PREP COOK SERVE

IDLLRATH



FROM WISCONSIN to your KITCHEN

For more than 140 years, The Vollrath Company, LLC has manufactured high-quality smallwares and foodservice equipment in Sheboygan, Wisconsin. Today, we continue to be a family-owned company that has grown through our own new product innovations and a variety of acquisitions.

With nine manufacturing facilities in North America, Europe, and Asia, we supply products and services to a wide range of international foodservice markets including:

- Airports & travel
 Culinary schools
- Bars & taverns
- Catering
- Convenience stores
- Convention centers Healthcare •
- Corrections
- Fabricators
- Businesses & industry
 Government & military
 Senior living

 - K-12 schools

 - Recreation

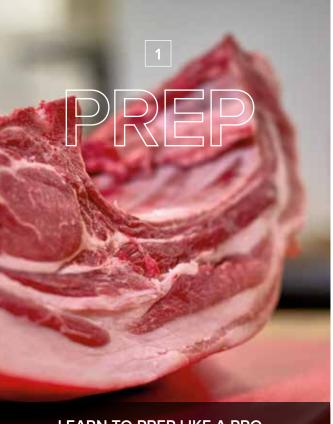
- Restaurants
 - Retail
- Hotels & resorts
 Stadiums & arenas
 - Supermarkets
 - Universities





MEET CHEF ANGUS Page 17





LEARN TO PREP LIKE A PRO

Page 6

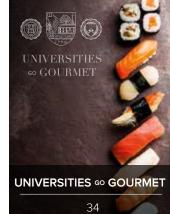






3 SERVICE WITH A SMILE Page 30





WHERE THERE'S FOOD, THERE'S VOLLRATH

If you've ordered off a menu or visited a buffet line, there's a good chance you've enjoyed food prepped, cooked, or served with Vollrath smallwares and equipment. That's because we design products that make the industry's life easier – from quickly slicing fresh vegetables to getting precise cooking temperatures with induction.

On the pages that follow, you'll see just a few examples of how we help chefs, foodservice directors, and staff tackle some of their biggest challenges, from incorporating the farm-to-table trend into large-scale operations to reducing food and operating costs.

What's your story? Join the conversation on Facebook, Twitter or LinkedIn.

f y in









"There's a lot of fine-dining chefs who are starting to focus on fine-dining caliber and quality of food but more of a casual approach. We want people to come into our restaurants on a weekly basis, sometimes twice a week. We don't want people to treat us as a special-occasion restaurant."

- Chef Angus An



"WE USE SCIENCE & TRADITION TO MAKE OUR FOOD TASTE GOOD." - CHEF JONNY HUNTER





FOODSERVICE EXPERTS SINCE

¹ Technomic. 2014a. The Consumer Healthy Eating Report and MSI. 2014a. The 2014 Gallup Study of Cooking Knowledge & Skills.

² Centers for Disease Control and Prevention. CDC and Food Safety. Available at: http://www.cdc.gov/foodsafety/cdc-and-food-safety.html. Accessed October 24, 2016. ³ Convenience Store News. 2014 Was Historic Sales Year for U.S. C-store Industry. April 15, 2015.

⁴ IDC, Intel, United Nations.

COMPARING PRODUCTS?

LOOK AT A PRODUCT'S SERVICEABLE LIFE AND DIVIDE BY THE COST OF THE PRODUCT.

LIFE ÷ COST

JACOB'S PRIDE [®] <u>–</u> products last longer and have a LIMITED LIFETIME WARRANTY – saving you money.

FROZEN BEVERAGES have a PROFIT MARGIN GREATER THAN

> Increase profits with easy-to-add **FROZEN TREATS** for adults and kids.



Design the ultimate tool to grow your unique menu.

INDUCTION COOKTOPS *are* 90% EFFICIENT while GAS COOKTOPS

ARE ONLY ABOUT 50% EFFICIENT

SAVE TIME, ENERGY AND MONEY WITH **VOLLRATH INDUCTION**.

Induction also eliminates the air consumption tied to gas usage, so it can help you save on heating or air conditioning too.



BY 2020 THERE WILL BE ABOUT 26 "SMART" OBJECTS FOR EVERY PERSON ON EARTH.⁴

each year

1 IN 6 AMERICANS

GETS SICK

FROM CONTAMINATED

OR BEVERAGES.

OF THOSE PEOPLE, 3,000 DIE²

Keep food items separate with

COLOR-CODED CUTTING BOARDS

AND PREP UTENSILS.

The **STOELTING® AUTOVEND** lets your customers order, pay for and receive soft service ice cream or frozen yogurt with no staff required.

- saving made simple -

19¢ (PER ½- OUNCE OVER PORTION) x 100 (SERVINGS PER DAY) x 365 (DAYS PER YEAR)



Portion-control **LADLES**, <u>DISHERS</u> AND <u>SPOODLES</u>® ensure you serve the right amount every time.

78% OF AMERICANS ARE MAKING AN EFFORT TO EAT

- more -



THAN PROCESSED

Make chopping fresh fruits and vegetables easy and efficient with THE **REDCO**[®] LINE.

1,200 US-BASED EMPLOYEES



1 PREP

Onions diced for soups. Tomatoes sliced for sandwiches. Potatoes transformed for french fries. With our manual slicers, you can prep faster and easier than ever before – even foods like oysters and lobster. Explore the line at Vollrath.com, and see how our vacuum-packing equipment, mixers, and grinders can bring speed and efficiency to your kitchen too.

VOLLRATH.com/Prep

6

Meet Chef JONNY HUNTER

Co-owner and founder of Underground Food Collective in Madison, Wisconsin

With four thriving Madison businesses – Underground Meats, Underground Catering, Forequarter Restaurant, and Underground Butcher – Chef Jonny Hunter needs to focus on efficiency without sacrificing quality. To get the caliber of food his team wants to serve, he notes, "We need to be really efficient about prepping it." Explore how his team does it on page 8.

Favorites PASTIME – Biking for sure *DRINK* – Beer (I'm from Wisconsin)

TOOL – I love fixing stuff; either a bench grinder or a socket wrench

A Centralized Approach to PREPPING

The co-owner and founder of Underground Food Collective in Madison, Chef Jonny Hunter takes a unique approach to kitchen prep. He and his team support four businesses – Underground Meats, Underground Catering, Forequarter Restaurant and Underground Butcher – with a centralized commissary. It's a place where managers bring fresh produce from the farmers market and staff work side by side chopping vegetables, curing meats, and baking breads.



"The commissary has become the centralized hub for how we function as a business," he notes. "It allows us to streamline and utilize talent in a really creative way but also gives us a way to keep quality centralized ... and oversee it much more efficiently than having to run around to all the different businesses." It's a necessary approach not just for 35-seat Forequarter Restaurant but also Underground Catering, which has the challenge of executing meals everywhere from wedding halls to farm fields and parks. "We can't be as technical as we can at the restaurant, but we can focus on flavor and put out really delicious food," he says. "And super seasonal. That's something that we've always really cared about." With a full team back at the commissary supporting those in the field, Chef Hunter and his team can achieve the goal they have at both locations. "When the food hits the plate, we don't want people thinking about how it was cooked. We really want them thinking, 'Wow, that tastes great."

NEVER HAVE I EVER...

used a MEAT GRINDER to make CORN TORTILLAS

Without access to a community masa kitchen, like you'd see in many Mexican communities, Chef Jonny Hunter wondered how to create authentic tortillas in his Madison kitchens. The answer? A Vollrath Meat Grinder. He grinds corn to the consistency that masa grinders produce, cooks it off in a vintage Vollrath Cast Iron Pan, and creates delicious handmade tortillas.

pickled ASPARAGUS with a VACUUM SEALER

Traditional pickling is a time-consuming process, but Chef Hunter and his team have found an incredibly fast alternative. They use a Vollrath In-Chamber Vacuum Pack Machine to add cold brine to raw vegetables. The change in atmospheric pressure causes the vegetables to push out their own liquid and reabsorb the pickling juice, creating delicious, perfectly pickled items in seconds.

made ICE CREAM with LIQUID NITROGEN

Chef Hunter and his team try to limit equipment to the essentials, so they don't have a traditional hand-crank or large electric ice cream maker. Instead, they whip up interesting flavors in just moments using a Vollrath 7 QT Countertop Mixer and liquid nitrogen. This quick-freeze method avoids ice crystals and keeps the dessert creamy and fresh-tasting.

2

PROBLEM // In a busy kitchen, cooking meats to guests' preferred temperature typically takes constant focus.

1

sous vide

SOLUTION // Sous Vide – Immersion Circulator (40861) Sous Vide allows you to cook meats to precision, ensuring a tender and juicy result, and then easily sear on the stovetop for the finishing touch. **PROBLEM** // Getting a consistent cut is a challenge for even the best chefs – especially when they need to work quickly.

2

SOLUTION // Redco[®] Instacut[™] 5.0 (55000) The Instacut slices and dices fruits and vegetables three times faster than by hand and produces beautiful, even results.



PROBLEM // Guests increasingly expect handmade products – from artisan sausages to fresh corn tortillas.

SOLUTION // Vollrath Grinder (40743)

A grinder breaks ingredients down quickly and consistently, from meats to grains.

PROBLEM // Budgets are tight at any restaurant, and food waste is a constant concern.

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SOLUTION // In-Chamber Vacuum Pack Machine (40833) A vacuum pack machine extends the shelf life of foods, and it can also be used to prepare foods for a sous vide machine.

4

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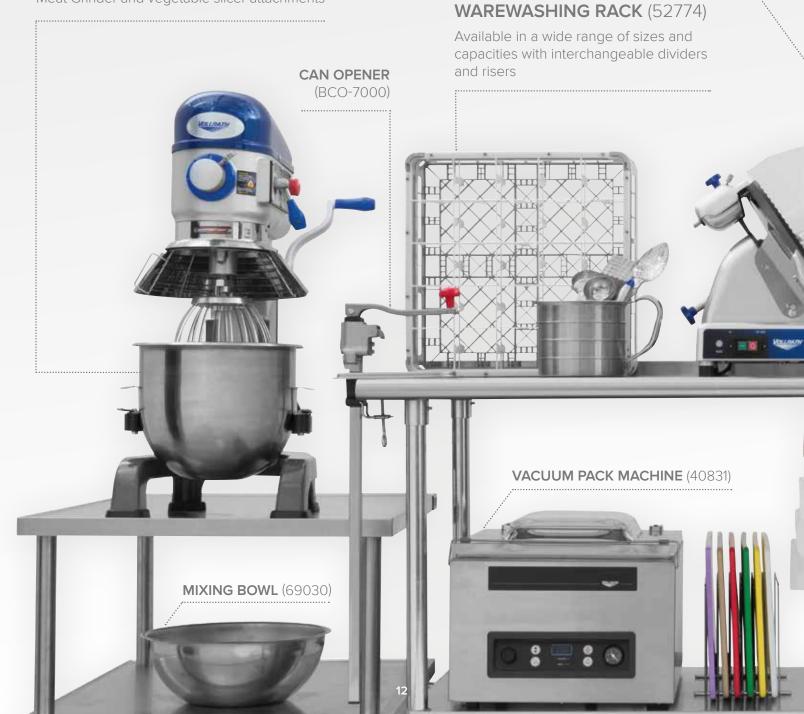


12" HEAVY-DUTY SLICER (40952)

Proprietary nonstick coating reduces drag and makes the slicer easier to clean



Comes standard with a dough hook, wire whisk, flat beater, stainless steel mixing bowl and safety guard; can accommodate Vollrath Meat Grinder and vegetable slicer attachments





INSTACUT[™] **5.0** (55000)

Slice, dice, wedge, and core with simple pop-in, pop-out blade accessories

SERVEWELL® (38104)

Dome elements transfer energy directly into the water bath

INSTASLICE[™] (15105)

Largest slicing area in the industry – slices even large tomatoes evenly



SUPER PAN V[®] (30022 and 30222)

FOOD STORAGE TUB (1501-C04)

A 1997

Betre Well.

LOVE WHAT'S LOCAL

A trend that's been holding steady for the past five years, farm-totable dining is something 54% of adults say they look for.¹ Yet getting locally produced items onto your menu or buffet line can pose challenges – especially if you have a high volume of customers or don't live in an area that's agriculturally rich 365 days a year.

With a little creativity and some great planning, restaurants and other foodservice operations have overcome these obstacles to bring fresh and local ingredients to diners. Here's how:



FOCUS ON WHAT'S IN SEASON

As any farmer or backyard gardener knows, you can't get every item all year long. Be willing to change your menu frequently. Work with your chef to incorporate asparagus in the spring, cucumbers in the summer, and root vegetables and squash throughout the fall and early winter.

TAKE WHAT YOU CAN GET

When it comes to local, something is better than nothing. If you can top those burgers with local tomatoes only three months out of the year, go for it. Your customers will appreciate the fresh taste while it's in season.

4-----

HAVE A BACKUP PLAN¹

Even the best farmer-chef relationships can't control nature. If a crop isn't ready at its expected harvest day or if an unexpected drought wipes it out, you need to be prepared to shift to another product or another supplier.

LOOK FOR EASY-TO-STORE CROPS

While fresh lettuce and berries have a relatively short shelf life, onions, garlic, apples, carrots, squash, potatoes, and beets can be stored for weeks or even months at cool temperatures. This can help you stretch out the serving season and reduce waste due to spoilage.

DON'T FORGET MEATS

When sourcing locally, produce isn't your only option. Form relationships with farmers and butchers. Meats can easily be frozen yet still give you the local benefit.

GET CREATIVE WITH FISH

If you live by a coast, ask your local fishing crew what they've caught, and get tips on how to use, for example, jackfish or amber jack instead of the same old salmon and cod. Using lesser known fish can enable you to get higher quantities at a lower price.

GROW IT YOURSELF

You don't need a lot of space to add some herbs, peppers, or tomatoes. In fact, they can all grow in pots.

PICKLE IT

Sure, pickled items aren't fresh, but they can be local, and they happen to be one of the top food trends right now.² Get creative and think beyond cucumbers. Restaurants have been featuring everything from watermelon rinds to green beans.

National Restaurant Association. Cultivating Your Connection to Local Growers.
 National Restaurant Association. Food Trends to Watch in 2015.

- National Restaurant Association. Food menus to watch in 2013

From Induction to Sous Vide, we offer the latest equipment designed to bring speed and efficiency to your kitchen. Explore our unique offerings at Vollrath.com, and check out our wide range of countertop cooking equipment including charboilers, sandwich presses, ovens, griddles, microwaves, hot plates, and fryers too.

2

Meet Chef ANGUS AN

Chef/owner of Maenam, Longtail Kitchen, Freebird Chicken Shack and Fat Mao Noodles in Vancouver, Canada

hef An took a traditional route to being a chef. He began by attending a top culinary school, working for leading chefs, and traveling Europe to hone his skills. With a solid background in everything from French sauces to whole-animal aging and butchering, he then immersed himself in his true love: Thai cuisine.

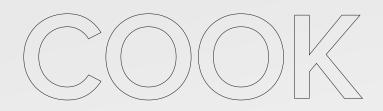
Flip to page 26 for more ...

Favorites PASTIME – Traveling / Cycling / Golfing DRINK – Negroni TOOL – Mini Offset Spatula



At Fat Mao, Chef An uses induction to slowly simmer pork bone stock. *"I used to worry when I left a stock for long periods of time on a gas stove. It can dry out or over-boil and become cloudy," he says.* With induction, however, he has the control he needs. *"If I'm not there I can write recipes that call for holding a dish at a specific setting for a specific time – it's that precise compared to gas."*

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HEAVY-DUTY INDUCTION RANGES (924HIMC)

90% energy efficiency for instant, controllable heat and lower energy costs



TRIBUTE® 3-PLY FRY PAN (69110)

Silicone handle is rated at 450°F (232°C) for stovetop or oven use

HEAVY-DUTY STAINLESS STEEL TURNER WITH ERGO GRIP[™] HANDLE (4808920)

ONE-PIECE TONGS (4781220, 4780940)



THE ONLY FIRE YOU NEED IS THE ONE INSIDE

FOR DECADES, A GAS STOVETOP HAS BEEN THE CENTERPIECE OF MOST COMMERCIAL KITCHENS. THAT'S ABOUT TO CHANGE.

Top chefs throughout the U.S. and beyond are breaking with tradition and switching to induction cooktops – an alternative that's safer, more precise, faster, and more efficient.

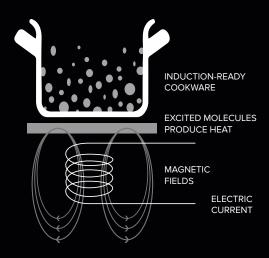






HOW IT WORKS

Induction uses electric current to create alternating magnetic fields that push a current against the molecules in cookware. The resistance from the molecules then produces heat in the pan, which means the pan itself creates the heat. So there's no open flame and no heat produced unless there's a pan placed on the cooktop.



THE BENEFITS OF INDUCTION



SAFER – If there's no pan on the range, there's no heat being produced.



MORE ACCURATE – Vollrath Induction Cooktops increase control and accuracy enabling you to cook by power setting or temperature. Most models have 100 power settings.



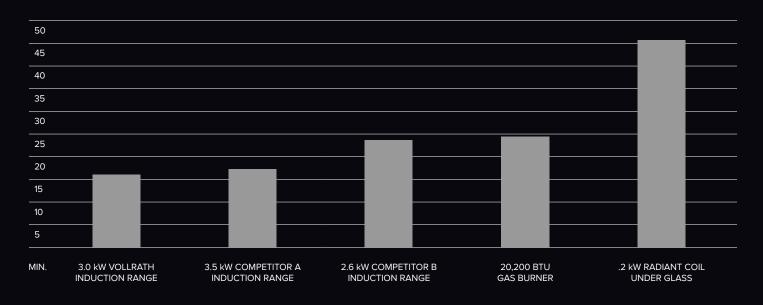
FASTER – Nothing is faster. Check out how quickly a Vollrath Induction Range can boil water.

MORE EFFICIENT – Induction is approximately 90% efficient. Compare that to gas, which is less than 50% efficient, and imagine how much you could save in fuel costs each year. Induction also eliminates the air consumption tied to gas usage, which can help you save on heating or air conditioning.





TIME TO BOIL 2.5 GALLONS OF WATER (70°-200°F)





TOP 10 FOOD TRENDS

According to the National Restaurant Association's annual survey of professional chefs,¹ consumers' taste for local is dominating food trends yet again this year.

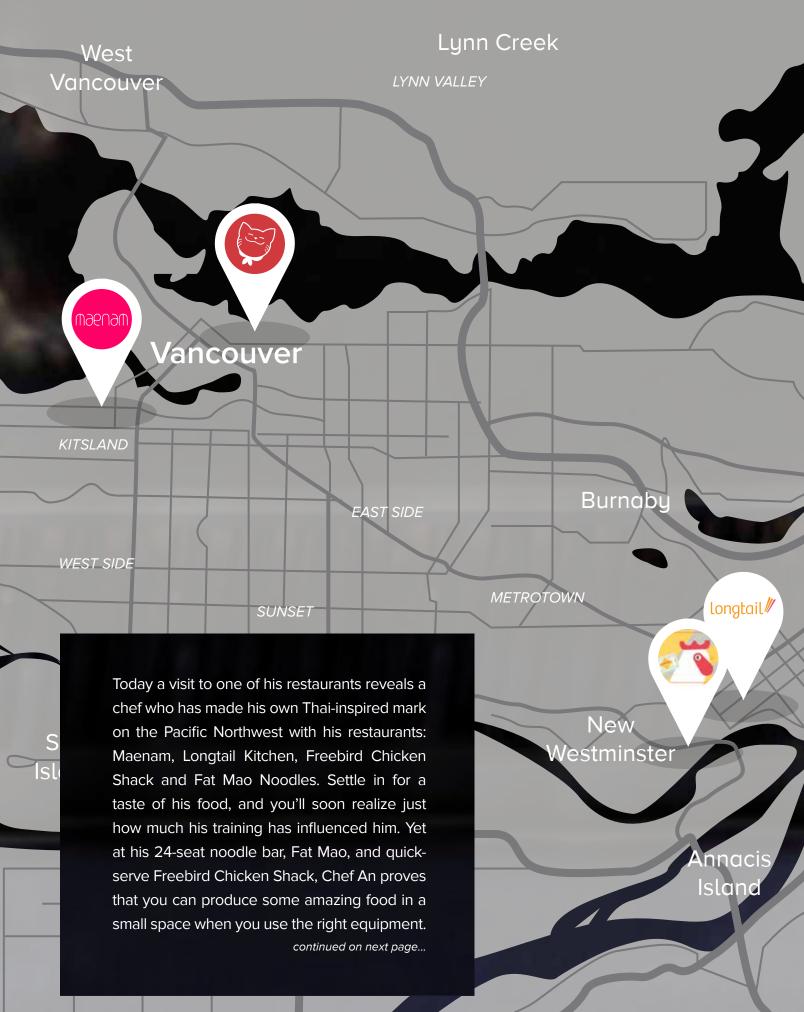
- 1. New cuts of meat
- 2. Street food-inspired dishes
- 3. Healthful kids' meals
- 4. House-made charcuterie
- 5. Sustainable seafood
- 6. Ethnic-inspired breakfast items
- 7. House-made condiments
- 8. Authentic ethnic cuisine
- 9. Heirloom fruits and vegetables
- 10. African flavors

¹ National Restaurant Association. What's Hot: 2017 Culinary Forecast.



A Classically Trained Chef WITH A NONTRADITIONAL HEAT SOURCE

For Chef Angus An, the path to owning four restaurants in Vancouver took a remarkably prestigious route. He graduated at the top of his class from New York's French Culinary Institute, immersed himself in French and minimalist cuisine in Montréal, and then moved to London where he worked in a series of Michelin-starred restaurants and began exploring Thai cuisine.



In both locations, Chef An turned to induction technology as a way to save space and reduce ventilation and electrical needs, but he is also impressed with induction's performance. "One of the key things I like is the portability," he notes, explaining that his staff does a lot of catering events and sees other restaurants who are using butane that runs out halfway through the event.

Chef An notes the cost savings didn't stop at his restaurant build-outs, which were thousands less than restaurants requiring a grease hood ventilation and extraction would have been. He also saves monthly on energy bills – for natural gas because the kitchen doesn't heat up as it would with gas ranges going all day.

Induction also solves many challenges that come along with tight spaces. "We have four small restaurants, but they're very busy. So there's a lot of prep constantly being done, and space sometimes becomes an issue," he notes. With the portability of induction, the team can set up a stock, for instance, and let it simmer in a corner instead of taking up key counter space.

At Fat Mao, Chef An uses induction to slowly simmer pork bone stock overnight. "I used to worry when I left a stock overnight on a gas stove – it can dry out or over-boil and become cloudy," he says. With induction, however, he has the control he needs. "If I'm not there I can write recipes that call for holding a dish at a specific setting for a specific time – it's that precise compared to gas," he says.

When asked if he had any doubts when adopting induction, Chef An admitted he was a little hesitant to consider an induction wok. "Wok cooking is something where you typically need intense heat very, very quickly, so I had doubts when I first tried it. But with the induction wok burner Vollrath designed with turbo power, you're able to go from 20% to 100% power with one touch. ... the whole wok heats up very evenly." He discovered the wok has another key advantage over a traditional wok on gas heat. With an induction wok, the heat is better balanced due to the ring of magnets around it, so it doesn't have the center hot spot experienced with traditional woks, which can cause burning.

While he has been using the technology for a decade, Chef An notes that induction has gained in popularity over the past few years as chefs learn the benefits. "Some of these chefs started using induction in the last few years, inspired by the induction-only kitchens at Michelin-starred restaurants in Europe," he says. "Compared to traditional French piano tops, induction cooktops are a different world – they're more efficient, cleaner, safer, and more consistent in the kitchen."

For a chef who's busy balancing four highly acclaimed restaurants while also catering events, induction provides the flexibility he needs to share his love of Thai food throughout Vancouver.







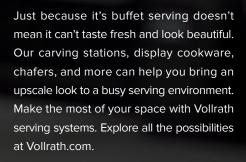
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"Compared to traditional French piano tops, induction cooktops are a different world – they're more efficient, cleaner, safer, and more consistent in the kitchen."



"WE UTILIZE EVERYTHING WE HAVE TECHNOLOGY-WISE AND TECHNIQUE-WISE TO IMPROVE THE FLAVOR."

- CHEF ANGUS AN



Discover the trend of **SERVING SYSTEMS**

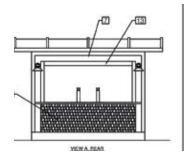
Canalside, Buffalo, NY

At the heart of Buffalo, New York's, waterfront revitalization, Canalside was launched in 2014 as a place for live music and other events. From kayaking to ice skating, it's a space that invites the entire community to get outside and enjoy the city's waterfront location. Kate Elliott, Canalside's food & beverage manager, ensures they have access to great food and drink.

To meet the changing demands throughout the year, Kate invites a variety of food trucks and kiosks. This year alone she received 58 applications, and Canalside invited 46 of them to participate. Along with these rotating vendors, Canalside features a beer and wine kiosk custom-designed and built by Vollrath. While the food vendors at Canalside rotate frequently, the beer and wine kiosks are a constant. During venue construction, Kate began exploring options for a custom kiosk that would fit her team's needs. It had to house six beer taps as well as wine; it needed to enable efficient serving; and it needed to match the design of Canalside. To meet code, it also needed to have a companion water support unit.

After doing a lot of research online, Kate reached out to Vollrath, who she says was "really great at making sure that the cart was custom-made." In addition, she notes, "Their ability to get it done quickly ... was a huge selling point for me."

"Because it's separate from the food line, people that are just here to get a beer don't have to wait, and that has been fantastic for ease of service."





CONSULTATION

Meet with a project manager to explain your vision, budget, and goals. They will openly discuss with you the capabilities of Vollrath, share real-life examples, and start the wheels in motion with a quote request.

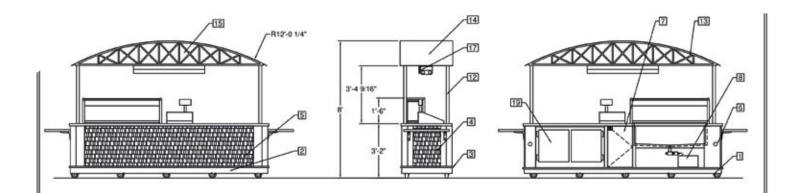
"They answered all of my questions in the first meeting."

RESEARCH & DEVELOPMENT

A team of industrial designers and engineers will begin the research and development process – working to understand your operation, the site, and its parameters. They will discuss material options and think through any obstacles that stand in the way of delivering you the best solution within your budget.

MECHANICAL DESIGN

Detailed layouts and two-dimensional CAD drawings of your project will be provided from our team of engineers and industrial designers. The drawings define the functionality of the unit and include equipment and mechanical requirements, as well as the determination of construction materials. Once approved, these drawings serve as our blueprint.





VISUAL DESIGN

Our designers will provide you with conceptual sketches and three-dimensional renderings of your project. They can work with external designers or can create the designs in-house – from signage to décor choices, from vinyl wraps to custom painting, they will ensure your project is uniquely yours and on brand.

EXECUTION

Our 60,000-square-foot manufacturing facility is just steps from our designers, our engineers, and your project manager. We can check in on your unit at every step of the journey – cutting, fabrication, plumbing, electrical, painting, branding, and equipment install.

"Everything was custom-made to my exact needs."

SUPPORT

We pack, clean and inspect each order prior to shipment and even offer onsite installation and training. Each unit is protected under a two-year warranty and you will receive Vollrath service support.







UNIVERSITIES 60 GOURMET

These days prospective students aren't just looking at the dorms and comparing class sizes. They're increasingly focused on their dining options. And if you remember the days of leftover casserole and dried-out lasagna, you might just be surprised to see what universities are dishing up.



TRAVEL THE WORLD

Today's students aren't just interested in burgers. They've grown up eating a variety of foods, and they expect that selection to continue when they're away at college. And that doesn't just mean Taco Tuesday. They're interested in Mediterranean, Indian, Middle Eastern, and other cuisines too.

TIP: Along with variety, students expect their meal service to provide options that meet their dietary restrictions such as kosher, halal, gluten-free, free of other allergens. Color-coding products can help keep foods separate and provide easy identification.

LET THEM CUSTOMIZE

Students want variety in their meal times and in their food choices, which can be incredibly challenging for a foodservice team trying to keep variety and freshness throughout the day. Many student unions have added coffee shops to meet the demand for all-day snacking and dining. Others have added food trucks for the ultimate in convenience.

TIP: Universities have found that sandwich bars, omelet stations, and stir-fry stations appeal to this audience.

MAKE IT SUSTAINABLE

The environment has long been a hot topic on many college campuses, and students expect sustainable practices in the cafeteria too. Many seek locally sourced or organic ingredients, and campus gardens are also becoming more common.

TIP: Setting out a stack of napkins can encourage students to take more than they need, which means environmental and financial waste. Napkin dispensers can help encourage more responsible use.

SERVE

COUNTERTOP INDUCTION WARMER (5950275)

Connect up to three units together with an inter-connect cord – and only run one power cord to outlet on wall

CUBIC DISPLAY SYSTEM

Customize your display with lightweight modular designs

INDUCTION CHAFER (46132)

Glass-top version (46134) allows viewing of food without opening chafer – helping you maintain food quality



8

TWO HIGH LIDSAVER™ 2 CABINET (G2V-LL) SUPER PAN[®] SUPER SHAPES (3100020)





CURVED SELF-SERVE DISPLAY CASE (40880)

Dual fans circulate air throughout to ensure even temperature control

BAKERY DISPLAY CASE (LBC1418-3F-06)

Individual doors allow for easy one-handed service





Outperform every day...

THE VOLLRATH COMPANY, L.L.C. 1236 North 18th Street Sheboygan WI, 53081-3201

Main Tel: 920-457-4851 Fax: 800-752-5620 or 920-459-6573

Customer Service: 800-628-0830 Credit: 920-459-5387 Canada Customer Service: 800-659-8560 Technical Services: 800-628-0832 Technical Services Fax: 920-459-5462

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