

## 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 Bars & taverns

- Catering
- Convenience stores
- Convention centers
- Corrections

- Culinary schools
- Fabricators
- Businesses & industry Government & military Senior living

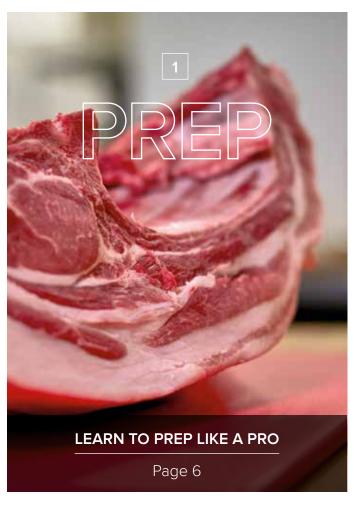
  - K-12 schools
  - Healthcare
  - Recreation

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



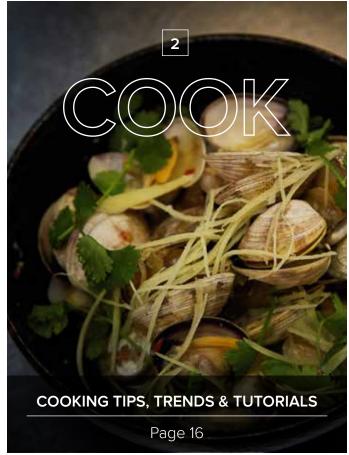






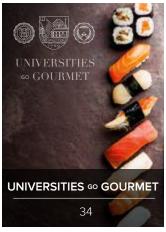












## WHERE THERE'S FOOD, THERE'S **VOLLRATH**

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.

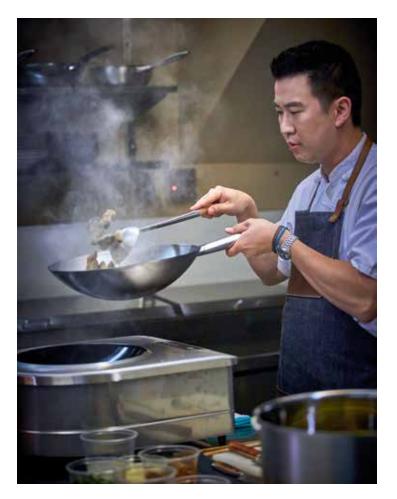
On the pages that follow, you'll see just a few examples of how we help chefs, foodservice directors, and staff tackle some of their biggest challenges, from incorporating the farm-to-table trend into large-scale operations to reducing food and operating costs.

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

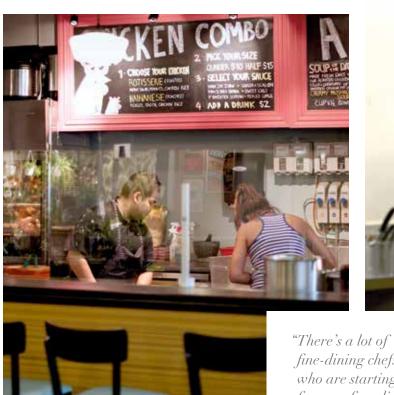












There's a lot of fine-dining chefs who are starting to focus on fine-dining caliber and quality of food but more of a casual approach. We want people to come into our restaurants on a weekly basis, sometimes twice a week. We don't want people to treat us as a special-occasion restaurant."

- Chef Angus An



"WE USE
SCIENCE &
TRADITION
TO MAKE
OUR FOOD
TASTE
GOOD."

- CHEF JONNY HUNTER



## FOODSERVICE EXPERTS SINCE



<sup>&</sup>lt;sup>1</sup> Technomic. 2014a. The Consumer Healthy Eating Report and MSI. 2014a. The 2014 Gallup Study of Cooking Knowledge & Skills.

<sup>&</sup>lt;sup>2</sup> 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.

<sup>&</sup>lt;sup>3</sup> Convenience Store News. 2014 Was Historic Sales Year for U.S. C-store Industry. April 15, 2015.

<sup>&</sup>lt;sup>4</sup> 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® -

products last longer and have a **LIMITED LIFETIME WARRANTY**– saving you money.

each year

1 IN 6 AMERICANS

THE SICK

GLIS SICK II

FROM CONTAMINATED

FOOD

OR BEVERAGES.

OF THOSE PEOPLE, 3,000 DIE<sup>2</sup>

Keep food items separate with
COLOR-CODED
CUTTING BOARDS
AND PREP UTENSILS.

- saving made simple -

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

= \$6,935 SAVINGS PER YEAR

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

**78**%

OF AMERICANS ARE MAKING AN EFFORT TO EAT

- more -



THAN PROCESSED

FOOD

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

FROZEN BEVERAGES
have a
PROFIT MARGIN GREATER THAN

70%

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

UNLIMITED CUSTOMIZATION

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.

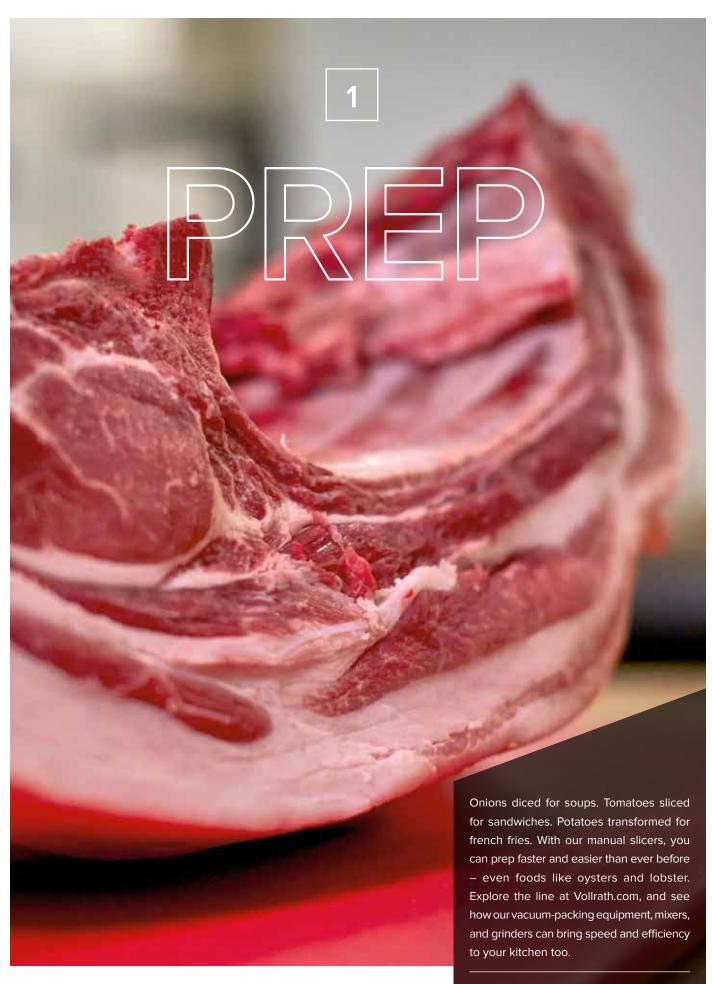


BY 2020 THERE WILL BE ABOUT 26 "SMART" OBJECTS FOR EVERY PERSON ON EARTH.4

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

1,200
US-BASED
EMPLOYEES

PLANTS IN THE USA





## **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 Vacuum Sealer 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.





**SOLUTION // Vollrath Grinder (40743)**A grinder breaks ingredients down quickly and consistently,

from meats to grains.

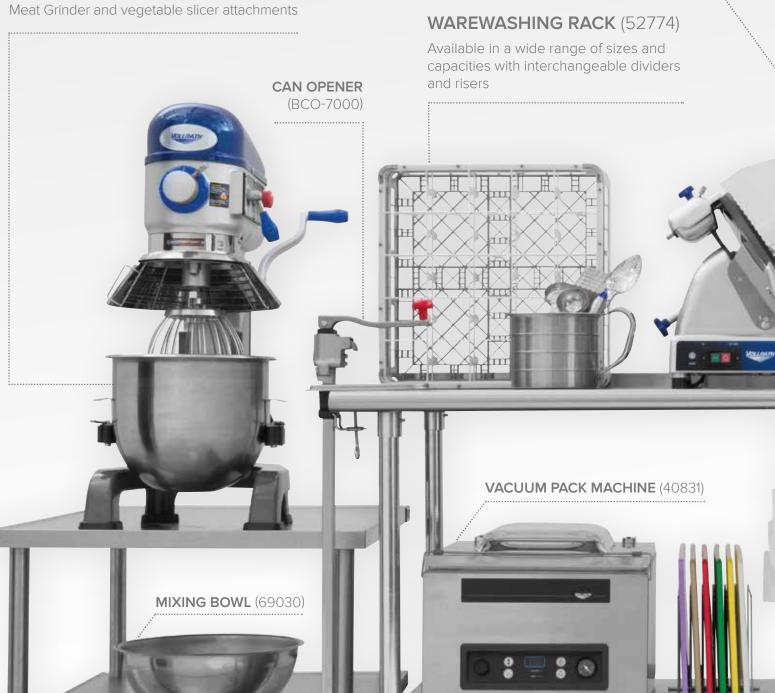
SOLUTION // In-Chamber Vacuum Pack Machine (40833)
A vacuum pack machine extends the shelf life of foods, and it can also be used to prepare foods for a sous vide machine.

### **20 QT MIXER** (40757)

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

### **12" HEAVY-DUTY SLICER** (40952)

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







# LOCAL LOCAL

A trend that's been holding steady for the past five years, farm-to-table dining is something 54% of adults say they look for. 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:





- <sup>1</sup> National Restaurant Association. Cultivating Your Connection to Local Growers.
- <sup>2</sup> National Restaurant Association, Food Trends to Watch in 2015.











## **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.



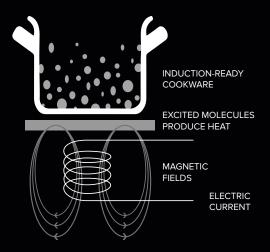






#### **HOW IT WORKS**

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.

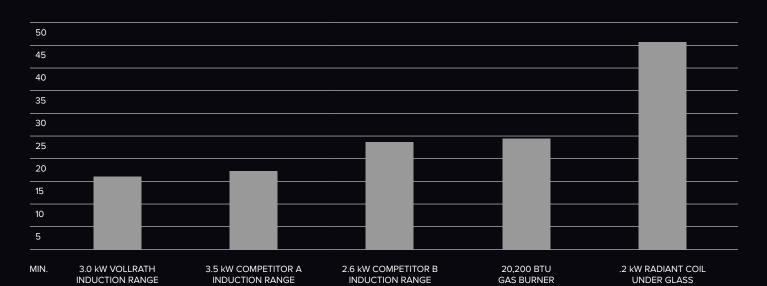


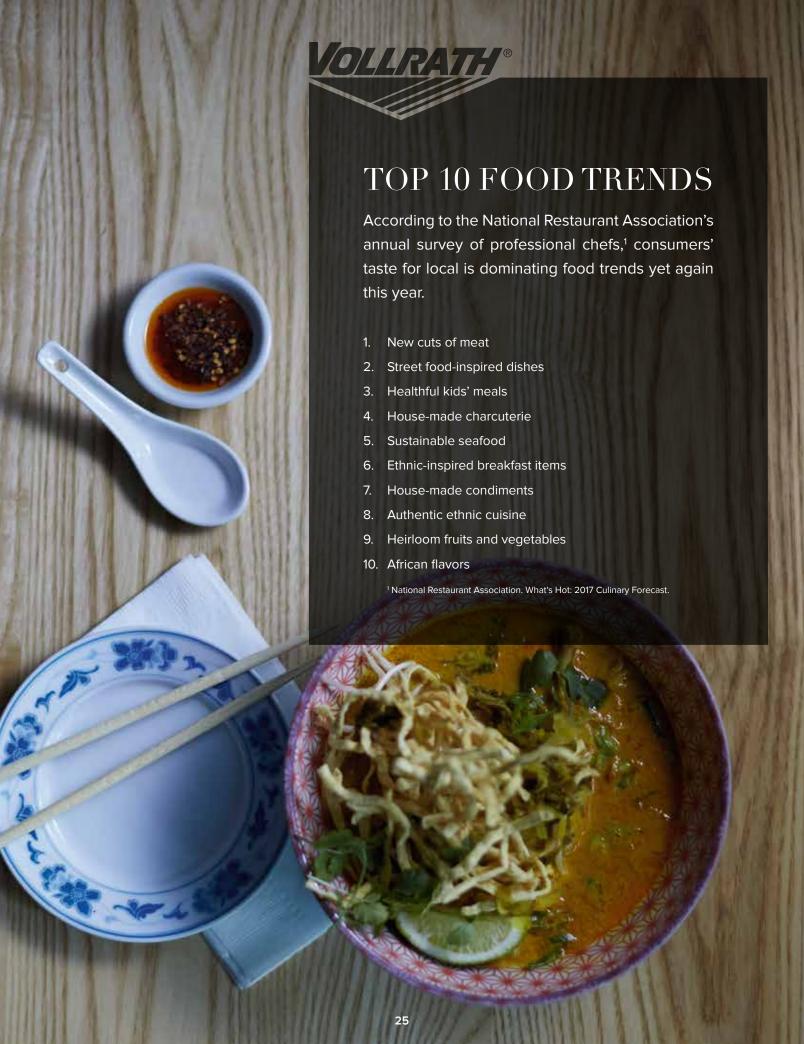
MORE EFFICIENT – Induction is approximately 90% efficient. Compare that to gas, which is less than 50% efficient, and imagine how much you could save in fuel costs each year. Induction also eliminates the air consumption tied to gas usage, which can help you save on heating or air conditioning.



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





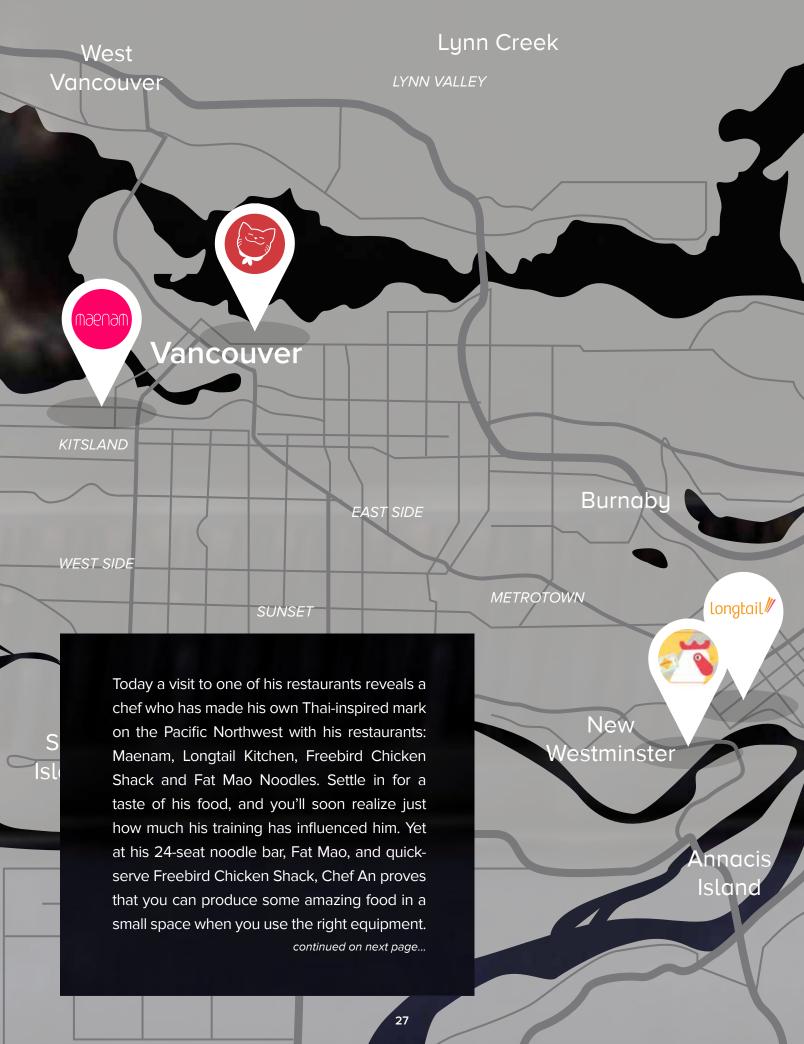


## A Classically Trained Chef

## 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.





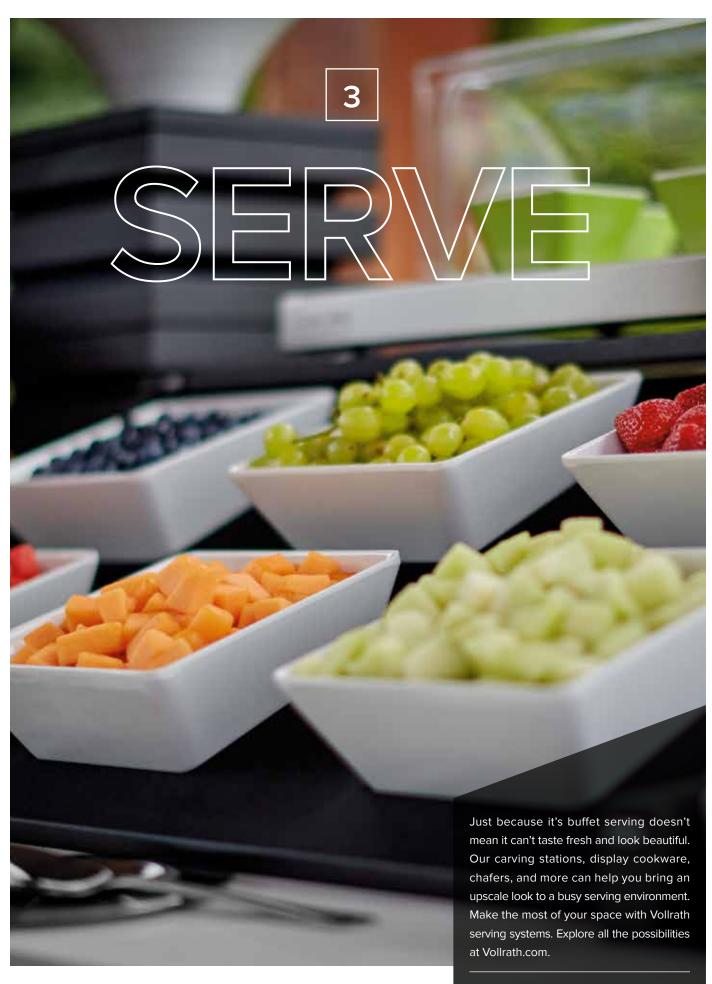


"Compared to traditional French piano tops, induction cooktops are a different world – they're more efficient, cleaner, safer, and more consistent in the kitchen."



"WE UTILIZE
EVERYTHING
WE HAVE
TECHNOLOGYWISE AND
TECHNIQUEWISE TO
IMPROVE
THE FLAVOR."

- CHEF ANGUS AN



# Discover the trend of SERVING SYSTEMS

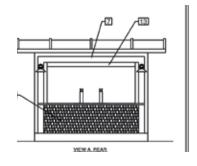
Canalside, Buffalo, NY

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.

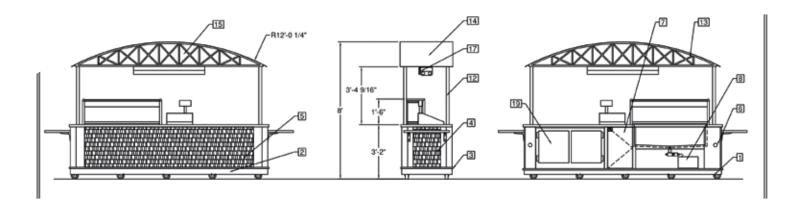
"They answered all of my questions in the first meeting."

## 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.



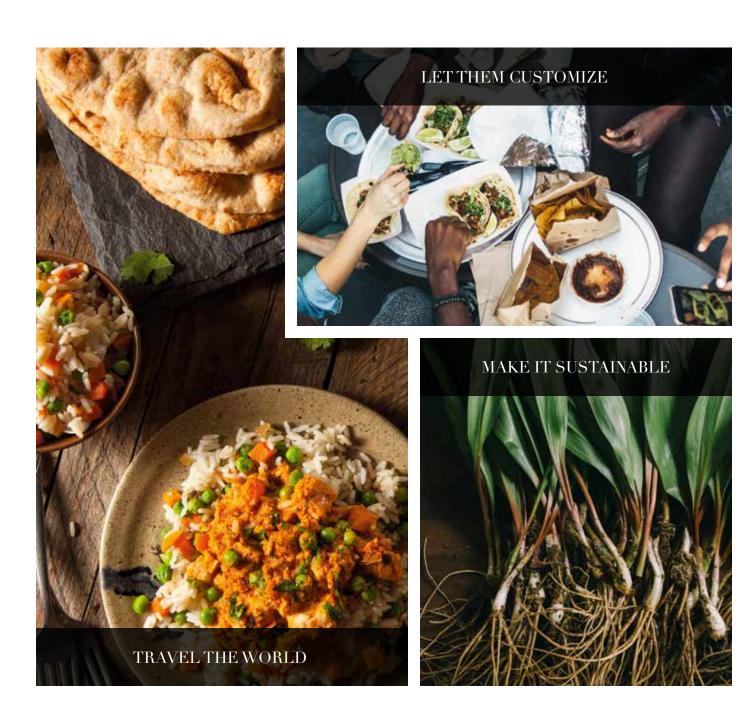




# UNIVERSITIES GO GOURMET

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.

## 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







## CURVED SELF-SERVE DISPLAY CASE (40880)

Dual fans circulate air throughout to ensure even temperature control

