



PARTNERS in SUCCESS

*Cool Solutions for
Customer Projects*

CABINETS

Kwality Ice Cream

Edison, NJ

When professional food technology consultant Dr. Kanti Parekh dreamed of opening up an ice cream parlor, he knew he wanted it to be different – something that would put a new spin on the taste of ice cream. Holding a Ph.D. in food technology with a specialty in flavor from Rutgers University, he wanted

“It seemed like everyone we asked, the answer was still the same. Turn to Master-Bilt® for your refrigeration needs; their quality, reliability and customer support is second to none.”

to create unusual, yet healthy ice cream flavors that would be unique to his shop. As the inventor of Lipton’s Cup O’ Soup, he knew the development of the ice cream would be the easier part of his endeavor. Finding a manufacturer to make the flavors and setting up an ice cream parlor to sell them would be a bit more difficult.

After establishing his manufacturing facility in Edison, New Jersey, Dr. Parekh was ready to test flavor mixes, try new ideas, and

create the low fat, healthy ice cream alternative he envisioned. Inspired by his Indian heritage, Dr. Parekh used the finest spices, fruits and nuts to create indulgences like Alphonso King Mango, Tropee Lychee and Kaju Khis (cashew raisin). With 32 newly inspired flavors, Dr. Parekh was ready to move his ice cream from the manufacturing line to his new Kwality Ice Cream parlor. But, as the new flavors churned out, Dr. Parekh didn’t

know where to find refrigeration components necessary to run an ice cream parlor. Chuck Geisel, a good friend and 40-year ice cream aficionado, recommended that Dr. Parekh work with a single source equipment manufacturer for all of Kwality’s needs and suggested Master-Bilt®.

“It seemed like everyone we asked, the answer was still the same. Turn to Master-Bilt® for your refrigeration needs; their quality, reliability and customer support is second to none,” says Dr. Parekh.

After speaking with Dr. Parekh, Dave Entrekin, Master-Bilt®’s regional manager for the New Jersey area, teamed up with Stan Berkowitz of Leon Berkowitz Associates, the manufacturer’s rep in the New Jersey area, to consult with Dr. Parekh at the Edison location. From previous experiences, both suggested a DD-88 dipping cabinet. Since the cabinet was six feet long, there was no problem lining up two units to hold all 32 flavors. Additionally, Master-Bilt®’s FIP-50 was suggested for in-store display of ice cream cakes for special occasions. “I really like the FIP-50 as the lighting allows customers to see the cakes inside, as well the large display area for my sign to show that custom made ice cream cakes are available for sale,” says Parekh.

Soon after the Edison parlor opened, Dr. Parekh opened up his Jersey City, New Jersey location. For this site, Kwality Ice Cream needed some additional storage space for gallons of finished product and ice cream cakes. So with Master-Bilt® equipment in front, it was time to decide on equipment for back of house. “The decision was easy. My Master-Bilt® equipment was working very well, and I knew they had the equipment I needed for back of house, so I called on Dave and Stan to help me spec out the space.”

Entrekin and Berkowitz had two suggestions for Kwality’s second parlor; a 6 ft. x 6 ft. walk-in freezer for finished product and an IHC hardening cabinet for ice cream cakes. Dr. Parekh implemented each piece of equipment.

Dr. Parekh says, “Wherever our parlors go, Master-Bilt® equipment will come with us!”

WALK-INS

Old Fort Bay Club

New Providence Island, Bahamas

Master-Bilt® got a unique opportunity to play an important part in restoring history 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 rescued the

“We went with Master-Bilt® because we needed a unit that would hold up with time and stand up to the elements.”

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 magni-

tude 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.

Oakhill Correctional Institute Oregon, WI

Oakhill Correctional Institute in Oregon, Wisconsin recently built a new facility housing a centralized kitchen to feed over 700 inmates and 50 employees. The floorplan called for a huge combination walk-in system designed by the food administrator to meet exacting food safety requirements.

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“We have a lot of frozen meats and need to make sure they stay at the correct temperature even during preparation,” says Stephen Bremer, food administrator at Oakhill Correctional Institute.

For that reason, Bremer contacted Kavanaugh Restaurant Supply, Inc. to provide an intricate system with internal access to a separate freezer in the meat thawing room and a cooler in the working walk-in where meats were prepped. “This system assures our frozen meats move directly from freezer to thawing room, and back and forth from refrigerator to working walk-in prep area, all the while staying below room temperature.”

The 60 foot long inline walk-in system features five sections with exterior doors: working walk-in, meat thawing room, dairy, produce and freezer with direct access to the loading dock.

The working walk-in, equipped with two large viewing windows, sinks, tables and electricity, is kept between 40-45°F so workers are comfortable. A separate rear access walk-in cooler stores all the meats at 38°F prior to and after prep.

Next is the meat thaw room with rear door access to the storage freezer. This freezer runs 40 feet down the rest of the length of the inline system, behind the dairy and product coolers, all the way to the loading dock. “Since these cooler sections share the wall of the freezer, we’re able to use the cold conducted through the freezer panels to help cool the space and reduce refrigeration load,” says Bremer.

The new building went up faster than expected. A good thing because Oakhill Correctional Institute was under the gun (no pun intended) to get the walk-in up and running. “Master-Bilt® went above and beyond their manufacturing schedule and was able to supply the system in three weeks,” says Scott Granath, project manager with Kavanaugh Restaurant Supply.

Oakhill’s custom walk-ins feature diamondtread exterior kickplates and windows on the doors. Plus the six different sections were built to wrap around support columns.

“Master-Bilt® designed and built a really nice system that runs flawlessly,” states Bremer.

Sysco

Louisville, KY

Sysco, one of North America's leading foodservice marketers and distributors, is dedicated to helping their customers succeed. That's why they offer hands-on equipment training in their state-of-the-art facilities.

One such facility is a show kitchen located in

“Sysco wanted to install a test kitchen to see how a working repackaging operation would save time and money.”

Louisville, Kentucky. After the successful installation of two Master-Bilt® walk-ins in the kitchen, Sysco challenged John Dishman of Koehler Borden & Associates, based in North Canton, OH, to provide a walk-in cooler to serve as a workstation for repackaging raw fish.

“Sysco wanted to install a test kitchen to see how a working repackaging operation would save time and money,” says Dishman.

The roughly 22 x 14 foot walk-in is complete

with running water and full prep kitchen. Inside, three employees cut the bulk fish, repackage it and label it to be resold. The walk-in is equipped with two doors, one on either end of the walk in, with large viewing windows for supervisors to look in at the workers without having to open the door and risk causing temperature fluctuations.

“This is a very unique use of a walk-in,” says Dishman who goes on to explain that one of the main concerns was that the temperature be maintained between 34 to 38°F. “Just the body temperature of the three workers inside the walk-in during the day can make a difference in balancing the temperature of the unit.” To meet the challenge, Dishman upsized and increased the capacity of the refrigeration system, as well as installed more fluorescent lighting so the workers could see better.

Besides the temperature maintenance concern, the local board of health had to approve all the surfaces inside the unit. Stainless steel is the preferred general use metal for the foodservice industry because of its corrosion resistance and durability in most food applications. Sysco's working walk-in was equipped with full stainless steel walls for easy wash down and sanitation purposes.

“With dozens of locations across the U.S. and Canada, I have no doubt that this working walk-in concept will make a huge impact at all the Sysco facilities,” says Dishman.

Prasino Restaurant LaGrange, IL

For a long time it was Peggy Maglaris Kopley's goal to open a green restaurant concept offering a totally eco-friendly environment.

From organic and hormone-free foods to the equipment used in the restaurant, everything needed to be environmentally responsible. With that goal firmly in mind, she turned to Gary Thiakos of Zepole Restaurant Supply to find the most energy efficient equipment. "We have had a relationship with Gary through numerous restaurant projects and knew we could rely on him to provide the right products for our needs. He always looks after us," says Maglaris.

Prasino opened its doors in LaGrange, IL in the fall of 2009. The process to become a Green Restaurant Association (GRA) Sustainabuild™-certified restaurant began immediately. The GRA is a national non-profit organization that has been certifying restaurants for the past two decades by awarding points in each of the GRA's seven environmental categories: Water efficiency, waste reduction and recycling, sustainable furnishings and building

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materials, sustainable food, energy, disposables and chemical and pollution reduction (form more info, see www.dinegreen.com/restaurants/standards.asp#exist).

"Gary did an outstanding job of helping us get the required points for GRA certification. All I had to do was tell him what our goals were and he took it from there. He made sure we qualified for all possible points on the checklist," says Maglaris.

Thiakos provided Prasino with two custom Master-Bilt® walk-ins: One freezer/cooler combo for back of the house inventory and one cooler in the front of the house for prepped foods needed by the cooks during busier periods.

"The walk-ins helped us toward our certification with features like door alarms, vinyl door strip curtains, compact fluorescent lighting, sensed lights, compressor efficiency and the Master Controller with reverse cycle defrost. Gary did all the research and provided us with what was the most efficient system out there," states Maglaris.

Master-Bilt® walk-ins provided Prasino 22 GRA certification points of the 205 needed to become GRA Sustainabuild™ certified. "Master-Bilt®'s efficient and controlled systems helped regulate energy and minimize defrosts which helped me max out the points required," states Thiakos.

Prasino plans on expanding to more locations in the near future. "Currently we are in the process of opening our second location in St. Charles, IL and Gary will take the concepts from the original LaGrange restaurant and implement them in our other stores," says Maglaris. "We could not be happier and plan on using Master-Bilt® walk-ins at our other locations as well."

East Lake Country Club

Atlanta, GA

At over 105 years old, East Lake Golf Club in Atlanta, GA is one of the most prestigious golf courses in the country, and one of the most breathtaking. Designed by architect Tom Bendelow, East Lake is home to the Tour Championship presented by Coca-Cola and the PGA Tour finale where names like Tiger Woods and VJ Singh tee off in search of bragging rights.

But East Lake Country Club is not only known for its course, it is also home to one of the world's

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most elite club houses, masterfully operated by world renowned Executive Chef Michael Deihl. Chef Deihl has 38 years experience in the food and beverage industry, and has overseen kitchens at some of the finer country clubs, hotels, restaurants and catering facilities on the East Coast. As the executive chef of one of the most prominent clubs in the country, chefs worldwide look to

Deihl for advice on everything from ingredients to equipment.

Deihl recently oversaw a renovation of the East Lake clubhouse, expanding the kitchen by 20,000 square feet, tripling its size with an addition of an à la carte area. He first came across Master-Bilt® in October 2007 at the North American Food Equipment Manufacturer's Show in Atlanta, GA. “I went

to the show looking for equipment for the renovation, and Master-Bilt® had everything I needed,” says Deihl. “I was impressed by their professionalism and expansive product line and would recommend them to everyone.”

Deihl purchased a Master-Bilt® walk-in freezer and a walk-in cooler, as well as an award-winning Master Controller with reverse cycle defrost. “Master-Bilt®'s equipment sells itself—it's reliable and durable, everything that a chef looks for in his equipment,” says Deihl. “The walk-ins maintain a consistent temperature and that is so important when considering food safety.”

Deihl says he is most impressed with Master-Bilt®'s Master Controller with reverse cycle defrost. This proprietary process involves a reverse cycle valve added to the condensing unit which reverses the direction of refrigerant flow during defrosts. The reverse cycle is automatically activated by the Master Controller electronic control system, saving the user energy and money as well as adding convenience. “I had a huge problem with defrosting before, to the point that I would have to go into the cooler with a torch and melt the ice myself,” says Deihl. “Now my old walk-in cooler has a new Master Controller and it is just fantastic. It works like a brand new cooler.”

The compressors for the equipment had to be installed on the roof and Deihl says he expected some hitches in the process. “The Master-Bilt® installer (Direct South) ran the pipes from the refrigeration system to the roof with absolutely no questions or problems,” says Deihl. “My overall experience with Master-Bilt® has been tremendous.”

The renovation started in March 2008 and was completed in September 2008, just in time for the Tour Championship. “We have received tremendous feedback on the equipment,” says Deihl. “As a chef, not having to worry about your equipment takes a huge burden off your back. Now I can just worry about my food!”

Le Bleu Corporation Winston Salem, NC

Sean Eller, president of Winston Salem, NC-based Quality Refrigeration Concepts, Inc. knows how important relationships are. When he was just starting his company in 2002, it was Master-Bilt® that gave him his first opportunity installing equipment.

Today, as a Master-Bilt® sales and service provider throughout North and South Carolina and Virginia, he cannot be happier with their customer-focused partnership and quality products.

“I was sold on Master-Bilt®’s quality and their equipment really is quality.”

“You dance with the ones that bring you to the dance,” says Eller. “I reflect on how Master-Bilt® treated me in the beginning and that

is how I treat my customers.”

Eller has built his business through great customer relations and offering the most innovative and technologically advanced product available. “I understand that good business happens through word of mouth and reliable products,” states Eller.

One such connection occurred through an association with Kurt Vernon, the internal refrigeration mechanic at Le Bleu Corporation, who has been in the industry for 30 years. When Jerry W. Smith,

owner of Le Bleu, was looking to build a walk-in freezer/cooler for his new company, Nature’s Pearl, he relied on Vernon’s expert advice.

Vernon strongly suggested Master-Bilt® but Smith was still looking at other manufacturers. “In the end we submitted a simple layout and eventually got the job based on Master-Bilt®’s 70 years of experience and their willingness to stand behind their product,” says Eller.

Nature’s Pearl manufactures a line of supplemental products from the muscadine grape seed, a grape that is now proven to stop the growth of prostate cancer cells, as well as many other health related issues. This medicinal grape grows naturally in the southeastern US, and is harvested only one time a year.

Smith is bringing in four million pounds of grapes during harvest season that must be immediately frozen at -20°F. “They pull from these frozen grapes all year long to make all of the Nature’s Pearl products, so a reliable freezer is crucial to business,” states Eller.

Eller supplied Nature’s Pearl with a 60 ft. x 182 ft. cooler/freezer combination warehouse. To assure the warehouse holds consistent temperatures, Eller and Master-Bilt® designed a refrigeration system with five 30 hp condensing units to run the freezer and one 15 hp condensing unit for the cooler.

As the nation’s premier harvester and supplier of muscadine grape seeds, Nature’s Pearl needs to keep up with consumer demand. Smith is now looking to centralize his warehousing and will be building an additional 10,000-15,000 square foot refrigerated warehouse. “I was sold on Master-Bilt®’s quality and their equipment really is quality,” states Smith.

Red Tail Lodge

Vernon, NJ

Rob Younes had one goal in mind when taking on the foodservice operations at the new Red Tail Lodge at Mountain Creek Ski Area in Vernon, NJ – to provide food for thousands of people a day without sacrificing quality. As vice president of lodging and hospitality, Younes knew he had to build his operation with superior equipment and a focus on

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speed, efficiency and consistency.

Serving a thousand people an hour, Red Tail Lodge boasts three beautiful and unique dining experiences on different levels of the lodge with a market, an upscale club called the Hawk’s Nest, and a German Biergarten. To keep a smooth-flowing foodservice operation with a uniform standard

of quality, the luxurious ski resort operates out of one central prep kitchen that distributes menu items to the restaurants throughout the lodge.

Michael Konzelman, vice president of Economy Paper and Restaurant Supply Co. of Clifton, NJ, was brought on as the designer and equipment specifier, and turned to Master-Bilt® for reliable and efficient walk-ins. “We don’t talk enough about energy savings in the restaurant industry. Owners come to expect the large bills,” states Konzelman. “Master-Bilt®’s walk-ins, with their Master Controller Reverse Cycle Defrost system option, offer a huge reduction on costs

that come as a pleasant surprise. It makes for a great argument when replacing your walk-in.”

Konzelman put his refrigeration expert to the task of installing the walk-ins and refrigeration systems. Skeptical at first, Jim Cunningham, owner of Jim’s Air Conditioning, Inc., in Hawthorne, NJ, has turned into a true believer in Master-Bilt®’s Master Controller. “(Master-Bilt® regional manager) Dave Entrekin came in and went through everything with my team once, and within an hour we were up and running. We had never worked on the Master-Bilt® Master Controller before, and this installation changed it for me. I have worked on competitor products and they were nightmares with a lot of electronic problems, extra wiring and restrictions.”

What made Cunningham so pleased was the simplicity of connection for the Master Controller. He was also impressed with how little gas he had to use to pressurize the system. “There is a huge savings on refrigerant compared to normal systems that would take pounds of gas to fill their systems. Master-Bilt® used a third of the amount of gas, which is a big savings to the client.” In the second floor kitchen out to the equipment, he ran almost 130 feet of 1¹/₈" diameter copper line and a 1¹/₂-inch for the return line using only 8 lbs. of refrigerant, where a standard all-mechanical system would take 35 lbs.

Starting from the ground up, the lodge’s basement houses three different walk-ins for receiving, including a beer cooler and freezer/cooler combo unit. On the next level, the main kitchen serves as the prep area with a single walk-in freezer and two walk-in coolers made to look like one inline unit.

“We ran into some issues where we couldn’t do all the prep kitchen walk-ins inline because there was a beam in the way. Master-Bilt® supplied a separate wall panel that installed seamlessly to make it look like an inline system,” says Cunningham.

“Master-Bilt®’s high level of service sets them apart from the typical refrigeration company, fulfilling one of the main goals of the ski lodge – a true partnership,” concludes Konzelman.

Radisson Blu Aqua Hotel

Chicago, IL

As one of the most recent architecturally inspiring developments to hit the Windy City, the Radisson Blu Aqua Hotel, Chicago has not only opened to accolades for its cool award-winning modern exterior design, but for keeping its cool on the inside as well. When plans called for Carlson, the world's

“Durability and energy efficiency were main factors in our selection of Master-Bilt®.”

leading hospitality company, to develop their first North American flagship concept, they knew they wanted to build according to LEED standards and turned to Master-Bilt® to help keep their cool.

“Durability and energy efficiency were main factors in

our selection of Master-Bilt®,” states project manager, Todd Wendell, of Loewenberg Architects. “We assembled a comprehensive group of kitchen design experts and the consensus at the end of the day was that Master-Bilt® was our choice and we went on to complete the project on time and within budget.”

The Radisson Blu opened in November 2011 with three foodservice areas in operation throughout the property. Master-Bilt® engineers, in partnership with Edward Don & Company, tied the refrigeration into Hotel Blu's existing cold water system to save on energy output of the overall system.

The highlight of the Master-Bilt® installation is the water-cooled multi-compressor rack refrigeration system. The rack system utilizes the building's

chilled water system to efficiently produce the necessary refrigeration to support nine Master-Bilt® walk-in coolers and freezers located throughout the hotel in the main banquet kitchen, junior ballroom kitchen and Filini Restaurant kitchen.

The rack system features a modular system design that maximizes configuration flexibility, simplifies service, and provides for future expansion upgrades. The refrigeration modules are composed of individual components that can be configured to serve different medium and low temperature walk-ins and foodservice equipment. This custom designed system provides the most reliable and efficient refrigeration system for the Aqua building and the Radisson Blu.

“LEED certification will further distinguish the Radisson Blu Aqua as the most exciting addition to Chicago's hospitality scene,” stated Wendell. A LEED certification requires excellence in five separate areas including: sustainable building strategies, water efficiency, energy & atmosphere, materials & resources, and indoor environmental quality. “Master-Bilt® features top of the line walk-ins which meet or exceed Federal EISA requirements and LEED prescriptive measurements.”

The walk-in cooler and freezer panels also feature foamed-in-place insulation for the most consistent cooling and high-energy efficiency rating. This process provides the highest R-value rating in the industry and an environmentally-friendly panel construction with zero ozone depletion potential. In addition, Master-Bilt® installed an enhanced electronically-controlled refrigeration system that provides greater energy efficiency than a typical mechanically-controlled one.

As their motto goes, the Radisson Blu Aqua Hotel, Chicago is “inspired by design, driven by function” and Master-Bilt® is proud to be a part of it.

Extendicare Canada

Ontario

When Marian Naskret, consultant for Extendicare Canada's Engineering Services Department, was looking to outfit a Northern Ontario Extendicare long-term care facility with a new walk-in cooler, his primary concern was finding one that would withstand the rigorous weather and temperatures of

“Based on our experience with our first few installations, we made Master-Bilt® an Extendicare Preferred Vendor.”

forty degrees below zero, since there was not enough room inside the kitchen to house a walk-in.

“Not too many walk-in manufacturers build a unit to support the snow load, let alone the frigid temperatures,” says Naskret, who installed his first Master-Bilt® walk-in in Canada in 2009 after learning of the company at the Canadian Restaurant

and Foodservices Association Show. “Master-Bilt® walk-ins are not only strong enough to withstand the weight of heavy snow but they are great for any outdoor installation.”

For the past 40 years, Extendicare has been one of the largest chains of long term care facilities in Canada, with US operations as well. The Company manages some 90 locations from Ontario to Alberta, Cana-

da, with capacity for approximately 10,400 beds.

In 2010 when another Extendicare facility in Toronto was being renovated to have a fully operational kitchen, Naskret didn't think twice before turning to Master-Bilt®. “My positive previous experience made Master-Bilt® an obvious decision,” says Naskret, who boasts about Master-Bilt®'s standard 4” thick walk-in panels that “will allow Extendicare to see the value in any new installation due to the great energy efficiency and cost savings.”

As a certified engineering technologist, Naskret knows a quality product when he sees one, stating, “Master-Bilt® units are constructed with highly insulated walls which result in less wear on the compressor since it does not have to run as often to keep constant temperatures. The polyurethane insulation allows for exceptional energy savings all around.” He also points out that the Extendicare units feature Master-Bilt®'s award winning Master Controller Reverse Cycle Defrost technology for refrigeration systems which saves energy over traditional mechanical systems. The reverse cycle defrost, for example, reduces defrost energy usage by up to 80% over traditional electrical defrost methods. The elimination of head pressure control valves also dramatically lowers electrical bills.

Naskret says, “based on our experience with our first few installations, we made Master-Bilt® an Extendicare Preferred Vendor. Anytime one of our facilities needs a walk-in or upgrade, we will know exactly where to turn for the most durable, cost efficient unit. I am personally looking forward to a whole lot more being installed.”

Extendicare is in the process of building two new facilities in Northern Ontario in the cities of Sault St. Marie and Timmins.

Rittenhouse Hotel

Philadelphia, PA

When the owners of Philadelphia's exclusive Rittenhouse Hotel wanted to offer their guests a five star dining experience as luxurious as their hotel, they knew success was obtainable only through a five star chef and his kitchen. Combining Master-Bilt®'s foodservice knowledge with award-winning chef

A kitchen has two parts; the "guts," or equipment, and the "glory," a strong leader. For a successful final product, both parts have to come together in the redesign process.

Jean Marie Lacroix, the owners got exactly what they were looking for. In a renovation that took 14 months and over \$2 million, the secret to success was clear— behind every great chef, there is a Master-Bilt® kitchen!

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Rittenhouse Hotel owner knew they had the glory when Chef Lacroix came

on board. Three-time James Beard Award recipient for the Best Chef in the Mid-Atlantic, he created culinary delights for 20 years as head chef at the Four Seasons in Philadelphia. He came out of retirement to collaborate on this project, and so he wanted a very close involvement in designing the "guts." Chef Lacroix chose Master-Bilt® because their refrigeration units are best for keeping quality ingredients fresh.

The kitchen was to be a high traffic space with restaurant, banquet and room service orders going

through it. The practical functions of the foodservice units and the kitchen design were critical to meet the demands of such an environment and to ensure the success of the Rittenhouse Hotel's dining experience.

After extensive research, the Rittenhouse Hotel brought in Gelmarc Distributors to do the Master-Bilt® installation. Tony Pilla, salesman for Gelmarc, was assigned to the project and began working closely with Chef Lacroix to design the kitchen. Pilla also consulted with Master-Bilt®, knowing the company consistently created reliable products that performed well, even in the most demanding kitchens.

Chef Lacroix had very specific requirements, including a custom-made wine unit, a wide variety of walk-ins for storage purposes and refrigeration units capable of maintaining temperatures specific to product needs. Together, Pilla and Chef Lacroix came up with a design that perfectly addressed all the needs of the space. In the end, they replaced almost every piece of equipment in the kitchen and added three more models.

The final kitchen plan consisted of 16 custom-built walk-ins and 11 different refrigeration units, of which 10 were PRS Series packaged refrigeration units. Master-Bilt® enclosed a three-door wine unit and added refrigeration components to cool white wine at 50°F and red wine at 60°F.

In addition to outfitting the kitchen, Master-Bilt® retrofitted the chocolate room with a new freezer. There the Rittenhouse Hotel manufactures their own chocolate for all their desserts and malted products. The on-site pastry room was also given a new cooler/freezer combination walk-in because there was an especially high demand of pastry desserts with dinner and banquet customers.

Since the opening of "Lacroix at the Rittenhouse," the newly rehabbed kitchen has become a well-oiled machine due, in part, to the expert installation of Master-Bilt® equipment. Patrons at the restaurant reap the benefits of a more productive kitchen area while Chef Jean Marie Lacroix, along with Master-Bilt®, continue to create culinary works of art.

Ft. Bragg Family Morale Welfare & Recreation Division

Ft. Bragg, NC

Fort Bragg Family Morale Welfare and Recreation Division (MWR) opened its new conference and catering center in the spring of 2015 to replace the Fort Bragg Officer's Club on base in Fort Bragg, North Carolina. The new 50,000 square foot, \$17.5 million facility is unrivaled in the region boasting a beautiful commercial kitchen, spacious ballroom, three bar areas & five conference rooms.

"Fort Bragg's new Conference and Catering Center was built to better serve members of the Fort Bragg community. We're very happy with it all across the board."

Fort Bragg Conference and Catering Center replaced the on-base Fort Bragg Club. Family and MWR Business Operations Officer Michelle Hagwood said the previous club fell short of the base's needs. "The Fort Bragg Club was very inefficient. It was

small, and the kitchen wasn't where it needed to be to make the operation efficient," Hagwood said.

The new \$2 million commercial kitchen serves 1,200 people at a time and the facility also offers a lunch buffet every weekday and a coffee café during large conferences. On average, the center serves at least 1,500 meals per week. In June of 2014, Thompson & Little, Inc., a 70-year-old food service dealership located in close proximity to the base, was selected to provide the state-of-the-art kitchen facility. The facility opened in March 2015. Thompson & Little's Contract Director and Vice President Andrew O'Quinn said the most challenging aspect of the job was the tight schedule. "It was a fast-paced project," O'Quinn said. "The military needed it open on a certain date, so we had to meet their deadline."

Fort Bragg Club Chef Robert Gibson says the center's commercial kitchen rivals any in the region. The kitchen includes two Master-Bilt® walk-in combination cooler-freezers with three compartments each, as well as a Master-Bilt® single walk-in cooler totaling approximately 1286 square feet of refrigerated space. The walk-ins are equipped with LED lighting, structural flooring capable of handling heavy pallet jack traffic and temperature alarm systems. "Fort Bragg's new Conference and Catering Center was built to better serve members of the Fort Bragg community," Hagood said. "We're very happy with it all across the board."

Camp Baldwin Boy Scouts Camp

Mt. Hood, OR

Sitting in the beautiful Ponderosa Pine forests on the east slope of Oregon's Mt. Hood is Camp Baldwin. There are plenty of blood-pumping activities available on the 680 acre campus, but beyond the surface, this nonprofit camp looks to instill a self-sufficient mindset among each camper. "The

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boys manage their own meals and camp duties for the entire week at camp which offers them the opportunity to express creativity, make choices and exercise their leadership skills." Andrew Herold, Facilities Director of Boy Scouts of America, said.

It is all about the experience at Camp Baldwin but for Herold, improvements needed to be made in one particular

area. "Last summer we had three separate stand-alone freezers and had to supplement with multiple food service deliveries." The freezers at Camp Baldwin could not keep up with the heat and the staff had to hang box fans from the ceiling to keep the coils of the old freezers cool. The camp received a generous donation and the staff knew it was time to begin searching for a more efficient refrigerator and freezer combo to allow for better kitchen operation.

"We researched for a couple of months while preparing for the summer camp season...it was a learning process," Herold said. "Every manufacturer touted their brand's features as the best, but with 500 hungry campers in a remote location, being able to trust in the longstanding quality is important."

"After closely comparing all of the possibilities, the Master-Bilt walk-in stood out. Even better was the fact that we would be able to save money because the assembly of the box was very simple," Herold said.

The new Master-Bilt walk-in will not only make for a more efficient and pleasant kitchen operation for the camp, it will also create new and unforgettable experiences for each camper who comes through its doors.

Samco Express Mart

Anniston, AL

When the Samco Express Mart in Anniston, AL needed a new walk-in cooler fast, Master-Bilt® was able to expedite the installation. Anniston-based McCormick Refrigeration, a Master-Bilt equipment dealer, took the job of finding a new walk-in for their customer, Samco Express Mart.

"Master-Bilt has excellent customer service...they got my customer taken care of and back in business in four weeks instead of three months."

In November 2016, a fire damaged the Samco Express Mart, leaving them needing a new walk-in cooler and beer cave display. Larry McCormick, president of McCormick Refrigeration, says Master-Bilt's customer service and product quality is what makes them so special, "Master-Bilt has excellent customer service. They could have passed,

but they got my customer taken care of and back in business in four weeks instead of three months."

For this particular job, the install included removing the damaged equipment and installing the custom-built Master-Bilt 10 ft. x 40 ft. walk-in cooler and 16 ft. x 24 ft. beer cave. The install process went smoothly, even with the smoke damage to the existing equipment. "Not only do they have great customer service, but their equipment is reliable and sells itself. We hardly ever get callbacks on the Master-Bilt equipment installs. But when we do, they take care of it," says McCormick.

McCormick's main priority was to get their customer back in business as quickly as possible. Master-Bilt pitched in by providing the replacement cooler and beer cave in three weeks with the install completed soon after.

McCormick Refrigeration and Master-Bilt have been working together for 20 years. Throughout the partnership, Master-Bilt's outstanding customer service and quality equipment have made them a go-to manufacturer for McCormick Refrigeration. This long history of trust and reliability is evident with this Samco Express Mart job. Not only was the job done quickly, it was done right. "They stepped up and helped my customer get back in business," says McCormick.

REFRIGERATION SYSTEMS

Discount Equipment International

Hollywood, FL

As a designer and supplier of restaurant and kitchen equipment for high-end country clubs, resorts, hotels and restaurants throughout Florida and the Caribbean, Jose Poleo has a lot riding on his shoulders when he makes recommendations. Poleo, co-owner of Discount Equipment International (D.E.I.) in

“Not only did Master-Bilt® have the answer, but it was a more efficient rack system.”

one-stop-shop supplier,” says Poleo. D.E.I. had been buying Master-Bilt® walk-ins for eight years, but was using another company for rack systems. “Not only did Master-Bilt® have the answer, but it was a more efficient rack system.”

“After 20 years in business our clients rely on

Hollywood, FL, must always supply his customers with the most reliable, cost effective equipment possible.

About three years ago, Poleo was helping a national buying group find a new remote rack refrigeration system. “We were looking for a cost effective

our expertise and professionalism,” says Poleo.

“Master-Bilt®’s rack systems give us peace of mind knowing they are the most reliable and user friendly systems, with great customer service.”

Master-Bilt®’s multi-compressor rack refrigeration system gave Poleo the assurance he needed when recommending equipment. “Master-Bilt® has a very aggressive plan of attack for the foodservice industry with a extremely high quality product.”

D.E.I. has a lot of exciting projects on the horizon and is happy to have Master-Bilt® as a partner in providing equipment. One of these endeavors is a resort in the Dominican Republic, where D.E.I. will be designing and supplying equipment for seven restaurants including 50 individual condensing units housed in several Master-Bilt® racks.

“Master-Bilt®’s MRS systems are perfect solutions for removing the heat and noise levels from multiple refrigeration units,” says Poleo. “Sometimes we have as many as 10, 12 or 18 condensing units in 3 racks.”

“Master-Bilt®’s MRS system reduces the number of penetrations on a roof and potential problems for water and leakage,” says Poleo.

Poleo compliments Master-Bilt®’s engineering design on its MRS system, pointing out the ease of hook up due to the single point of electrical connection, as well as the durable enclosed casing which stands up to the extreme weather conditions and hurricanes.

Gas City, Ltd.

DeMotte, IN

In today's economy, businesses are looking for any edge to help save money and set themselves apart. The "green" movement has opened up many new opportunities to do both. From large chains to independent operations, businesses nationwide are looking for ways to achieve Leadership in Energy

"...Master-Bilt®'s Master Controller with reverse cycle technology is the perfect solution for energy savings and a quicker return on your investment."

and Environmental Design (LEED) certification from the US Green Building Council.

Within the food-service industry, operators can opt for sustainable practices like sourcing local produce and choosing more energy efficient equipment.

Gas City, Ltd., a 42-year-old independent petroleum marketer with locations in northeast Illinois, northwest Indiana, Florida and Arizona,

operates some 52 gas stations and truck stops and understands the need to become a LEED certified operation.

"We are in the business of selling energy but we understand we need to conserve it as well," states Billy McEnery Jr., vice president of Gas City, a division of McEnery Enterprises, based in Frankfort, IL.

Gas City's newest location in DeMotte, IN is their beta site for LEED certification. "We looked at green building design throughout the entire property and

turned to the experts in every area to incorporate as many standards as possible," says McEnery.

One such expert was Gary Thiakos, president of Zepole Restaurant Supply Company in Bolingbrook IL, whose company has been working with McEnery Enterprises for many years. "Zepole are experts in the restaurant supply field and Gary was able to find the best available equipment to meet our needs."

Gas City's newest "green" location is a 250-seat restaurant that is open 24/7/365. One of their primary concerns was finding a walk-in system that would not only withstand the rigorous usage but conserve energy as well.

Master-Bilt® had the answer. According to Thiakos, Master-Bilt®'s Master Controller with patented reverse cycle defrost is not only the most energy efficient walk-in system on the market, but offers his customers the most user-friendly system with low maintenance and less downtime. The Master Controller provides up to 27% energy savings and reverse cycle defrost offers an 80% decrease in defrost energy usage over electric defrost heaters, as well as significant reductions in defrost time.

Zepole installed an 18 x 24 ft., three compartment walk-in cooler/freezer combination with energy efficient LED lighting that can last up to 100,000 hours. That's up to 100 times the life of an incandescent bulb and up to 10 times the life of a fluorescent. They also installed a Master-Bilt® MRS series modular multi-compressor refrigeration system that saves even more energy and reduces in-store heat and noise. The roof-mounted MRS system remotes eight of Gas City's refrigeration systems.

"In a larger, high volume/high usage application such as Gas City, or any 24/7 foodservice operation, Master-Bilt®'s Master Controller with reverse cycle technology is the perfect solution for energy savings and a quicker return on your investment," states Thiakos, whose company has been specifying Master-Bilt® products for over 20 years.

Piedmont Geriatric Hospital

Burkeville, VA

Piedmont Geriatric Hospital (PGH) is the only geropsychiatric hospital operated by the Virginia Department of Behavioral Health and Developmental Services (DBHDS). The facility serves approximately 350 meals a day and, for the last several years, all

food was brought in from another agency. Last year, however, the hospital decided to renovate and reopen the kitchen to better serve its patients.

To accomplish the task, Mickie Jones, Deputy Director of A&E services for DBHDS, assembled a team that included Lawrence J. Huber, CFSP, FCSI, Principal at Foodservice Consultant Studio, Steve Carson of Carson Malliton Associates, Inc., Rod Gainsforth of Ashland Equip-

ment and Sam Waldren of United Refrigeration. Amazingly, in less than a year, the team planned the entire renovation, gutted the old kitchen and installed the new one.

In the initial stages of design, the team became interested in the benefits of a glycol cooling system

and chose a Master-Bilt®'s GPS series glycol parallel rack system, in part because it offered more temperature flexibility than a conventional system. The staff needed a system that maintained lower temperatures of 28 to 32°F and they also had to be able to monitor the system at all times. "The glycol system is easier to operate at a lower temperature," says Larry Huber, "which was important for this project. It was a perfect fit."

The new kitchen uses three new Master-Bilt® walk in coolers as well as two refurbished walk-ins that are all run from the new Master-Bilt® GPS system. In the dock area, two refurbished walk-ins from the old kitchen receive all food deliveries. The hallway leads to the food bank where a large new Master-Bilt® walk-in serves as the hospital's main food bank, storing up to two weeks' worth of meals. Adjacent to the main food prep area, two additional walk-ins are used for holding and serving plated meals. The kitchen operates under a "don't wait – anticipate" system using the multiple walk-ins as back up for any of the three functions in case of an emergency.

In addition to providing accurate temperature data, the monitoring system installed on the GPS system also alerts staff when there is a potential maintenance issue before it becomes a problem. For example, if a compressor begins to fail the monitoring system alerts the staff immediately giving them time to get a replacement part before a breakdown and the equipment continues to work without interruption.

The project has been a resounding success and Piedmont is now being offered as a model for other facilities in the department that are planning kitchens. "We make everything fresh ourselves now," says Mickie, "our entrees are still delivered refrigerated but we prepare all the fresh foods items here."

The project has been a resounding success and Piedmont is now being offered as a model for other facilities in the department that are planning kitchens.



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