

MOFFAT

Connection

A NEWS BULLETIN FOR THE FOOD INDUSTRY

AUTUMN 2014



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FEEDING THE PEOPLE • THE AMERICAN CONNECTION



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 **Waldorf Bold**

WELCOME TO THIS EDITION OF THE MOFFAT CONNECTION.

Welcome to the autumn edition of the Connection. While we're always busy the last few months have seemed extra-full with exciting projects – and this publication provides proof of our work with some great businesses.



This work has taken the Moffat name right around the globe, from Mexico to Auckland, from Raleigh in North Carolina to Birmingham in the UK, from Martinborough in New Zealand to Mullumbimby in Queensland and many other destinations in between.

Around the globe we have also successfully introduced many new products in recent months. Our world-class range of new Washtech Dishwashers has been well received in the market, and the introduction of Wexiodisk Warewashing equipment complements our existing products to where we now offer an exhaustive range for all dishwashing needs.

The development of our ice cream business has allowed us to take a high quality product onto the world stage, and our success at the Gelato World Cup has again highlighted our passion for ice cream.

The innovation behind the latest Bakery equipment technology has delivered significant improvements in performance for our customers. And last but not least, our new convection ovens continue to set the standard in quality, reliability and, above all, performance.

It's not just the technology that's providing excellent opportunities. Exhibitions in Dubai, Singapore, London, Chicago, Auckland and Melbourne in 2014 will provide enormous potential to introduce our products to both existing and new customers.

Our new state of the art manufacturing facility being built in Christchurch is also nearing completion. We're on schedule to move in September 2014. This facility will future proof our operation for many years to come and it's a big turning point for the company. Here we have invested in the latest technology in laser and panel folding equipment. Together with a new Enameling Plant this will further improve the quality and performance of our products.

In saying all this, we still continue to face many challenges as the world slowly recovers from tough economic conditions in many markets. The strength of our commitment to quality products, partners and staff will continue to lead the way for our business in the future.

In the meantime we welcome your feedback and thank you for any contributions you may have made to this publication and the continued success of our business.

Regards

Greg O'Connell
Group Managing Director



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ON THE COVER

Al Brown's take on an old-school NYC
Jewish delicatessen.

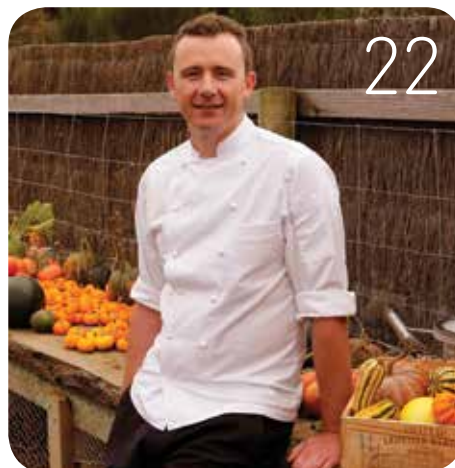


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TAGLIAVINI



MAKING IT HERE

In recent times Auckland's bustling restaurant scene has reversed the sentiment of Sinatra's classic New York, New York – if you can make a meal anywhere, you can make it there.



has brought a slice from the Big Apple back to New Zealand with his old-school New York Jewish deli in the heart of the Sky City precinct.

There was no need to start spreading the news – since opening in mid-September the business has been understandably busy.

Despite the offer of such wide-ranging culinary experiences the city of sails has never before provided the distinctive cuisine from the city that never sleeps.

That's all changed with the introduction of the Federal Delicatessen. Al Brown

Al's ubiquitous reputation provides a ready-made base of devotees. From Logan Brown to Depot to his many memorable television appearances, every step in his career has reaped considerable acclaim. His ability to redefine and refocus the dining experience with each new venture also wins plenty of new fans.

He's now taken past experience living in Brooklyn and shaped it into a venue that manages to combine both New York sophistication and New Zealand charm.

Well-known as providing the backdrop for shows like Seinfeld and films like When Harry Met Sally, the New York deli throughout history has traditionally provided both sustenance and community. In Auckland the distinctive booths and counter seats are now occupied with new converts to the wonders of Jewish cuisine.



Designed by the award-winning Charlie Nott Architects, the attention to detail and 'hand on heart' authenticity of the interior transports patrons to a different time and place.

Within such an all-encompassing environment they enjoy slow-cooked, hand-cut specialty meats, cured lox, bagels, Reuben sandwiches and deluxe salads. Here, there's everything from breakfast Latkes to smoked brisket and veal schnitzel.



And, of course, there's the classic filter coffee and legendary deli 'pie' – either of the traditional apple variety or, living up to its international reputation, the New York baked cheesecake.

IN THE KITCHEN

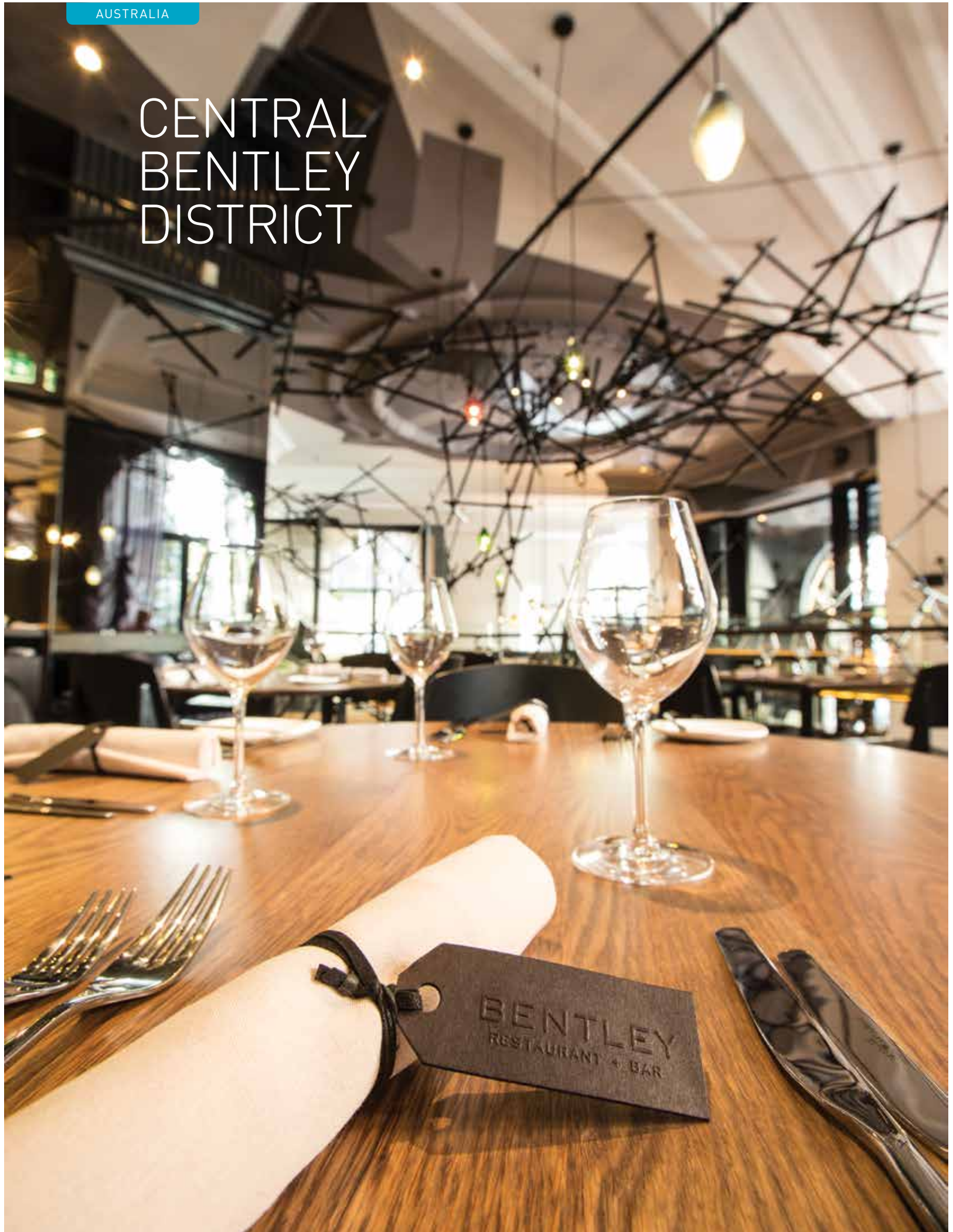
Serving such a wide-ranging menu morning, noon and night puts pressure on both the team and the technology in the open-plan Fed kitchen. Luckily Al's maxim to always "surround yourself with enthusiastic talented people" delivers the passion and expertise in the team. And, with similar sound investment in equipment, the technology can take the heat too.

Such gear offers both extensive and adaptable use via Waldorf gas fryers, gas range, gas griddle and a salamander. Two Convotherm 10 tray combi-ovens deliver prodigious output and the unique Ubert Wall of Flame Rotisserie provides further specialised cuisine.

The Fed is certainly not a 'me too' type of establishment – delivering consistent, authentic Jewish cuisine requires both raw power and a fine touch. With careful scoping and planning of the kitchen such capability is delivered with confidence and ease.

AUSTRALIA

CENTRAL BENTLEY DISTRICT





Seven years trading is a long time in the Sydney restaurant business and few owners can lay claim to such longevity. Fewer still have achieved as much as Brent Savage and Nick Hildebrandt in that time.

Since the pair first opened Bentley Restaurant and Bar in 2006 they've earned two chef's hats in the SMH Good Food Guide and three prestigious wine glasses. They've received glowing reviews, eager fans and an enviable reputation for their creative wine list and inventive cuisine.

They've never rested on their laurels however, continuing to evolve the business. In 2012 they were joined by third business partner Glen Goodwin and last year the trio took the big step of moving from their comfortable and original Surry Hills location into the busy and bustling Sydney CBD.

The elegant new space in the Radisson Blu Hotel is, "a continuation of the old restaurant," says Savage. "But it's also about taking Bentley to a new level."

"My vision is to create a fantastic city restaurant: somewhere that is still creative but which also suits the business crowd" he adds.

"The crowd had changed a lot in Surry Hills over the years. It seemed a lot of our clientele had started coming from the city," Savage says. "So it just made sense to move closer to the CBD".

The owners chose award-winning Melbourne architect Pascale Gomes-McNabb to transform the former Bistro Fax into a contemporary and vibrant new space. A sophisticated new menu needed to match such a grand, opulent interior. "It's a lot more mature and more evolved, in the sense that there's more focus on the produce and the flavours", says Savage.

As well as an a-la-carte menu - with its signature selection of charcoal-grilled beef - the new restaurant also boasts a separate tasting menu, bar menu and a dedicated vegetarian tasting menu.

It's not just the reputation for remarkable food that's got the punters flocking to Bentley. With over a thousand choices, the wine list is a both comprehensive and focused. "We always use small producers and prefer smaller less well-known labels. The selection stretches far and wide," says Savage.

"All restaurants tend to evolve over time," says Savage. However, despite the slick fit-out and new menu, Bentley retains its original creative, down-to-earth appeal. Clearly, it's still Bentley business as usual.

IN THE KITCHEN

Bentley's owners looked to past relationships when establishing the best steps forward for the big move into the business district. Their strong partnership with Moffat has been in place since 2006, and the new fit-out benefitted from the shared history.

"I've used Moffat equipment for over ten years. It's always been reliable and easy to maintain, and it delivers on everything it claims", says Savage.

The owners chose a brand new selection of Waldorf Bold equipment, a Convotherm Electric Combi Steamer and a Washtech Undercounter Dishwasher to meet their needs.

"Moffat's customer service is also excellent and the technology is straightforward. This means the machines rarely have issues. But if they do, the follow up service is fast and reliable," he adds.





BREAKING NEWS FROM THE PRESS CLUB

While ‘a change can be as good as a holiday’ in the restaurant industry it is generally accepted this is only true for small changes. Big changes to any operation are costly, time consuming and, with the necessity to close the doors on the public, potentially business ending.

So it was with bated breath that many in Melbourne waited on the development of a much-loved culinary institution when George Calombaris shut down The Press Club for several months.

There was no need for excessive anxiousness however – in late 2013 the renovated, refined and resplendent restaurant opened to even more rave reviews.

The beautiful new space offers room for only 36 guests, with luxurious booth seating and a generous, opulent interior. It’s the same level of outstanding dining as before but on a much smaller, carefully focused scale.

Open from Monday to Friday the location is now typically filled with savvy business types and eager foodies, both groups enjoying the refined lunch menus and sumptuous five and eight

course degustation menus in the evening.

Luke Croston, also Head Chef at Calombaris’ neighbouring Gazi, heads up The Press Club kitchen, overseeing a menu that reflects Calombaris’ Greek heritage with a contemporary and inventive twist.

This food needed preparing in an environment ideally suited and perfectly developed. According to Otto Meile, Moffat’s National Sales Manager, Calombaris’ request was for the kitchen equipment to become a “piece of furniture” that would fit seamlessly with the sleek, luxurious fit-out.

The result is spectacular. With a world-class kitchen and a celebrated menu The Press Club is sure to remain making positive headlines in the years ahead.



IN THE KITCHEN

The kitchen was a huge feature of The Press Club redesign and it was vitally important that the equipment both performed and looked the part. The complete Waldorf Bold fit-out from Moffat provided the stunning answer.

The equipment range includes two Waldorf Bold 4-zone induction units and a Waldorf twin pan fryer.

"The induction cooktops give the team the versatility and cooking power they need to produce a ten course menu to the highest standard", says Moffat's National Sales Manager Otto Meile.

Two Convotherm 6.10 mini combi steamers on either side of the cook bank compliment the cooktops, and the tray timer mode is used to ensure a very high level of food consistency during service.

As with all of Calombaris' restaurants, The Press Club uses Moffat blast chillers extensively, including two Friginox under-bench units installed under the Convotherm mini combi-steamer ovens.

Finally warewashing is taken care of by a Washtech M2 pass through dishwasher and a GL Glasswasher with Reverse Osmosis capabilities – which negates the need for staff to hand-polish the restaurant's beautiful Zalto glasses.



MEATBALLS AND MAGNIFICENCE

The wider perception of the meatball often seems to equate the dish with bland, uninspiring and inexpensive fare. However the opening of a new restaurant in Auckland's Wynard Quarter is proving the meatball meal can be anything but humble.

At Baduzzi diners have been delighted by the fresh approach to an Italian staple. Here they can enjoy everything from traditional beef with onion gravy and salsa verde to the contemporary Coromandel crayfish with savoy cabbage and braised chickpeas.

The restaurant is about more than meatballs though and the impeccable design, extensive wine list, meticulous, delicious menu and overall affordability of Baduzzi have caught the attention of the critic and the crowd alike.

Owners Michael and Annette Dearth opened the Grove in Auckland over ten years ago, and the success of that establishment has found its way to Baduzzi. Here, the "food of the people" sign outside the new venue speaks to Michael's belief that a high quality dining experience can still be an affordable night out.

Everything at Baduzzi is delivered with care and passion. Within the leather, copper and dark wood surrounds of the Italian restaurant the comprehensive approach of the Paul Izzard design is impressive. Through in the open kitchen, executive chef Ben Bayly oversees a tight-knit team, backed by head chef Glen File and pastry chef Juan Balsani.

Their menu is impressive. In everything from flame-grilled sardines to chicken saltimbocca to rabbit ravioli, the attention to detail consistently delivers flavour intricacies and surprises. It all adds up to a uniquely memorable experience for diners and, with the 100-seat restaurant busy and bustling, it's obvious this establishment is no flash in the pan.

Servicing such numbers requires an adaptable and highly functional kitchen. Building the space was a sometimes



complicated but incredibly rewarding experience for all involved. The wood-fired chargrill, specially brought in from Spain, proved an interesting challenge and a special filtration and extraction system had to be installed for this equipment.

The effort was worth it – Baduzzi continues to impress and inspire its diners. Quality and affordability never go out of style and nor, it seems, will a perfect mix of old-fashioned Italian tradition and modern culinary ambition.

IN THE KITCHEN

Italian food should be made with the same level of passion with which it is eaten – and it certainly helps if where it's made reflects the same passion. The kitchen at Baduzzi provides just such a focus via the power and style of the newly installed technology.

The kitchen is dominated by the deep burgundy style of the Waldorf Bold central island suite. Here, three target tops, two electric fryers, a chrome griddle and a pasta cooker are all elegantly fitted together to ensure maximum ease of use. Additionally two double-stacked Convotharm ovens provide both menu flexibility and cooking force, making sure every plate reaches its full potential.





THE PROOF IS IN THE PUDDING

At Dolcettini every dish served is evidence of the passion, dedication and absolute skill of Head Chef Francesco Gulisano and his wife Bianca, who runs front-of-house.



talents, and Dolcettini is fast gaining favour as one of Sydney's finest patisseries.

Nestled in Dural, the eatery has a modern, relaxed atmosphere and a range including homemade artisan bread, coffee, fresh

Francesco's credentials are impeccable. By the age of 27 he'd won over 40 fine food medals, been named Apprentice Baker of the Year and is heralded as one of Sydney's most talented up-and-coming chefs. Setting up his own flourishing business has been further proof of his

gelato and light café meals. But it's the delectable, handcrafted desserts that have both locals and foodies from further afield coming back for more.

Francesco frequently devises such desserts at home, often with just a pad and paper. "It's all about thinking about flavours that go together, or that could go together," he says, "and then delivering them in a new, fresh way".

Some creations - such as the signature 'XTC' cake - are incredibly complex, each layer and component requiring its own technique and specific assembly. Despite this intricacy Francesco points out it's often the simplest things that are the most enduring. Their strawberry tarts and lemon meringue tarts are incredibly popular and one of his most awarded desserts is a mouth-watering take on the traditional Italian Ricotta Cornetto.



A self-confessed perfectionist, Francesco says the production process is “all about quality and attention to detail”. He insists on only the freshest and finest ingredients (such as Lindt chocolate and whole vanilla beans), and the culinary couple have invested significantly in their kitchen fit-out.

There’s conclusive evidence that such investment has been worth every cent. Since opening in 2011 they’ve increased revenue by

over four hundred percent, opened a catering and wholesale business and hatched plans to open another restaurant on Sydney’s north shore.

IN THE KITCHEN

Dolcettini’s set-up is a far cry from the domestic arrangement where Francesco and Bianca first started. From humble beginnings with a small commercial oven for their desserts they now enjoy a variety of first-class kitchen equipment.

This includes a Tagliavini Rotovent oven (with a rotating trolley for perfectly distributed baking) and a Tagliavini Modular deck oven specifically designed for producing quality pastries, bread baking, artisan breads and float loaves.

For the very best consistency with pastries they opted for a Craftsman Pastry Sheeter. This technology is completely automated and produces beautifully layered croissants, freeing up Francesco from this area of production.

Helping make everything a piece of cake is a Paramount 60 Litre Planetary Mixer and a Pani Clima Retarder Prover. With the arrival of a GL Mini LeVain tank to hold liquid culture for sourdough the restaurant will continue to evolve and grow it’s culinary capability.





AN ESTEEMED HISTORY. A DELICIOUS FUTURE.

While the name hints of a historical background Essendon's Friends at Brickmakers Arms has its eyes firmly on the future when it comes to culinary success.



In 1863 the original Brickmakers Arms was established as a small but busy hotel for Melbourne's fledgling colony. After many years of use much of the original building was later destroyed by fire. Sitting unoccupied for years, the history of the site seemed destined to be forgotten.

That all changed in 2013 though, when the Brickmakers Arms was brought back to life. A very modern re-development restored the existing façade and combined a stylish apartment complex, boutique offices and a fine-dining establishment, Friends at Brickmakers Arms.

The restaurant has been a success from the get-go, the 150 seats often bustling with happy customers. Diners obviously won't arrive just for a sense of history, so the food needs to match and surpass the expectations of an educated clientele.



Run by experienced restaurateur, Steve Patruno, Friends at Brickmakers Arms is very much a forward-thinking and inventive restaurant.

An accomplished chef, Steve uses his Italian heritage to deliver a strong European influence to the menu, which he describes as "modern Australian, with an Italian twist". After two decades working in award-winning establishments (including several Michelin-star restaurants in Italy) he certainly knows what works.

While the overall restaurant has a very warm and laid-back feel, the food is a far cry from pub-style fare. Here it's about serious, technical cooking delivered with creative flair. As well as incredible cuisine one of the most notable things about Friends at Brickmakers Arms is the enormous wine cellar - which stocks between 300-400 labels.

The development of the complex has undoubtedly reinvigorated this intriguing part of Essendon's historical landscape. In some cases a project such as this may run the risk of being all style and no substance, but with the warmth and soul of Friends at Brickmakers Arms at its heart the success of this location looks assured for the future.

IN THE KITCHEN

When it came to the kitchen Steve says he wanted only the best. With a stunning, chill-red Waldorf Bold set-up and a Convotherm Combi Steamer he got what he wanted.

"Moffat's equipment is of a very high standard, and I needed something that could cope with the demands of our kitchen," he says. "I know first hand that if the kitchen - the heart of any restaurant - isn't working at its best, then you may as well close the doors."

Long-standing industry experience certainly helps when it comes to choosing equipment. Steve appreciates Waldorf's reliability and durability and the customer service and support post-installation.

"In all my years in the restaurant trade, I know what works, what equipment is high quality and what isn't," he says. "I started using Moffat (equipment) 20 years ago, and it's still one of the biggest and best out there."



MASU ARRIVES ON FED ST

In recent times Auckland's Federal Street has been steadily building a reputation as a premier dining destination. This interest was undoubtedly helped with Japanese restaurant Masu's arrival on the scene last October.

Owner Nic Watt's time in London has prepared him for the spotlight. Working as chief operating officer for acclaimed Japanese restaurant group Roka, his fans included celebrities Chris Martin and Kate Moss and chefs Heston Blumenthal and Michel Roux Jr.

Nic's return to New Zealand means he can now concentrate on one establishment. Now, with the debut of Masu, work is just 15 minutes down the road from the family home. And, with high acclaim and crowded tables, his labour of love is already proving worth the investment.

Along with head chef Darren Johnson (formerly from Roka) and restaurant manager Matthew Aitchison (formerly at The French Café) Nik's work at Masu focuses on natural, traditional preparation and "simple, elegant purity of flavour".





Masu Restaurant photos by Michael Bradley

The robata cooking hearth at the heart of the restaurant provides a highly visible symbol of this approach. Here, diners can watch as chefs prepare skewers of food to be slowly rotated over hot coals. This fireside cooking echoes the centuries-old communal cooking approach of Japanese culture.

It's one that certainly appreciated in the modern age too. Popular dishes include gochujang hot pepper, tartar of salmon and tuna with house made rice cracker and tempura yellow belly flounder with chili ponzu and lamb cutlets.

Diners have taken the signature dishes to heart – and the success of the restaurant is thanks in no small part to the intelligence with which it combines unique flavours in simple, innovative ways.

This popularity highlights an ever-growing sophistication amongst Auckland diners. Masu is an important part of this change, the restaurant's debut marking the dawn of new era for high-end yet accessible dining in the city. It makes sense that the land of the rising sun would help provide the inspiration for this era.

IN THE KITCHEN

At Masu it's about delivering equal parts spectacle and substance – both on the menu and in the kitchen. While the robata approach provides an impressive spectacle for diners, the kitchen also boasts a large variety of equally important cooking tools.

With The Obi Room, the private dining area seating 18, the restaurant 100 and the open charcoal heath another 16, meals need to be delivered in quantity and quality. The Waldorf range delivers comprehensive coverage here. A gas range, fryer, griddle and pasta cooker provide the means with which to make even the most simple of tastes incredibly memorable.





WHERE THE HEART IS

A new restaurant in Birregurra has generated widespread interest thanks in no small part to the credentials of its owner and the origin of its menu.

Within a carefully redeveloped farmhouse 130km west of Melbourne Brae offers quality food that's sourced close to home, be it from within the property's extensive organic vegetable garden or throughout the local region.

After being named The Age Good Food Guide's Chef of The Year in 2012 owner and acclaimed chef Dan Hunter's first solo project is at once ambitious and realistic, visionary and pragmatic.

For Dan the restaurant is a natural progression from his time as Head Chef at Mugaritz in Spain's Basque Country and his six years leading Dunkeld's Royal Mail Hotel – a venture that saw him first develop an organic kitchen garden system.

Utilising the sprawling gardens within Brae's 30-hectare property Dan has now taken his art to a larger canvas. The

bold move has delivered resounding success too, critics calling Brae "a new benchmark for Australian cooking and restaurant craft."

The ethos behind the venture starts with the seed and ends on the plate. Here it is about both the connection to the land and an understanding of both the wider community and the seasonal opportunities nature provides.

Along with restaurant manager Simon Freeman, Dan has carefully crafted a final dining experience that transforms the raw product from the vegetable gardens, olive groves and fruit orchards into a sublime multi-course chef's menu.

The dishes? How about confit calamari with pickled baby turnip and cucumber in a daikon/cucumber juice with lovage leaves and grated whole egg, seasoned with lemon myrtle? Or local



shiitake cooked in mushroom stock with braised and glazed (eel and veal stock) Robbins Island Wagyu short rib, shaved raw shiitake and radish with samphire?

IN THE KITCHEN

The critics have rightly lauded the products of Brae's kitchen. Such culinary adventures can only be produced with the right tools and, just as growing your own ingredients was a practical way of ensuring quality, so too was an investment in a quality kitchen.

Waldorf technology delivers the backbone of this kitchen. Two Waldorf convection oven ranges and target tops, a 4 burner cooktop, gas grill, electric salamanders and fryers provide ongoing quality and peace of the mind to the kitchen staff. The ten trays of the Convotherm combi-steamer oven are put through the paces regularly. And at the end of each lip-smacking meal a Washtech M2 pass-through dishwasher ensures everything is perfectly clean and ready to go.





BACKYARD BLITZ

When the owner and chef at the Backyard Bistro speaks so enthusiastically of his new kitchen workhorse it's hard not to get caught up in the infectious excitement.

For Joe Lumbrazo, installing the E33 Turbofan oven in his Raleigh, North Carolina restaurant has introduced an entirely new level of output and adaptability to his busy establishment. Since opening in April 2009, Backyard Bistro has attracted food and sports fans from throughout the region.

On average the Bistro does 120 covers for lunch. However with the proximity to a local sports arena this can change dramatically and, with a big event on across the road, it might increase to 1000. Joe takes pride in quality meals for the whole family – with a menu that has “something for everyone.” With such a large crowd that means his kitchen must deliver accordingly.

His take on the new kitchen technology is clear. “I can easily cook more recipes in that Moffat (Turbofan) oven than I can in a fleet of grills,” he says. “That thing is absolutely incredible.”





The E33 has also proved its worth when it comes to preparation. "I can do 10 to 15 things in that oven in the span of two hours where it would take 7 hours in a standard style oven, because it's so diverse," says Joe.

This diversity is highly valued. Changing dietary requirements and an increased awareness and appreciation for different cuisine has seen the tastes of Joe's clientele change considerably in recent years.

This range is now matched by the new technology, and the ability to modify settings while easily maintaining consistent results has impressed the owner. "With the dry heat, the wet heat, the probe, the temperature raising and dropping," says Joe. "The thing's worth its weight in gold."

The success of the E33's introduction has Joe looking to the future. Here, his enthusiasm for the technology becomes obvious again, saying, "I wish I had ten more."

His passion for the oven and its output is obvious and, come game day, he's in his element serving up big, bold taste to the punters. Recognising that the delight of his customers is crucial to ongoing success Joe says, "whoever's coming through the doors – you want something to make them happy." Now, with the Turbofan E33, there's something to make those coming through the kitchen doors equally happy too.





USING HIS LOAF

Sean Armstrong had a problem. Supplying his much-admired Auckland restaurant Prime with bread of a consistently high quality seemed near impossible.

Recognising the gap in the market the popular celebrity chef did the only thing he thought would make sense – he stepped in to bake his own.

Loaf Handcrafted Breads has since become a New Zealand business phenomenon. The great reputation of the artisan bakery has resulted in daily servicing of over 1100 customers, from small cafes to large businesses and airline caterers in local, national and international markets.

With such development the Loaf production capabilities have also had to grow. The 80 square metre floor space the company started with in 2004 has now been expanded to 1250 square metres.

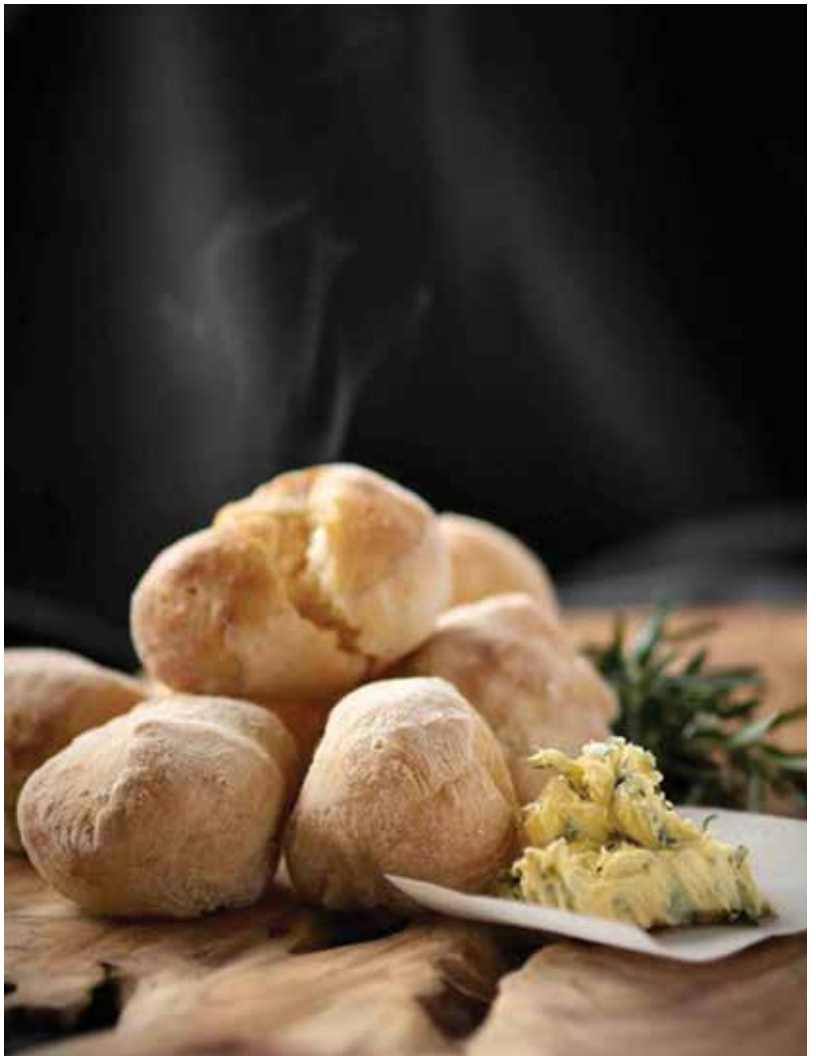
In this space the ovens bake constantly from 6am to 10pm.

As Loaf is effectively a 24-hour business any equipment development needs to be carefully scoped and seamlessly installed.

So when three new Tagliavini Rotor double rack ovens were introduced everything needed to go according to plan. Moffat's NZ Bakery Manager Tony Crump helped ensure consultation, installation and operation went smoothly.

"Sean was determined the process have zero negative effects upon his customers," said Tony. "Through careful production planning we were allowed a 12 hour window to remove the three old ovens and install and initiate the three new ones."

Another key consideration was with consumption and production criteria. When Tony initially approached Sean it was with a



solution to significantly reduce energy consumption. Tagliavini Rotor ovens have an average consumption 25 to 30% lower than the ovens installed at Loaf, with improved outcomes in both recovery and bake processes.

Investing in key technology has ensured the company can continue to evolve and thrive, and the prominence of the Loaf name has helped the company reach markets far from its premises in Mt Wellington. Now, with big plans to capitalise on the appeal of artisan baking, Sean Armstrong's Loaf continues to be the toast of the town.

IN THE KITCHEN

Above all else, consistency of quality is vital to the expansion of the Loaf brand, and the new bakery equipment had to provide perfect peace of mind.

The USB programming capability of the ovens ensures such consistency. All ovens are now identically programmed – and in the future any changes simply require 30 seconds to upload new recipe files.

Output was also an important factor. Two of the new units are gas operated and one is electric, and going from one rack to two

in the electric oven provided a huge gain. Thanks to the superior efficiency of the Tagliavini Rotor oven the required power supply was still the same too, even though production output was doubled. The reduced footprint of the new ovens also allowed the business to increase capacity and output, delivering greater quantities at the same high level of quality.





THE AMERICAN DREAM

The United States market is vast and diverse and Moffat's history here has been one of expansion and success since selling the first oven back in 1986.

This first Turbofan E31 model was the only commercial convection oven the company made at the time, and a Seattle-based manufacturer provided the crucial sales, distribution and service foothold.

This initial period provide a steep learning curve as Moffat gained an education in the market and the requisite standards required of kitchen technology. The research and development phase provided key opportunities to the company too. It wasn't long before the E32 debuted to accommodate the American sheetpan size.

This was a unique approach at the time. Without double doors, pans were fed into the oven length ways. A smaller, low-velocity fan system and a unique barrel shaped chamber the E32 required

50% less power and used 40% less floor and hood space. And it saved the owners considerable ongoing costs.

Riding high on the back of this success the company established a preliminary warehouse near Seattle in 1989 before beginning to develop a sales and distribution network along the west coast.

In 1990 the growing business relocated to San Antonio Texas. For the next eleven years here Moffat expanded the product range, sales and staff to service the entire continental USA.

Some key operational focuses dominated this time. To win new business the company had to supply quality product with plenty of selling features – at a fair price. Building sales meant enticing, engaging and connecting end users with dealers.



Almost every month there was a regional trade exhibition to attend and display at.

Having the product available for immediate shipment nationwide was an important feature too. Same-day dispatch and a flat shipping rate helped keep everything fast and simple. Providing excellent after sales and warranty support was also critical – and the company's high standards here helped with growth.

In 2001 the business headquarters relocated to North Carolina, where parent brand the Ali Group had several companies on the same campus sharing finance and logistics resources while maintaining independent marketing and service support.

Today Moffat's dedicated team includes national and regional sales and customer service resources supporting sales coverage via a network of independent manufacturers representatives. As well as having a solid foundation of Turbofan independent dealers Moffat is a member of several buying groups and works with major national accounts on a direct basis.

With a broad portfolio of ovens for a vast range of applications Moffat's success in the United States continues each day. From dawn's early light the company is busy providing technology that continues to innovate and develop along with its customers.





OUR PEOPLE MOFFAT USA.



PJ Loy

VICE PRESIDENT SALES



Peter Carroll

EXEC CHEF / REGIONAL SALES
MANAGER



Danielle Brach

REGIONAL SALES MANAGER



Lisa Phelps

SALES CO-ORDINATOR

Growth in Mexico.

AN EVER-GROWING CROSS SECTION OF CUSTOMERS IN MEXICO CLEARLY HIGHLIGHTS THAT THE MARKET IS EVOLVING AND DEVELOPING HERE.

With demand for baked goods unparalleled in the larger cities, frozen and fresh baking solutions are popular. That's why three different companies are now putting new technology solutions to the test.

An offshoot from the Toks group of restaurants, Cup Stop is a popular fast-fix coffee and muffin destination. The business required a bake centre for their frozen and fresh dough product – one with a fast turnaround of product that could be delivered in a small footprint. The Turbofan E32 and P8 proofer were the perfect solution.

El Globo bakery is Mexico's oldest bakery. Since opening in 1884 it has now grown to over 250 outlets. With an extensive line of sweet and savory breads the demand on the equipment

is extreme. However the company's drive into smaller format stores meant space was a big issue and the traditional deck ovens were not possible. With the introduction of the Turbofan E32 and P8 bake centre demand could be met with consistent quality.

Fournier Rousseau is a small, rustic French bakery offering a classic mix of frozen pastries, fresh bread and home-baked style cakes. Within the extremely small stores (with a 20 square metre footprint) all goods are baked on site. Providing first-rate versatility and the greatest efficiency of space, the Turbofan bake centre was the perfect solution to ensure each store could be self-sufficient.



Andrew Scoular

MOFFAT REPRESENTATIVE
IN MEXICO

OUR PEOPLE MOFFAT MEXICO.

Fresh is best (and so is Doug Scully)

EVERY YEAR SUBWAY PRESENTS A RANGE OF AWARDS TO ITS MOST DESERVING SUPPLIERS AND DURING THE LAST ANNOUNCEMENT OF THE WINNERS ONE MOFFAT EMPLOYEE GOT A PLEASANT SURPRISE.

While certainly appreciated, the 'Excellence in Customer Service' award completely caught National Accounts Sales Manager Doug Scully unawares. "I honestly didn't know this award was coming, and I was chuffed to receive it," Doug said.

While it may have been a surprise for Doug it was less so for those who work with him on a regular basis. His dedication to the client has been obvious over the years.

While originally started out in the Food Service / Dealer Distribution team Doug has now been working on the Subway account for seven years. Specifically, his work provides Subway with day-to-day support for Moffat's TurboChef equipment, which is used throughout Australia and New Zealand.

His role covers many bases. "When Subway have new products that need to be tested, and programs that need to be written for their TurboChef equipment, I support them with that," said Doug. "And whenever they introduce a new product to the local market I also provide assistance."

For Moffat, which prides itself on providing excellent customer service, this award is further evidence of the importance of employing talented people. And after being with Moffat for almost ten years, Doug is thrilled to receive such great feedback from a long-standing client.

"It's nice to have the recognition. I spend a lot of time working with Subway, and I find them great to work with", Doug said. "To receive this award is really fantastic".



OUR PEOPLE MOFFAT AUSTRALIA.

Phil Swan

While 34 years in the industry, a quarter of a century of which has been with Moffat, Phil Swan's enthusiasm for the work remains the same as the day he arrived. As a Food Service sales consultant based in Melbourne Phil ranges far and wide for his work. While he enjoys time on the Mornington Peninsula with his wife Annie and their two boys he also relishes the work travel too, be it close to home, around Victoria and Tasmania and further afield internationally.

No matter where he ends up he sees the opportunity to get out on the road as a valuable one – it's a chance to build relationships with the dealer network, meet new people and see what he can do to help. Being able to watch the company grow and the technology develop over the years has given clear advantages to his service today. Phil's knowledge is now skilled, practical and quickly shared.



Samuel Tait

After six years in the industry Samuel Tait was considering other career paths – but the opportunity to work for a dynamic company with leading brands proved too great a temptation. Now, two and a half years later, he's going from strength to strength in his work as an Account Manager in Food Service in Sydney.

His hectic daily schedule means Samuel is often on the phone and/or jumping between projects. With an appreciation of the research and development and engineering behind the technology, he understands best how to help. And with an outgoing personality and industry awareness Samuel puts this knowledge to good use.

With work so busy Samuel needs both excitement and relaxation away from the office and he finds motorcycles, hiking and following the footy perfect pastimes.



Bernard Klewer

Our mod shop manager in Melbourne knows the business inside and out. In the 26 years working for the company Bernard Klewer has managed the warehouse, worked in National Accounts Customer Service, set up exhibitions and much, much more. He brings this experience to the mod shop, where for the last six years he has overseen all the new equipment through the doors.

A passionate company man, Bernard sees Moffat as his extended family, and his love for the work, and ambition to go above and beyond, continues to deliver the best results for the various departments he deals with. He's also always looking to get out and enjoy time with his 'other' family too (especially his two new grandchildren). Here, he loves combining both sets of relatives – visiting Moffat-supplied restaurants with his family and supporting their businesses while enjoying a great meal with his nearest and dearest.



Cesare Salemi

As a third generation baker of Italian heritage Cesare Salemi says that baking is in his blood. Importantly for our clients it's in his mind too. That's because, as the NSW Territory Manager for Bakery, he possesses both considerable industry experience and passionate individual acumen.

In his career Cesare has run his own business and managed everything from small artisan productions to large manufacturing plants. Working out of our Parramatta office he's now responsible for bakery equipment sales and support throughout NSW. With every business requiring a unique focus Cesare appreciates the variety and the new challenges each puts forward. Matching his understanding of the work to application of the technology gives him the chance to meet and surpass any obstacles on a daily basis. It also means that at the end of each day he's satisfied with a job well done – and can then turn his focus to enjoying valuable time with his three beautiful children.



OUR PEOPLE MOFFAT NEW ZEALAND.

Phil Neverman

A consultant chef and sales specialist for Moffat needs a few key strengths, including experience, expertise, professionalism and friendliness. With Phil Neverman such traits are unmistakable – his past experience and future-focused customer service consistently delivers the goods.

There's little wonder that Phil is going from strength to strength after just over a year in his current role. Having run some of New Zealand's busiest kitchens over his 28-year chef's career his communication skills are excellent, and his understanding of the technology and it's potential is second to none. While such work demands logistical coordination the travel doesn't necessarily stop post-work either. That's because, be it on the dirt track with his KTM or the highway with his brand new Triumph Thunderbird, Phil loves getting out amongst it.



Jofreyn Acayan

With over 25 years at Moffat Jofreyn Acayan's work as Financial Controller benefits hugely from both her experience and ambition. Leading the finance department with a mix of small detail understanding and big picture awareness, Jofreyn's knowledge provides precise insight into the company's financial landscape.

The variety of this work is considerable, and any skill-set needs to match the ongoing changes in accounting standards and taxation. Such an approach is non-negotiable for Jofreyn – and it's typical of her career at Moffat. Life isn't just about the balance of spreadsheets however. With Zumba classes, travel and different cuisine and cultures Jofreyn's work/life balance is equally well poised.



Andrew McComish

As Moffat's Senior HR Advisor for over two years Andrew has a good idea for what makes the place thrive. It's the people, obviously. His work keeping the right people in the right place in a fair and valuable manner benefits from exceptional experience and expertise.

While coming from a Human Resources background Andrew's incredibly diverse work history (everything from dodgy bar work to writing HR books to hydro-dam drilling) means he can see beyond the average perspective with focused techniques and objective solutions.

In a challenging, ever-changing post-earthquake labour market (with a big factory shift) his efforts are vital – the ability to marshal resources and maximise productivity crucial. However his down-to-earth approach is equally important. Ultimately he advocates for a passionate, productive and personally rewarding career and lifestyle – like the one he enjoys both here and away with family and in the South Island's fresh water and mountain peaks.



Shane Salt

Over 20 years ago family connections brought Shane Salt to Moffat. Since then he's become a cornerstone of the factory's Press Shop, ensuring the sheet metal used in our equipment is cut to the right specifications each and every time.

This exacting process requires both diligent focus and considerable knowledge for the different technological requirements. Over the years Shane's skills have literally stayed on the cutting edge. Such experience will be crucial with the move to the new Moffat production facility, and his view of this development – that it is a fantastic opportunity to learn new skills – shows why he's so valued by the company. In the meantime Shane will continue with business as usual, and in his downtime relax with time out on the bike or away fishing.





The coolest of changes

THE RESPONSE WAS AMAZING WHEN MOFFAT OFFERED A BRAND NEW BLUE SEAL EVOLUTION FIT-OUT COMPETITION LATE IN 2013 AND CHOOSING A WINNER PROVED DIFFICULT.

Many were worthy of the prize and the number of entries, the passion of the entrants and their aspirations for the future certainly humbled the Moffat representatives in charge of picking just one. Only by enlisting the aid of NZ Chefs Association president Anita Sargison could a final name be chosen. That name was the Cool Change Bar & Eatery in Martinborough.

For owners Jimmy McKinnel and Karina Hailwood the win seemed unreal. "At first I thought it was a joke," said Karina. After being told "numerous times" that they had indeed won the gas range, fryer and salamander she was obviously thrilled.

With a young family and a growing business the last thing the couple could afford was equipment failure. The win came at the perfect time too, as their kitchen "was on its last legs". In a 'you wouldn't read about it' moment Karina said "our old oven actually finally shut down the day the new one arrived."

Now, change is definitely in the air. The new equipment has freed up room in the kitchen and the ease, heating power and consistency of cooking has made life a lot easier for Jimmy, Karina and the busy Cool Change team.

The owners aren't the only ones to notice the transformation either. With greater heating capabilities the new technology delivers meals faster while providing even higher standards of quality for patrons of the casual but slick eatery.

Karina sees a great future ahead for the popular restaurant "thanks to the team at Moffat". With the exciting new Blue Seal fit-out everything is certainly Cool in Martinborough.

INTRODUCING THE NEW TURBOFAN E33 CONVECTION OVEN



E33D5



E33T5



Bi-directional reversing fan



Touch Screen Control



Core Temperature Probe

**TURBOFAN E33 :
THE ADVANTAGE**

Moisture Control

The new Turbofan E33 convection oven has been designed to deliver better output from a smaller space. An improved high power bi-directional fan system, individual rack-ready interior and pre-programmability provides perfect food consistently quickly. Then there's the compact 610mm width for an outstandingly small footprint with 1/1 GN capacity.

And we've also introduced a new touch controller for the 30 Series, a brilliant new feature that provides intuitive functionality and pre-programming for ongoing ease of use.

Naturally, it's all backed by our no-compromise 24/7 service and support. Which is just one more compelling reason to choose Turbofan.

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CONVECTION OVEN SYSTEMS



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OUR PEOPLE BLUE SEAL UNITED KINGDOM.

Debbie O'Regan

As our UK Sales Accounts Administrator, Debbie O'Regan has a number of key responsibilities delivering invoicing capabilities and coordinating sales enquiries. Her recent move into the sales office has helped ensure the busy workload here is undertaken with the utmost efficiency and professionalism.

Throughout her career Debbie has undertaken various roles in customer service and now, with eleven and a half years working here, her experience is impressive. But it is her day-to-day approach that really makes the difference with ensuring the final result is the best it can be. The diverse and stimulating role has constant demands for a high level of customer service, and Debbie's consistent ability to think on her feet and communicate with clarity is highly valued by both the team and customers alike.



Karen McLaughlin

Karen has now been with the company for over thirteen years working as an accountant and office manager for our United Kingdom office. As the new millennium began she was initially attracted to the role due to the strong team dynamic and great brand reputation. In the years since Karen's done everything she can to bolster these attributes.

Her methodical organisational skills, stringent systems focus and determined personal ambition ensures the company continues to grow. Her friendly nature and enjoyment of the varied accounting duties ensures it continues to thrive. Away from the busy days of work she loves getting out and enjoying live music, travel and motorbikes. While always enjoying eating out she confesses that she often spends time poking her head into the kitchen to see what Blue Seal products are in use.



Donald Harvey

UK Area Sales Manager Donald Harvey often has a pretty busy daily schedule. Fortunately, with his experience and skill, he can handle everything that comes his way. After leaving school Donald worked as a chef at a number of pubs and restaurants before working as a catering manager. Deciding to then take his career in a different direction, he found the perfect position with Blue Seal Ltd with which to put his chef intelligence to good use in sales and equipment demonstrations.

Now 12 years in this role, Donald makes the most of his broad and detailed equipment knowledge – providing valuable insight into both technical capabilities and operating procedures. Visiting businesses both as a sales manager and for post-installation training provides great satisfaction, and he enjoys meeting new people and working out how to best improve their cooking capabilities.



Kelly Nowak

Kelly Nowak understands just how much of a difference building a strong rapport with customers and the greater team can make. Positive, personable and professional, our receptionist makes a huge difference to our UK office.

Clear, efficient communication is vital both for a company's ongoing growth and for the enduring success of professional relationships. Being able to effectively manage information across a variety of channels makes everyone's work easier, and Kelly's three years of experience in the role is bolstered by a resourceful, friendly and determined mindset. Approaching any given task with initiative and ambition, her care and capability is highly valued by those she works with. These attributes endure beyond the office too – outside of work Kelly remains busy studying for her AAT qualification and enjoying her time with friends and family.





MADE TO MEASURE

A business partnership will thrive if each party can grow, adapt and evolve with the other. It's true for Tailor Made Catering, who have worked delivering a huge range of adaptable solutions to their clients for close to ten years now. And it's true for Blue Seal Limited, who have partnered the UK-based supplier throughout that time.

Together the two businesses have completed well over one hundred high quality installations throughout Britain. Working closely with Blue Seal Limited, Tailor Made carefully negotiates the scoping, design and installation process to ensure the final result is ideally suited to the unique requirements of each client.

"I called [the company] 'Tailor Made' because the name symbolised my vision of providing a completely tailored service to the customer", says founder and director Jim Stevens. This begins with the suitable fitting of equipment. With their partnership with Blue Seal Limited the company is able to offer a high level of equipment customisation.

"We prefer to have our fabrication made to suit the profiles of Blue Seal equipment so that we finish with a suited cook line up that not only cooks and performs well, but looks the part too", says Stevens.

Once equipment has been fitted, Tailor Made Catering goes to great lengths to deliver additional benefits to customers. "We use a huge network of nationwide service engineers to assist our customers. Our customers love it – as they only have one call to make and we took care of the rest."

When it comes to building relationships Tailor Made Catering puts a great deal of effort into their post-sales service. With Blue Seal Limited's help they provide specific equipment training for both chefs and kitchen staff. Everyone can then see not only how to take the equipment apart for efficient cleaning but also how to effectively operate the machinery to the peaks of its potential.

"The cliché about service is true", says Stevens. He believes strongly in face-to-face customer interaction, building a team of employees who love what they do, and importantly, engaging



Powerful, reliable
and ultimately,
very economical.

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- 400mm wide single pan gas fryer
- 18 litre oil capacity
- Open stainless steel pan for easy clean
- Includes baskets, lids & adjustable feet



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the best possible suppliers.
"We are always looking at how we
can improve", he adds.

With support from like-minded
companies, Tailor Made Catering
will undoubtedly continue to
measure up to the highest of
standards.





THE SAINT GOES MARCHING IN

Whoever once claimed 'good things take time' obviously never had the chance to eat at Saint Crispin.



Within just five days of agreeing to start a new venture acclaimed chefs Joe Grbac and Scott Pickett had sourced a Melbourne venue (the old Cavallero), purchased it, brought a team together and started renovating. Less than a month after that initial agreement their new venture opened to rave reviews. It's been fully booked for every sitting ever since.

Rapid launch aside, there's nothing 'hasty' or unprepared about the eatery. Instead, this eatery boasts spectacular, carefully considered contemporary food without the lofty prices or associated pretention.

"We wanted Saint Crispin to be approachable, accessible and affordable," says Pickett. After gaining a fantastic reputation his Melbourne hotspot, The Estelle, his aim for a new venture was simple but encompassing: "We just wanted it to be a really good local restaurant - the best restaurant on the street," he says.



Presenting exceptional food in a humble context, Saint Crispin is marching to the beat of their own drum and, in the process, helping to redefine fine dining in Australia. Picket believes it is part of a wider trend, with people moving from traditional and expensive 'fine-dining' establishments to restaurants that are more authentic and down to earth.

"We wanted to prove that you can have great food and service, but without all the pretention that goes on in our industry", he says. "It seems to suit the Australian mentality."

Everything is genuine here. The low-key, light-filled interior is a handmade labour of love - created by many of the restaurant's own staff and friends. An architect friend helped with the vision, the chairs were recycled from a previous incarnation of The Press Club (where Grbac's star rose as Executive Chef) and the tables were made from scratch.

Such an artisan approach is even more appropriate when considering the past life of the building. The site of a former cobbler's workshop, this history helped inform the very core of the restaurant's identity - Saint Crispin being the French patron saint of cobblers. Perhaps how the owners keep their feet on the ground while still delivering such heavenly cuisine.

IN THE KITCHEN

Saint Crispin serves up to 100 diners every night and 50 for lunch. There's also a private room upstairs that can hold 30 and a bar that fits 25. Amongst this activity the kitchen is very much a focal point.

"We didn't realise how exposed it [the kitchen] would be until we opened the restaurant," says Picket. "It's right there - pretty much in the dining room. But people seem to love it. There's theatre and action. It's busy. There's a great energy and feel about it."

When it came to the fit-out the owners invested in a wide selection of Moffat equipment to ensure optimal durability and efficiency. Two Turbofan electric ovens are the backbone of the operation, a Friginox blast chiller ensures 'there when you need it' supply and a Washtech M2 dishwasher keeps everything spotless.

"We're hard workers. We want equipment that keeps up; that's reliable, heavy duty and that still looks quite sharp," says Picket. "In particular, the two Waldorf Bold Target Top ranges and the Blue Seal 6 burner (range) provide real oomph. Being sauciers, we wanted something with a bit of grunt, and Moffat really delivered," he says.

Picket also speaks highly of Moffat's customer service. "They looked after us on price, service and follow up. It's just a load off your mind when you can trust a supplier like that."



SURF'S UP

In Queensland The Waves Sports Club has drawn from community history, individual passion and superior technology to ensure its continued success.



Established in 1968, the Bundaberg club originally catered for early immigrant Italian farmers. The name recognised their journey aboard the Angelino Lauro across the waves of the Indian Ocean to Australia and, ultimately, found a relaxed place where they could meet and enjoy games of bocce and soccer.

Today The Waves is a sprawling and successful sports club with multiple awards to its name, 38,000 members, over a hundred staff and four chefs.

Executive Chef Craig Stelmack oversees the sizable operation, managing the delivery of between 500 and 1,000 meals a day across four different venues.

For dining the club provides a busy cafe, a bar and grill, two function rooms and off-site catering. To deliver exceptional food



on this scale it's imperative the club has the most efficient and robust equipment possible.

With a long history in club and pub kitchen environments Stelmack knew technology was a key factor behind delivering constant quality. That's why, upon becoming 'captain of the ship', he made certain there was a significant investment in the Sticky Fingers Café kitchen, Rock Salt Bar & Grill and functions kitchen within the Waves.

The resultant improvement in food service at the club has, "meant more consistency," says Stelmack. "The auto controls really take the guesswork out of things, and we've raised the bar across the board. We've made things more efficient, and have also been able to do lots more with the kitchen space we have," he says.

As well as equipment reliability and efficiency Stelmack says service levels have been very important, with Moffat's single point of contact extremely helpful and fast resolution of any issues commendable.

The close relationship he has enjoyed with Moffat over the years has been beneficial to all parties and, with a mutual focus on efficiency and improvement, it looks set to sail ahead in the future.

IN THE KITCHEN

Craig Stelmack's past experience and vision for the future of The Waves ensured a decisive scoping, briefing and installation process.

Primarily, he selected equipment from the sleek Waldorf range - including single pan gas fryers, griddle toasters, a gas chargrill, target top with refrigerated base and a 6-burner gas cooktop. He also installed three Convotherm Electric steamer ovens - 6-tray, 10-tray, and 20-tray units.

According to Stelmack the most essential piece is the Convotherm Electric 20.10 combination oven steamer, which he says, "runs 24 hours a day and is the most used piece of equipment we have".

"We exploit every feature of the machine - especially the overnight cooking and power saving facilities," he adds. "I just couldn't live without it."



100 REASONS TO VISIT 1 GREAT OCEAN ROAD

With an iconic street address and an impressive backdrop
it's hard to miss the stunning RACV Resort at Torquay.





Set on a beautiful golf course, the new facility boasts 92 rooms, spectacular ocean views, a day spa and wellness facilities and access to an equally memorable beach environment. In keeping with its high standards of luxury the resort also boasts a range of sophisticated dining options.

To fuel their relaxation and adventure within such a unique setting visitors to the resort have plenty to choose from, including Number One restaurant, Harding's Lounge and White's Paddock bistro. When it comes to quality catering options there are also the private function room, a Rincom ballroom and ongoing room service and health spa deliveries.

Executive Chef, Michael Bannerman, has been leading the team since April 2013. Having worked in some of London and Melbourne's finest restaurants Bannerman was excited to take on this new challenge.

As well as the opportunity to "open a brand new kitchen" Bannerman says he is also enjoying working towards other goals throughout the resort, including making the most of the area's fantastic local produce.

Upon the soft, undulating coastal landscape the building's architecture nestles perfectly – nothing is out of place. It's true also for the dining experience, with consistency and quality the key focus in the kitchen and on the plate.

IN THE KITCHEN

On a typical day, Michael Bannerman says the resort serves anywhere between 100 and 400 meals across breakfast, lunch and dinner.

To meet this demand across so many venues the Executive Chef employs a large team of thirty, and to meet their needs he uses the most well-suited kitchen technology. This includes two Convotherm 20.20 and two 10.10 Combination oven steamers, a Craftsman deck oven, and three large Hackman steam kettles.

"Moffat supply good, reliable equipment and brands," Bannerman says. "They also offer good customer service, and their products are made to last."





THE PEOPLE BEHIND THE PIES

The making or breaking of a small business can come down to the relationships it forges with the local community. This is never more apparent than twenty minutes north of Byron Bay where, in the small, close-knit town of Mullumbimby, the local bakery has to be friendly, competent and, above all, consistent.

"It's a steady little town. It stays the same all year round, and supply is very consistent", says Brian McDonald. With his wife Maree he has owned and run the small but successful Mullumbimby Bakery for close to six years now.

It offers everything you'd expect from a great country bakery: delicious old-fashioned cakes, pies, beverages and fresh bread. The vast majority of the business is retail, with a small amount of wholesale catering. Crucially, over ninety percent of business comes from regulars, with the rest from tourists passing through. An under-seasoned pie or doughy loaf of bread can severely affect the chance a local patron will return.

Nearly everything is baked on the premises from scratch and Brian, with several decades baking experience, understands the importance of consistent quality. So, along with three

apprentices, a tradesman and retail assistants, he does everything he can to make this reliability a reality. The recent installation of a new Turbochef oven and Rotel 3 oven has certainly helped.

Like most country towns Mullumbimby has a particular appetite for pies. Brian says in a typical week they make up at least fifty percent of his revenue. The decision to invest in new equipment was a no-brainer for increasing overall efficiency in pie making. Here it was a case of 'waste not, want not, why not'?

"The Turbochef oven is brilliant", he says. "It's saved me around fifty percent in pie waste, and the time it takes to heat up a pie is now just four minutes rather than twenty. So if a family comes in and buys a lot, it's easy to re-heat them on the spot." There's no compromise with overall quality either. "The



pies taste like they've just been baked. They're not soft and doughy", he adds.

Brian says one particularly pleasing feature of the Rotel 3 oven is the touchscreen controllers, which provide programmable recipe functions to each separate deck of the oven. The consistency of bake and a general ease of operation has enabled a very smooth transition from an older Rotel 2 oven – one that had served the business well for over 14 years.

He says each oven was also chosen for its durability and longevity. Over the past twenty years he's now purchased four Moffat ovens and multiple mixers and slicers. "They (Moffat) have been a big part of my business over the years", he says. "The equipment stands the test of time, so you know you're getting good value for money."

Another benefit of the ovens are the programmable advantages that come with computerisation. Though initially a little technophobic Brian now recognises this has made a big difference to the lines of communication between him and his apprentices. "Anyone can walk up to the oven, see what's in there, and instantly know how long it has to go. It's saved a lot of mucking around", he says.

Moffat have also considered the effect a controller failure would have on a bakery's production and have a built-in redundancy so one controller can take over the function of another if ever required.

The end result has everyone happy. Regular bakery visitors are assured of a good pie – and Brian and his team very much appreciate their ongoing patronage. With their recent kitchen investment, success for the little local bakery will be a piece of cake... and pie.



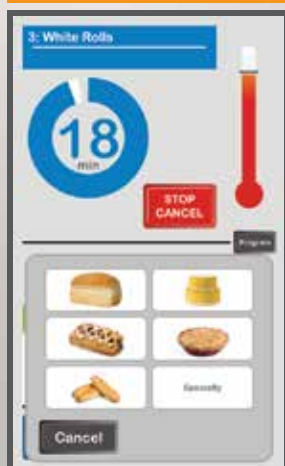
NEW ROTEL VTL ADVANTAGE BAKERY OVENS

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VTL ADVANTAGE

The new Rotel VTL is designed to be more energy efficient, faster and offers outstanding new features.

- VTL advantage - Variable temperature loading
- Touch screen controllers that operate with minimal staff input
- Individual chamber control display
- Automatic preheating of all decks
- Programmable time, temp, steam and top / bottom heat balance
- Automatic energy savings temperature set-back / idle

**Now with icon
menu control**



ROTEL VTL ADVANTAGE MODELS

- R3M3D3S** 3 Deck 3 Split 12 tray Bakery Oven
- R3M4D1S** 4 Deck 1 Split 10 tray Bakery Oven
- R3M4DHC** 4 Deck High crown 8 tray Bakery Oven
- R33D3S** 3 Deck 3 Split 24 tray Bakery Oven
- R34D1S** 4 Deck 1 Split 20 tray Bakery Oven
- R34DHC** 4 Deck High crown 16 tray Bakery Oven



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Academy rewards

SINCE 1987 THE BOCUSE D'OR HAS BEEN THE WORLD'S MOST PRESTIGIOUS COOKING COMPETITION. THE DEMANDS AND REWARDS ARE GREAT – GETTING TO THE TOP OF THE ELITE FIELD IS A HUGE HONOUR BOTH FOR THE CHEFS AND THE COUNTRY THEY REPRESENT.

So when the Bocuse d'Or Academy Australia was opened last year Moffat was quick to join as an official sponsor.

The Academy was established to raise awareness of the international competition, build a sustainable community of young chefs and garner support for Australian teams. It is devoted to inspiring culinary excellence in the professional chef community and preserving the traditions and quality of classic Australian cuisine.

The focus of the Academy is with inspiring and nurturing the kind of talent that can compete in an event often referred to as the culinary equivalent of the Olympic Games. In the biennial chef championship twenty-four countries are selected to compete. Each team of one

executive chef and one commis assistant prepares dishes that highlight the culinary specialties and traditions of the participant's country.

With preparation and cooking of all dishes performed in front of thousands of fans and broadcast live around the world the level of intensity is high – and the results exceptional.

Recently the Academy flew former Bocuse d'Or Champion Serge Vieira to Australia, where he hosted two dinners with respected Australian chef Shannon Kellam.

The dinners, held at the Regatta Hotel and the Brisbane Club, were a fantastic success. It was exciting to have a two-star Michelin chef in Brisbane and the Academy received great feedback from the Brisbane public regarding this exceptional culinary experience.

These dinners were part of a calendar of events focused on refining and perfecting Shannon's culinary skills and experience before he heads off to represent Australia in the Bocuse d'Or later this year.

Moffat is very proud to be a major sponsor of the academy and to support Shannon through the Bocuse d'Or Academy Australia. We wish him all the best for his continued preparation and look forward to watching him compete later in the year.

turbofan[®]

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The Aussies win at Gelato World Cup

IN JANUARY OF THIS YEAR, MOFFAT HELPED SPONSOR A TEAM OF TALENTED GELATO ARTISANS TO TRAVEL TO RIMINI ITALY, TO COMPETE IN THE PRESTIGIOUS GELATO WORLD CUP.

And... they came back with the 1st place prize!

The Gelato World Cup competition showcases some of the world's best gelato makers, pastry chefs, ice carvers and chocolatiers. Teams are given a daunting schedule of products that need to be made over the two days of competition - which includes an ice carving, gelato cake, gelato cup, set of six gelato mignons, an entrée (accompanied by a savoury gelato), a chocolate sculpture, and a 'mystery box' task.

The 'mystery box' is designed to test the ability and professionalism of the gelato chef of each national team. They are required to pick a secret ingredient from a lucky dip, and in two hours, decide what to make, write a recipe, pasteurise and batch the gelato, and serve it to a panel of judges and journalists.

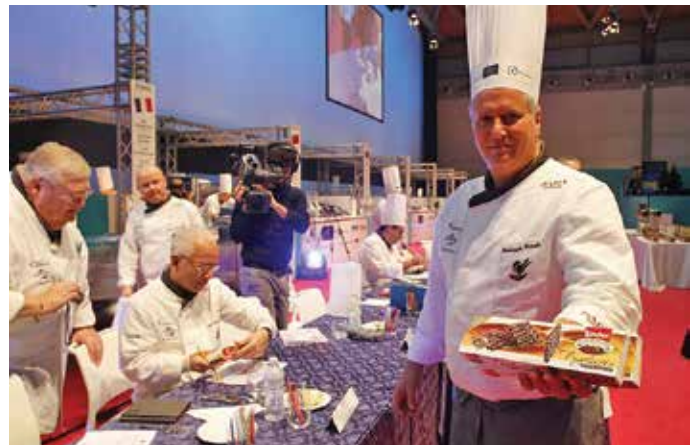
Impressively, using their allocated secret ingredient of a pack of Loaker biscuits, the Australian gelato team won first prize for the mystery box category.

"As the gelato maker for the team, this was the proudest moment in my professional career. As far as I know, I am the only Australian to win in Italy for my ability to make gelato", says Martino Piccolo, who also runs the Sydney-based business, The Art of Gelato Michelangelo.

Piccolo is a loyal user of Moffat's Carpigiani gelato machines, using the equipment in his everyday business. Following the cup, Piccolo was even invited on Channel Seven's Sunrise program, where he shared his secrets to making the perfect gelato.

"The international competition was very tough, and it was an even harder task to beat the Italians at their own game. To compete at this level we practiced for nine months", says Piccolo.

"We had assistance from many generous sponsors....we could not have completed at this high level without Moffat's assistance", he adds.



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