Katrina, as well as Hurricane Rita, in our thoughts and prayers. We are grateful for the many inquiries concerning our well-being and for the contributions to the victims in our state. As the rebuilding efforts get underway, we look forward to the day that our state is back in order, our citizens are in their homes, and businesses are open 9am to 5pm.



Walk-ins leave the Master-Bilt factory bound for the Mississippi Gulf Coast. The walk-ins, along with other equipment, went to an Ocean Springs church to aid in the storage and distribution of food for those in the devastated community.



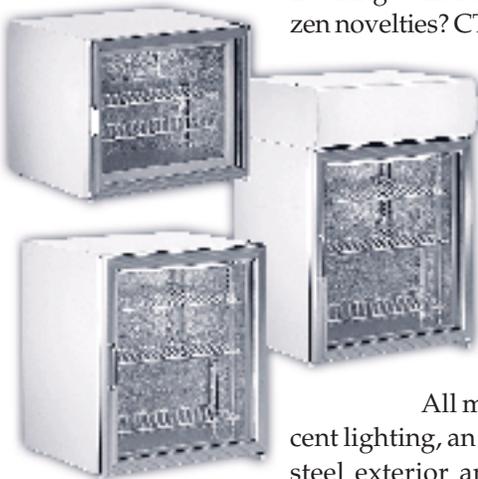
## Product Scene

### CTF Series Offers Point Of Purchase Power

Looking to increase impulse buying on frozen novelties? CTF series countertop freezers will do the trick.

Their small size and visibility make them perfect for impulse buys near checkouts and other high traffic areas. There are five models in all with the CTF-47, CTF-127 and CTF-137 featuring top lighted graphic panels.

All models have interior fluorescent lighting, an aluminum interior, painted steel exterior and wire shelves. The wire shelves are adjustable in the CTF-125, CTF-127 and CTF-137.



CTF countertop freezers are available in five models. Three models, CTF-47, CTF-127 and CTF-137 have standard top lighted graphic panels.

### Increasing Attraction For Retailers

Retail store owners and operators will be especially pleased with the new BLG-HDA and BMG-A glass door merchandisers and enhanced QMVM open display models.

The BLG-HDA and BMG-A models are variations of our widely-used BLG and BMG merchandisers but with a lighted graphic panel over the doors. This feature draws more attention to products and makes it easier for the customer to find the items in a busy store. Current models include both two- and three-door freezers and coolers.

About the only thing retailers like more than strong p.o.p. attraction is more packout. Sales space is always at a premium so we're making the QMVM series more efficient by extending the top hood of the unit to accommodate more product. Each of the three standard shelves (six in the QMVM-72) is now 14 inches deep allowing store owners to keep more items in front of customers.

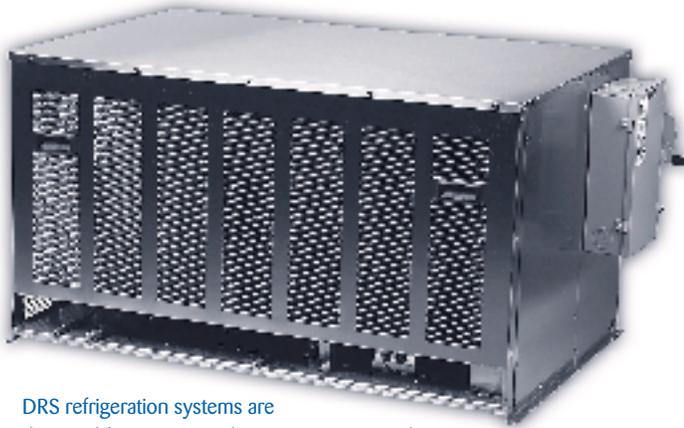
### DRS Debut

Many of you have heard about our MRS multi-compressor modular refrigeration systems. They contain up to 14 refrigeration



BLG-HDA and BMG-A models feature a standard lighted graphic panel to attract sales for retail operators.





DRS refrigeration systems are designed for remote applications requiring only a two-compressor system.

modules allowing business operators to remote the refrigeration systems in walk-ins, reach-ins, undercounters, ice machines and more. But what if you only require a two-compressor unit to run all your equipment? The DRS series dual-compressor system is the answer.

An economical alternative to the MRS series, DRS models share many of the same quality construction and features as well as fitting the same range of applications in hotels, c-stores, QSRs and cafeterias.

DRS systems feature:

- Compressors that use a separate refrigerant circuit providing independent function of each system
- Scroll compressors for freezer applications up to 5 HP
- Hermetic compressors for cooler applications up to 3 HP
- Common base and frame assembly
- Standard galvanized finish with optional stainless steel finish

The Master Controller and reverse cycle defrost are also options on the DRS series.

### Rear Service Doors Make Storage Easy

The new optional rear service doors for DD series deluxe dipping/display cabinets facilitate product storage and increase product accessibility. While many ice cream

retailers choose to store their extra product beneath the open tubs of ice cream instead of investing in a separate freezer, Master-Bilt is bringing together the best of both worlds to maximize equipment and product storage space. Rather than having to remove the open tub and shelf within the actual dipping cabinet, Master-Bilt has engineered a rear service door that gives easy access to backup product. Optional service doors are available on most models in the DD series.

### Gelato Case A Big Hit At NAFEM

The new GEL-12 gelato case proved to be one of the top attractions in Master-Bilt's NAFEM show booth in September as a steady stream of visitors dropped by to observe the features and benefits firsthand.

Whether it was because of the all-American construction, top hinged lid or other features, the GEL made a big impression with a lot of attendees at NAFEM.

As stated in the last issue of *Cool It!*, the GEL series consists of three sizes: GEL-6, GEL-9 and GEL-12 with the suffix denoting the number of European five-liter pans that can be fit across each merchandiser's width.



The GEL-12 gelato case during a "quiet" moment at the NAFEM show.



Everyone driving slower than you is an idiot. Everyone driving faster than you is a maniac.



—George Carlin

# JUST FOR GRINS

## The Importance Of Proofreading...

The following is a list of newspaper corrections that has been widely circulated over the Internet:

- Important notice: If you are one of hundreds of parachuting enthusiasts who bought our Easy Sky Diving book, please make the following correction: on Page 8, line 7, the words state zip code should have read pull rip cord.
- There was a mistake in an item sent in two weeks ago which stated that Ed Burnham entertained a party at crap shooting. It should have been trap shooting.
- There are two important corrections to the information in the update on our Deep Relaxation professional development program. First, the program will include meditation, not medication. Second, it is experiential, not experimental.
- Our newspaper carried the notice last week that Mr. Oscar Hoffnagle is a defective on the police force. This was a typographical error. Mr. Hoffnagle is, of course, a detective on the police farce.
- In a recent edition, we referred to the chairman of Chrysler Corporation as Lee Iacocoo. His real name is Lee Iacacca. The Gazette regrets the error.
- Apology: I originally wrote, "Woodrow Wilson's wife grazed on front lawn of the White House." I'm sorry that typesetting inadvertently left out the word "sheep."
- In one edition of today's Food Section, an inaccurate number of jalapeño peppers was given for Jeanette Crowley's Southwestern Chicken Salad recipe. The recipe should call for two, not 21, jalapeño peppers.
- The marriage of Miss Freda vanAmburg and Willie Branton, which was announced in this paper a few weeks ago, was a mistake which we wish to correct.

—from various online sources

## So, You're Finally Going To Get That Promotion...

Once, a long time ago, an editor on an exotic adventure was captured by cannibals.

"Unhand me!" he cried out indignantly. "I am an editor, and I demand immunity of the press!"

"Most interesting," the cannibal chief, who had graduated from Columbia years before, but had fled society to find the meaning of life, said. "Are you a senior editor or a regular editor?" the chief demanded to know.

The man hung his head in shame and admitted to the cannibal chief that he was, indeed, only a mere editor.

"Well, you can consider this your lucky day. And let me be the first to congratulate you on your impending promotion," the chief said warmly. "After dinner tonight you'll be editor-in-chief."

—adapted from Laughter Incorporated by Bennett Cerf

## New Key Customers

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

**CFM Distributors**  
Kansas City, MO

**ECR, Inc.**  
Lyndhurst, VA

**Great Lakes West**  
Mattawan, MI

**Paramount Rest. Supply**  
Warren, RI

**Warehouse Store Fixture**  
Waterbury, CT



## Upcoming

- National Ice Cream Retailers Association Convention  
November 16-19, 2005 • Scottsdale, AZ
- Great Lakes Ice Cream & Fast Food Show  
February 3-4, 2006 • Lansing, MI
- North American Pizza & Ice Cream Show  
February 19-20, 2006 • Columbus, OH
- Upper Midwest Restaurant Show  
February 19-21, 2006 • Minneapolis, MN
- Wisconsin Restaurant Show  
March 13-15, 2006 • Milwaukee, WI
- Northwest Foodservice Show  
April 30-May 2, 2006 • Tacoma, WA
- National Restaurant Association Show  
May 20-23, 2006 • Chicago, IL
- Western Foodservice & Hospitality Show  
August 26-28, 2006 • Los Angeles, CA
- Florida Restaurant Show  
September 8-10, 2006 • Orlando, FL
- National Ice Cream Retailers Association Convention  
November 8-11, 2006 • Savannah, GA

**MB MASTER-BILT®**  
Refrigeration Solutions

## CUSTOMER TRAINING SEMINAR

**JANUARY 24-25, 2006**

Join us for a two-day meeting designed to guide you through our company, our people and our products. Each session will be lead by experienced Master-Bilt staff who know the refrigeration industry inside out.

For a tentative agenda, go to [www.master-bilt.com/trade/trade.htm#training](http://www.master-bilt.com/trade/trade.htm#training). To sign up, contact your local Master-Bilt sales representative or call Donna Teague at 800-647-1284 or email [sales@master-bilt.com](mailto:sales@master-bilt.com).

**FCSI members can now receive up to four CEUs for attending. Call us for details.**





## Partners in Success

### Southern Quality Meats And Ken Jeter Store Equipment Pontotoc, Mississippi

Nearly 12 years ago, Southern Quality Meats of Pontotoc, Mississippi began a relationship with Master-Bilt that stands as strong today, if not stronger, as it did back then. It started with a holding freezer that is still used today, in conjunction with a second freezer, to ship finished frozen breakfast sausage to 17 states across the U.S. "Our equipment runs today like it's supposed to," says Don Haynie, president of Southern Quality Meats. "We bought the first holding freezer 12 years ago, and when capacity increased, we bought our second unit 5 years later. Now we use both freezers to hold 400,000 pounds of finished frozen breakfast sausage prior to shipping."

While both freezers supplied adequate ease of shipment, it was Southern Quality Meats' need to properly process the breakfast sausage that brought them back to Master-Bilt. "We were using a small Master-Bilt freezer with additional air handling units on a much smaller size. It did OK, but we needed the capacity to process much more meat," Haynie went on to say.

Southern Quality Meats put out an RFP for a new blast chiller that would have the capacity to properly bring down the temperature of hot boned pork products. The objective for Southern Quality Meats was to have good and high quality breakfast sausages processed in a timely manner. The meat, which is near 94°F, has to be dropped down to -30°F in 24 hours, and then brought back up to between 12° and 18°F for slicing. To maintain the quality of meat, the process has to be started within five minutes of boning.

"We had four companies come in for the project, but it was Master-Bilt's contagious enthusiasm that fit the bill," says Haynie. While it was a tough project, the designers at Master-Bilt truly enjoyed the challenge to create the

best solution possible. "We were really building a one-of-a-kind blast chiller for Southern Quality. We recognized the challenge, but knew we could succeed if given the chance," says Kenny Owen, engineering manager at Master-Bilt.

Southern Quality Meats needed a blast chiller that could bring down the temperature of 50,000 pounds of hot boned pork product after it was sleeved. It would need to get below -30°F, and it would need a continuous airflow of 30 mph. The biggest challenge was bringing the temperature back up to 12° to 18°F for slicing consistently.

Master-Bilt custom-built a blast chiller in the shape of a lazy "L," that sloped 120 degrees to handle the 24 hour constant turnover. The blast chiller was then sent to Ken Jeter Store Equipment, Inc., in Tupelo Mississippi, to engineer and install it. The unit, which was completely installed by February of 2005, stands 60 feet long and 14 feet wide.

"Once we had the equipment installed, we took the time to test the equipment, make sure product temperature was consistent with good quality meat temperatures, and ensured Southern Quality Meats that they had the best blast chiller in their facility," says Ken Jeter, President, Ken Jeter Store Equipment, Inc.

"We were very pleased with their attitude and their efficiency. They wanted to ensure that the equipment worked as well as they had imagined, and it did," says Haynie.

The installation of the equipment prior to the spring season really helped increase capacity at the facility. Additionally, the unit performed great during the summer season, a great concern for Southern Quality Meats. "Understand that a Mississippi summer brings triple digit temps and high humidity," says Haynie. "The unit outdid itself!"

### 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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