

The logo for Moffat, featuring the word "MOFFAT" in white capital letters on a blue rectangular background with a registered trademark symbol.

Connection

A NEWS BULLETIN FOR THE FOOD INDUSTRY

SPRING 2013

A photograph of a restaurant interior. The foreground shows a long table with a black and red patterned tablecloth, set with blue and white plates, silverware, and wine glasses. The background shows other tables, a bar area, and a ceiling decorated with many small, warm-toned pendant lights. A person is visible at the bar in the distance.

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MasterChef

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WELCOME TO THIS EDITION OF THE MOFFAT CONNECTION.



2013 has proven to be running as forecast.

In the Spring 2012 Connection we mentioned the many challenges in the new global economic environment, with increased competition, declining markets and political conflicts changing how business is done.

We've adapted to these conditions by upping our standards once more. Exceeding our customer's expectations with improved levels of service, support and training has ensured we have delivered growth in all the main markets we operate in.

The Moffat team around the world has built on our strong partnerships with customers, allowing us to deliver a range of new products. With flexible programmes to satisfy the ever-changing needs of these customers we continue to add value and offer innovative solutions.

Our investment in new products and markets is at record levels. The results of this venture can be seen at the Sydney Fine Foods Exhibition on the 9 September. Here, we will introduce new warewashing systems from Washtech and Wexiodisk, Icematic ice systems, a Dinamica automatic bread roll divider and new heavy duty Waldorf Bold equipment.

These are just some of the many new products to be launched – get along to the Moffat Stand and see for yourself or check out our new website for further details.

While the past year has turned out as forecast the year ahead will, in all likelihood, be more challenging for many businesses. Strategies will be tested as new developments occur at a faster pace. We have safeguarded the company by continuing to invest in the very best people. Strengthening our team will ensure we can continue to evolve and enhance our technology, service our customers and generally lead the way.

In the meantime I hope you enjoy the Connection showcase of the new projects we've completed in recent months. We greatly appreciate the help we've received from our industry partners. And we look forward to delivering more high quality outcomes in the future.

Regards

Greg O'Connell
Group Managing Director



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ON THE COVER

The first phase of the relaunch of the Press Club, Gazi, is open for business.



TWO NEW CHOICES. THOUSANDS OF CULINARY OPPORTUNITIES.



TURBOFAN E33 : THE ADVANTAGE

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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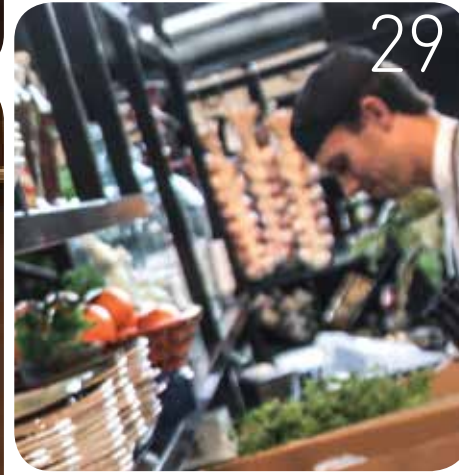
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Washtech surges ahead

WASHTECH HAS LONG BEEN AUSTRALASIA'S NUMBER ONE CHOICE WHEN IT COMES TO COMMERCIAL DISHWASHERS.



Founded in 1981, the company boasts ISO9001 certification and a continued reputation as an industry leader. With long product life, value for money, efficient operation and stunning cleaning results it's easy to see why Washtech is chosen by so many high profile restaurants, hotels and food outlets.

Now, at Sydney's Fine Foods Exhibition, the range will be reintroduced with a selection of new and improved models.

"There's been significant enhancement across the board", says Gary Brent, Washtech's co-founder. "As well as improving overall functionality, we introduced simpler, cleaner lines and organised the range into three specific tiers."

At the top of the range is a premium selection of full-featured equipment. In the middle there's a core selection of popular, best-selling machines. Last, but not least, there's the cost-effective entry-level range.

When evolving the range Brent says they paid considerable attention to enhancing the "general likeability" of the machines. The new machines are "quieter, cooler and easier to use - so you have a much nicer working environment," he says.

"With the premium machines we've incorporated acoustic and thermal insulation to reduce overall noise and heat, and all the new machines feature automatic drain operation - enabling operators drain the machine from the outside with the push of a button."

That's not all. There's also an assured constant rinse system, which ensures consistent high rinsing temperature and pressure, regardless of the temperature and pressure of incoming water. Then there's the soft-start function where the wash cycle begins slowly for a gentle treatment of dishes. Washtech have also added a convenient quick start function.

Across the range the company increased energy efficiency and reduced water consumption - a major priority for operators. "We've enhanced the filtration of the machines and introduced active waste management," Brent says. "So we're actually retaining fresh water, flushing out dirtier water and pumping food waste out during the operating cycle."

Then there's the easy installation. "They're all fitted with drain pumps and dual chemical dispensers - and all the service lines are supplied external to the machine for quick, easy plug-in."

As with all of Washtech, the new equipment has been designed to last. The range utilises high-grade stainless steel for long machine life. "We've also made maintenance easier. Service diagnostics are incorporated and we guarantee parts supply for a minimum of fifteen years", Brent says. "For operators aware of long-term maintenance costs we tend to be very popular - as our machines have lower total lifetime costs."

"It's this longevity that also enhances the equipment's environmental credentials and reduces their overall carbon footprint," adds Brent. And, undoubtedly, adds to that famed Washtech appeal.



GAZI FILLS THE GAP

When George Calombaris temporarily closed the doors on The Press Club in March food-loving Melbournians nervously held their breath. What could possibly replace this much-lauded temple of Hellenic gastronomy?

When George Calombaris temporarily closed the doors on The Press Club in March food-loving Melbournians nervously held their breath. What could possibly replace this much-lauded temple of Hellenic gastronomy?

When their all-new Gazi restaurant opened in May it was met with a sigh of relief and an excited preparation of taste buds.

Gazi is the yin to The Press Club's yang. The antithesis of polished gastronomy, it delivers accessible Greek street food. With a mouth-watering souvlaki menu, wood-fire rotisserie and wood-fire grill Calombaris says, "it's about having fun; about picking up food with your hands and licking your fingers afterwards".

"It's food without pretentiousness. It's about yumminess, affordability... and speed," he adds.

Owned and operated by Calombaris, George Sykiotis, Tony Lachimea and Joe Calleja, Gazi is the first part of a three-phased re-launch of The Press Club. Later this year, the team launches Press Club Projects - a creative kitchen 'lab' to pioneer new dishes. The third phase sees the re-launch of The Press Club in a smaller, more finely honed space.

Calombaris is excited to revamp The Press Club. "I wanted to take it to a new place, and couldn't do so in the space where we were in. It was just too big. Moving will give us a 30-seat restaurant and allow us to take the food to an even better place", he says.

But first, Gazi. Calombaris was inspired by the actual place when he visited on a recent trip. One of the most vibrant zones of Athens, it's an area "known for its street food and food vans," he says.



While the menu is unquestionably traditional it's not without a contemporary Melbourne twist. Standout dishes include soft-shell crab souvlakakia, grilled short ribs and a "Doing it Greek Style" 10-dish sharing menu.

The fit-out, by Melbourne firm March Studios, is equally appealing, warm and communal. A stunning tribute to the restaurant's down-to-earth Greek roots, the wave-like construction of the ceiling is made from approximately 4,900 terracotta pots.

It's this type of unique detail that's prevalent throughout the Gazi experience. Fast, fun, and incredibly tasty, the eatery both lives up to and surpasses the hype.

IN THE KITCHEN

When it came to fitting-out Gazi's kitchen Calombaris naturally turned to Moffat. The sleek, stylish and contemporary Waldorf Bold series was his choice.

"It's all Moffat equipment - the entire fit-out", he says. "Being a proud brand ambassador it was very exciting to see what Moffat brought to life for us here at Gazi."

Delivering ease of use was paramount. "The kitchen is designed for speed, and it's very ergonomic in terms of the way it's been set up. Of course, it also includes all the latest and greatest equipment," says Calombaris.

While the contemporary aesthetics of the Waldorf Bold series make it ideal for a restaurant like Gazi, importantly, it also delivers power and efficiency. It's a good thing too - the popularity of the establishment requires a prodigious output.

Then there's the acclaimed durability. Each unit is also incredibly robust - finished in thick gauge, high-grade stainless steel, with fully framed doors, welded seams, and polished steel surfaces.



A new fryer fast approaches

FOR MANY A TAKEAWAY OUTLET, CAFÉ OR RESTAURANT A DEEP FRYER IS WORTH ITS WEIGHT IN GOLD.

Fastfri®

With the September introduction of the FastFri FF18 at Sydney's Fine Foods Exhibition there's now a shining new option – one that's powerful, reliable and ultimately, very economical.

The impending launch of the impressive 18-litre gas fryer has already garnered much interest throughout the industry. Michael Lillico, Moffat's General Manager of Sales & Marketing, describes much of this interest as being due to the machine's description as a "pocket rocket", a fryer that's "both economically-priced and imminently powerful."

As this is the first time Moffat has offered a deep-fryer as a stand-alone product group the pressure was on to get everything right – especially the value for customers. Lillico says the FF18's "level of quality and price point means it will be very competitive in the marketplace."

As well as being economically priced the FF18 cuts daily running costs with excellent fuel-efficiency – "ensuring business owners can reduce their environmental and economical footprint," says Lillico.

In terms of size, the 400mm wide footprint of the fryer means it can easily be incorporated into a new kitchen or used to replace an existing unit. The 18-litre oil capacity makes it ideal for small to medium sized businesses that have a relatively high product turnover but don't want to waste enormous volumes of oil.

Unlike many competing products the FF18 also comes with a range of extras, including baskets and lids. Adjustable front feet offer ongoing adaptability. The 90MJ multi-jet target U-burner provides quick heat recovery and a powerful performance. And the mechanical thermostat and manual pilot ignition deliver durability and ease of use – essential in a fast-paced kitchen environment.



NEW ZEALAND

THE HIP TRANSFORMATION

The Hip Group's Jackie Grant and Scott Brown aren't the type to simply plod through life. They started their first café in 2004. Now they have three new Britomart locations, the recently opened St Heliers Bay Bistro and four other well-established eateries. The pair has undeniably transformed the landscape of Auckland cuisine.



THE HIP TRANSFORMATION

Their passion is centred on delivering the very best in both food and customer experience. Be it at their first, Café on Kohi, the Store at Kohi, the Takapuna Beach Cafe and Store, the Richmond Road Café or any of their latest developments, this passion delivers high standards and continued innovation.

Their work is about gathering fresh local delicacies, having them prepared with the considerable experience and expertise and delivered with every possible care. It's a mindset that helps develop close-knit communities at each Hip location. And it's easy to forge such a community when it's a quick walk between each establishment.

That's the big news right now with the new, unique culinary adventures to be had at Britomart. Between café and pantry The Store, bistro Ortolana and dessert restaurant Milse you can start when the sun is high, build momentum as dusk departs and then sink slowly into decadence as the night lengthens.

The Store opened in early 2013. The emphasis here is on fresh, local produce, quick meals and takeaway coffee. With their other popular casual eateries this is clearly a winning formula for The Hip Group.

With the recent opening of Ortolana and Milse diners are spoilt for choice. Ortolana makes the most of local produce in their bespoke open kitchen, delivering unique, delectable food that has the critics gushing. And the sweet treats of Milse are to a standard previously unseen in New Zealand. Care to enjoy a seven-course dessert degustation menu? This is the place.

Achieving such success requires focus and determination. Moffat's National Account Manager Erin Hall describes the working relationship as "a pleasure".

Practice has obviously made perfect with how the Group scopes and manages their kitchens. "You know that you are dealing with consummate professionals," says Erin. "They understand what they want and are very precise with their instruction."

"They invest in their training and their menu – delivering the best food with the best service," he says. "The same mindset is obvious in how they set up their kitchens."



IN THE KITCHENS

There are non-negotiable methodologies behind every aspect of a Hip Group establishment. Consummate style is a must – and interior design is matched by the standard of service and the quality of meals on offer. These meals are delivered via the impressive style (and capability) of their kitchen technology.

The Waldorf Bold suite is well used in new bistros Ortolana and St Heliers Bay – the design of the Bold range matching the sophistication of the restaurants. This capability is backed by the versatility of Convotherm combi-steamers – with the range of preparation options and

Carpigiani units deliver consistently exquisite gelato in Takapuna, Café on Kohi, St Heliers and Milse. Carpigiani EVD technology also provides superior soft-serve results while Friginox blast freezers and chillers keep Hip cool.

AN EDUCATION IN GELATO SUCCESS

When the legendary Gelato Messina opened in Sydney's inner-city suburb of Darlinghurst back in 2002 it caused quite a stir. While the business embraced many centuries-old techniques it also stepped past tradition with new flavours and a fresh approach to the processes behind gelato. Such a move was risky. But it worked.



Gelato Messina is now an Australian institution. There's three stores in Sydney, planned openings at Bondi, Melbourne and China and the winning of the SMH Good Food Guide 'Australia's Best Gelati' in 2011. Viewers of MasterChef will also have seen Gelato Messina's difficult (and incredibly delicious) Black Forest Cake make as appearance as a pressure test for contestants.

Such success takes planning. Owner and founder Nick Palumbo has been working in the hospitality industry since he was 16. With treasured Italian heritage bolstering his passion, Palumbo spent many years studying and perfecting his art.

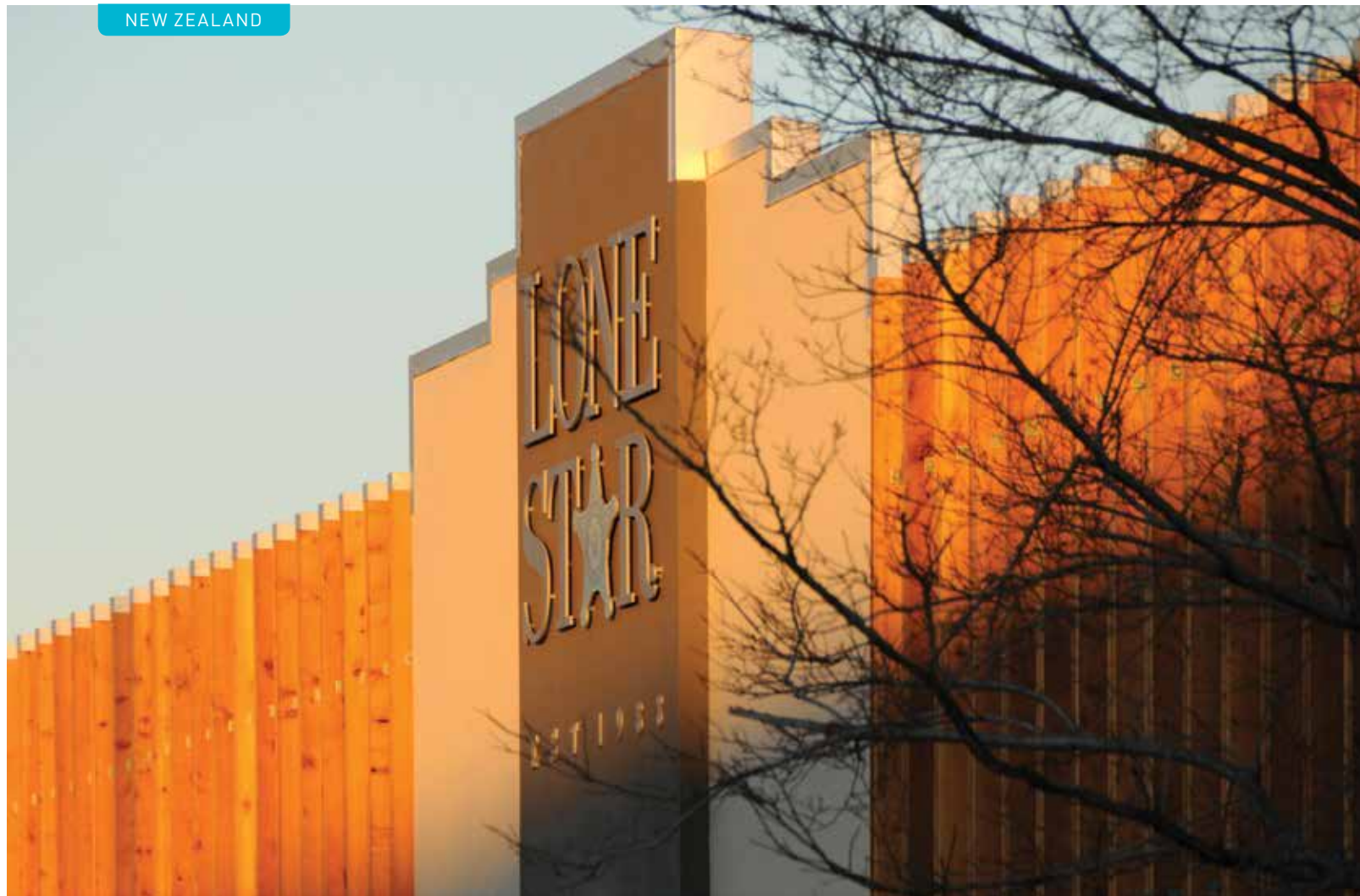
Interestingly, Palumbo says he never approached his work from a gelato perspective - but rather, from that of a pastry-chef. Inspiration for new gelato creations came via the top pastry chefs of Spain and France.

When he launched Gelato Messina, Palumbo concentrated on delivering superior and memorable quality. Equipment choice was crucial to his success. "Moffat's Carpigiani equipment is just the best. It's high quality, durable and bulletproof", he says. He also looked for a supplier with nous and creativity and, "Moffat are definitely innovators and leaders in the industry."

Today, Palumbo is a Moffat ambassador. He regularly lectures at Moffat's Australian Carpigiani Gelato University, running two-day courses where he aims to demystify what has previously been somewhat of a "hush, hush" industry. He says the courses have an interesting blend of theory and practice - and attract both seasoned restaurateurs and those starting out.

Back at his business, "Gelato Messina is about constant innovation". While they do serve traditional Italian recipes there is also a focus on creating entirely new flavours - with the challenge to invent a new one each week.

At any one time Gelato Messina offers up around 40 incredible flavours - as well as a series of mind-blowing cakes and intricate one-off desserts. With quality ingredients in their raw and most natural form everything is made from scratch. The result is gelato that's truly unique, and incredibly delicious.



A LONE STAR IS REBORN

Backed by a vision to rebuild, and the will to do it bigger and better, the Lone Star 'mother-ship' in Christchurch now opens its doors once more.

Since inception in 1988 the Lone Star has traded on a reputation for both quality and quantity. The cowboy-themed franchise believes in big, tasty food. This is not the establishment in which to delicately lift a minuscule portion from a large plate.

Rather, food is to be enjoyed. It is made with fresh, local ingredients, served in liberal portions and delivered with an equally generous smile. The reception to such an approach has been overwhelmingly positive, both in Christchurch initially and, over the years since, at each of the 22 other Lone Stars introduced around the country.

The heart of the brand first started beating in Christchurch. However the iconic Manchester Street restaurant was shaken up during the first big earthquake on September 4, 2010 and with each aftershock things just got worse.

Engineers quickly deduced what original owners Tim Whelan and Steve Ward and directors James Whelan, Shane Hausler and

Johnny Phillips had known with dismay – the building was to be demolished.

What followed was typical of many businesses restarting in Christchurch – a careful negotiation of the changing physical, social and bureaucratic environment. It has been a long, complicated journey, but one well supported from all quarters. "It's not easy for anyone out there," says Shane Hausler, "but it was non-negotiable for us to return to the central city."

The result? The first Lone Star, reborn, reinvigorated and ready to serve.

Shane says customers should expect some changes with the exciting new building. "When Lone Star first opened there was capacity for 60. Now, with outdoor and indoor areas and function rooms, there's room to fit 200."

Despite the increase in footprint, and the necessity of design compromise with new regulations, the spirit of the Lone Star has been captured. "We wanted to keep a reflection of the old building," says Shane, "and we will obviously continue to do what has worked in the past."

Employing over 40 Christchurch locals and serving the needs of the local community has been a big focus says Shane. "We're just proud to be opening for everybody's sake."



IN THE KITCHEN

The silver lining from the earthquake rebuild is that the new Lone Star kitchen could be designed and built according to the space and people it would serve.

For a large venue the kitchen needed multiple workspaces and reliable technology. Room to move is always important for kitchen functionality and Executive Chef Johnny Phillips is happy with the prep space and cooking layout. "There're multiple areas that have been cleverly laid out to accommodate the different jobs required."

With the room to seat 200 diners the new Lone Star needed peace of mind from cooking power. The Turbofan E32 oven is the kitchen's workhorse, delivering the requisite power for the busy days and nights. This is backed by the added functionality of a Convotherm combi-steamer. This technology is used for slow cooking perfection – with a beautifully moist final product just what the restaurant requires. There are also faultless desserts via steaming (without resorting to the water bath) and the Press N Go function helps with ease of use. The space is also bolstered by Blue Seal technology with three gas ranges, two gas salamanders and two gas fryers. The result is a kitchen worth the wait. Johnny is happy how the development has gone, saying, "we've got everything as close to perfect as it can be."

Simplicity Efficiency Quality Mastery

There are a number of factors to consider when purchasing a combi-steamer. Here are some of the more important benefits Convotherm provides:

- EasyToUCH
- Advanced Closed System
- Eco Cooking
- Disappearing Door
- CONVOclean - ease of clean
- Anti-Bacterial Handle
- Reduced Fan Speed
- Advanced Service Diagnostics
- Broad Range of Ovens

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HOW THE WEST WAS WON (THE NORTH, SOUTH AND EAST TOO)

History is on the side of Lone Star Executive Chef Johnny Phillips. He's put in the years to ensure the celebrated restaurant franchise has won the hearts (and stomachs) of hundreds and thousands of New Zealand diners.

"After starting at the Park Royal in Christchurch I moved to the original Manchester Street Lone Star in 1991," says Johnny. "I then travelled to Queenstown when the opportunity came up to head chef the new restaurant there."

The plan was for a pit stop there followed by a traditional OE. Johnny says, "I thought I'd do a year, maximum. But the lifestyle down there, the great team - I just couldn't leave."

After many years running the kitchen in Queenstown Johnny helped take the show on the road. When the group started branching out in Tauranga he was on hand "to ensure the training and running met our standards".

The resultant decades of experience means he's the perfect man to watch over the continued expansion of the empire. The work's no casual stroll across the prairie though. With a huge amount

of establishments, kitchens and chefs throughout the country there's a lot of time spent sitting in airports.

The upside of this is that every day is different, every site visit unique and every bit of training and shared knowledge vital to ensure quality remains consistent for every plate served.

While this work remains busy Johnny likes nothing more than increasing the pressure with time at the coalface. "When I get the chance, there's nothing better than getting in front of the oven," he says. "I love the pressure of doing the big numbers on a busy night."

He also remains absolutely enamoured with the food ("it's uncomplicated, it's delicious and it makes our customers happy - what more could you ask for?") and with the Lone Star brand, reinvesting in the business as a franchise holder with a good friend in Dunedin.



THE FRESH PRINCE

Craig McCathie couldn't imagine the success that lay ahead of his humble Port Lincoln seafood café when he first opened its doors back in 2000.



A commercial fisherman by trade, McCathie started The Fresh Fish Place with the simple aim of working with his wife, sister and brother-in-law to sell great fish and chips.

However soon after launching the team realised there was enormous, largely untapped potential for seafood-related tourism in the Port Lincoln area. They weren't the only ones.

Approached directly by the South Australian Tourism Commission to be part of an initiative designed to encourage tourism in the less-visited part of the state, they quickly realised the opportunities ahead. "My wife, Sandy, said 'we can do that'... and that's where we started," McCathie says.

The resultant 'aquaculture trail' around the South Australian peninsula has been hugely successful. Today The Fresh Fish

Place is both the largest supplier of seafood in the region and one of its 'must see' tourist destinations.

From a start with fish and chips the business now offers factory tours and tasting experiences, seafood culinary classes, a gallery with home-wares for sale, factory-direct produce and, of course, a café with sensational fresh seafood.

"We started running tours to educate people about seafood – how oysters are shucked, fish is filleted, squid is cleaned. We then give them a taste of our in-house smoked and pickled products", says McCathie. In April they launched weekly culinary classes, which have already received "a lot of interest".

The journey since 2000 has given the Fresh Fish team the time to trial innovative new approaches. "Along the way we realised there was a greater demand for a total retail and tourism experience," says McCathie. "And so that's what we've done. Along with offering great seafood."

Certainly this final factor has been a huge part of The Fresh Fish Place's success. It's why McCathie wanted only the finest kitchen equipment. "With my fishing background I didn't know much about that," he says. "So I asked the better known chefs in the region what they thought, and they all told me that if we wanted

the best we should go for the Waldorf Bold Series."

McCathie says that hosting high profile chefs to cook onsite and being a venue for many travel-focused cooking programs was another important reason to choose quality.

Since launching the venue has attracted hundreds of celebrity chefs including Iain Hewitson, Michael Angelakis, Manu Feildel and Mitch Tonks. "When we get top chefs, we want them to be wowed by our equipment," he says. "And the Waldorf Bold delivers that wow factor."

Such a response is typical of all those who travel through the doors of The Fresh Fish Place. And it's why the business is now justifiably regarded as tourism and hospitality royalty on South Australia's beautiful Eyre Peninsula.



A TRIUMPHANT RETURN

Pedro Carazo lost his son, his home and his business in the Christchurch earthquakes.

For Pedro Carazo the Christchurch earthquakes exacted a huge toll. His home was left 'red stickered'. His popular restaurant – and Pedro's was a Christchurch institution – was destroyed. After seeing this destruction he then learned his son, Christian, had died in the CTV building.

Such loss would have irrevocably defeated a lesser man. But Pedro's fortitude, dignity and ability to look to a brighter future have seen him rise again – his new venture a portrait of determination, innovation and passion.

Pedro's was originally established in 1980. Renowned for serving only the best traditional Spanish dishes, the restaurant hummed thanks to fresh ingredients, a vibrant atmosphere and Pedro's big personality.



While, in his words, "a complete mess" after the big quake, he resolved to restart in the city he loved. Initial discussions led Pedro to be hopeful of opening again on the old Worcester Street site but this wasn't to be. So, with building space in short supply, he opted for a container.

Such an instalment may seem simple at a cursory glance. But there were strict requirements for water, power and foundation that needed meeting before achieving sign-off from the city council. At the new Papanui Road site he now once more delivers his specialty slow-roasted lamb shoulder to eager customers.

Pedro says that, after years of worry, it was "an incredible feeling opening again." With the amazing support of the community the container opening hours have been extended to where he now is open Tuesdays to Sundays.

Pedro is not stopping here either. The ovens have been ordered for the small, intimate restaurant he is opening in Ferrymead soon. After this he plans to expand into the Wellington restaurant scene.

Quite simply, he deserves every success coming his way. It is an excellent product, backed by brilliant service – good food made and served with love. Which is why we unreservedly encourage everyone to pay Pedro's a visit. You'll want to return again and again.

IN THE KITCHEN

With a little extra thought and some old-fashioned ingenuity there's a lot of kitchen capability that can be packed into one container.

After starting with one six-burner oven range at his new location Pedro quickly found demand was surpassing supply. Moffat went back to the drawing board and, after some poking and prodding, managed to design unique double-stacked convection ovens for the small space. With this technology in place the required volume could be consistently met with the minimum of fuss.

Moffat has worked closely with Pedro over many, many years. It is with huge pride that we could be involved with his new venture – and that we could deliver a level of service that went above and beyond the everyday.



GILT BY ASSOCIATION

Pacific cuisine is entering into a golden age. It's due to the organisational evolution of the island industries, a greater education of both workers and dining public and the dedicated work from some key industry individuals.

The development of Chefs Associations in the Pacific region has been an exciting one for Moffat to be involved with. The first Chefs Association to be formed was in Fiji. This was followed by Vanuatu and, more recently, the Cook Islands.

Moffat has assisted Continental director Glenn Austin in the development of the Associations and the company has also supported their endeavors with continued sponsorship of the Moffat Salon Culinaire and Pacific Rim Challenge in Fiji and other Pacific islands.

To facilitate the Salon Culinaire the company supplies ranges to all three countries each year, providing the backbone for the cooking competitions.

Moffat Export Regional Sales Manager, Craig Hider attends each event, providing support and judging experience out in front of the action.

The sharing of resources, formation of systems and continued education delivers crucial benefits for local chefs and hospitality establishments alike. And it's a process undeniably helped by the rise of Chefs Associations.

Heading each Association is a president with a full range of skills, a dedication to bringing through the next generation of chefs and an eye for the best kitchen equipment solutions. Shailesh Naidu of Fiji has refitted his kitchens with Blue Seal and Waldorf products. Sam Timoko of the Cook Islands has recently purchased new Blue Seal, Turbofan, Friginox and Paramount equipment for the hospitality school. And Sarah Kymbrekos of Vanuatu enjoys the service Cobra and Turbofan cooking delivers.



Fiji: Shailesh Naidu

The first and only Fijian-born, 5-star executive chef, and the nation's most decorated chef, Shailesh Naidu's career has been one of consistent performance and acclaim.

In 2002, Shailesh won his first gold medal in the 'National Salon Culinaire'. 2003 & 2004 saw him winning the prestigious "Fiji Chef of the Year" back to back. In 2005 he turned his attention to helping young chefs, mentoring a team to the "Fiji Chef of the Year"; "Fiji Junior Chef of the Year" and "Fiji Pastry Chef of the Year" titles. He gained further success with a gold medal in the "Oceania Chef of the Year" competition.

Since then he's achieved great things at an individual level – multiple tourism awards, esteemed guest judge roles and competition results, including first place against 12 other chefs selected from 74 different countries in the 'One World Culinary Competition'. And he's also given back to the local industry, gaining equal acclaim for his work creating opportunities for the learning and empowerment of the upcoming stars of the future.

It therefore came as no surprise that he was elected the President of the Fiji Chefs Association in 2012. With his guidance the Fijian culinary scene will surely continue evolve and flourish.



Cook Islands: Sam Timoko

Sam Timoko is a busy man. Each day is spent wearing a number of different hats, meeting multiple challenges head on and expending prodigious energy to ensure the Cook Islands culinary scene continues to grow. He wouldn't want it any other way.

After being a driving force in the establishment of the first Cook Islands tertiary institute he was quickly promoted to head of school. While this was all go he was also busy creating the Cook Islands Chefs Association. Pushing the Association to new heights is a priority.

Sam envisions the Cook Islands becoming a professional culinary destination, and has already made some great steps forward with the promotion of local chef demonstrations and food and beverage competitions at a national level. At an international level he has also recently applied for membership in the World Association of Chefs Societies, a move that allows his country the opportunity to access a far greater level of resources.

While being able to call on experience from an illustrious career in the kitchen his time in New Zealand, where he held the position of administration director for the NZ association, is also of great value to his current role.



Vanuatu: Sarah Kymbrekos

After being mentored from an early age herself, and receiving a crucial 'second shot' at a valuable education, Sarah Kymbrekos vowed, "I would do the same for others where possible, and teach them what I've learnt on my culinary journey." Now, as President of the Vanuatu Chefs Association, her journey has gone further, and her ability to deliver on the vow grown that much greater.

After beginning in Wellington, New Zealand and learning the ropes "at her favourite café" Sarah quickly learned she'd need to "push myself out of my comfort zone to improve my knowledge and skills." This mindset led her to achieve early success.

While currently holding the Executive Chef and Food and Beverage manager roles at Chantillys on the Bay Hotel, Sarah is also busy ensuring others can follow in her footsteps. She's been instrumental in placing students in the Australia Pacific Technical College in Vanuatu. Focusing on increasing networking and education opportunities is a key approach in her role as president.

After following her own goals since the age of fourteen Sarah is now in the privileged position to provide staff "with the qualifications to have a better future, and to pursue their own dreams".

Striking design, powerful performance.

Waldorf Bold delivers a new aesthetic approach enhancing the Waldorf 800 Series' widely appreciated speed, power and efficiency.

When your kitchen needs to attract and enthrall, this range is sleek, seductive and sophisticated right down to the custom plinth mounting. And, while we started with a dramatic black vitreous enamel finish, **Waldorf Bold** is also available in burgundy and chilli red.

So get in touch and get ready to make a bold impression.



George Calombaris

 **Waldorf Bold**



TAKE 2: MASTERCHEF ENTERS A NEW REALITY

The sight and sound of popular television show Masterchef has enthralled many an armchair culinary critic. Now, with the introduction of pop-up Masterchef Dining & Bar establishments in Sydney and Melbourne, fans can add smell and taste to the sensory experience.

The Sydney pop-up has been getting rave reviews and, with Melbourne opening for a limited time between the 1st and 20th of October, there's sure to be huge demand.

It's no wonder diners are flocking to the pop-up with the talent involved. General Manager David Jouy is joined by celebrity chef Monty Koludrovic – the former head chef of the two-hatted Bécasse restaurant overseeing a team of familiar faces.

As well as the chance to rub shoulders with a whole raft of past MasterChef contestants and celebrity chefs, the restaurants offer patrons the opportunity to enjoy some incredible gastronomy in a sophisticated and somewhat theatrical environment. Naturally, the kitchen is very much on display.

This unique, open kitchen is a star in itself, and so only the best technology would do for the fit-out. MasterChef turned to Moffat

– making them an official partner for both venues for 2013. The company was engaged to provide premium equipment and appliances, including a selection of Convotherm ovens, Waldorf Bold equipment and Icematic ice machines.

The partnership is an extension of Moffat's ongoing involvement with the MasterChef: The Professionals series, which aired on Network Ten earlier this year.

"This is an important partnership we have with MasterChef, and we're very happy to be a part of it", says Michael Lillico, Moffat's General Manager of Sales & Marketing. Now that the popular reality show has just got a little more real Michael says he is, "looking forward to tasting for myself the results of the Masterchef influence."

Scale of service celebrated

BUSINESS RELATIONSHIPS ARE NOT BUILT IN A DAY – AND THEY CAN ONLY TRULY THRIVE WITH A CONTINUED COMMITMENT TO HIGH STANDARDS OF SERVICE.

Which is why it was significant when such dedication from Moffat was officially recognised by Subway’s purchasing and negotiating arm recently.

The Excellence in Customer Service award acknowledges the enormous breadth and depth of services Moffat provides to this world-leading franchise chain.

It is recognition both of the company’s day-to-day efforts – including equipment servicing, reporting, spare parts assistance, delivery, installation advice and staff training – and also work that goes above and beyond such as recent sponsorship initiatives.

Arthur Witteveen, Moffat’s Key Account Manager for Subway, says the award reflects the great nature of the relationship between the two companies – one that began when Moffat first started supplying franchisees back in 2005.

Arthur believes the award is important acknowledgement of an innovative approach to client servicing. With Moffat’s recent work coordinating and sponsoring bread baking schools in Victoria, and plans to roll out the initiative at a national level, Subway franchisees will soon benefit to a far greater extent.

Unlike other industry businesses Moffat services Subway on a national level with a valuable close-to-home perspective. Moffat supplies both the Turbochef toasting ovens and the Moffat designed and manufactured Turbofan Bread Baking Centre to Subway, with the Turbofan also supplied to Subway NZ and Subway UK.

While Moffat’s focus on superior customer service is well recognised, this is the first time it has been formally acknowledged in such a context, a “very positive” event that Arthur Witteveen believes bodes well for more great work in the future.



OUR PEOPLE MOFFAT AUSTRALIA.

Brigette Green

HEALTHCARE MANAGER

As Moffat’s Healthcare Manager Brigette manages the implementation of equipment in Australia’s public and private healthcare sectors. Supervising projects that involve implementing state-of-the-art technology, she provides both comprehensive training and ongoing support to customers.

A qualified chef, Brigette has worked in various kitchen management positions over the years. With this experience she has a strong understanding of her customers’ requirements, the skill to deliver wide-ranging service before, during and after installation.

It’s this ‘every step of the way’ approach Brigette enjoys so much – determining the specific needs of each client then ensuring their goals are met and, where possible, exceeded. With such a mindset it’s no wonder she was drawn to the company’s reputation for reliability and strong sales support.



Natalie Vandenberg

NATIONAL CUSTOMER SERVICE MANAGER

Natalie manages our customer service and call centre teams, running these departments with an eye for the small details that make the big difference in service support.

Working with both internal and external customers, Natalie ensures everyone’s needs are met. Clear communication is paramount, and although this may appear to be a simple process, the intricacies of delivering top-shelf customer service are often complex and wide-ranging.

With qualifications and vital experience in business management, people management, conflict management and customer service Natalie has the requisite focus to ensure the best result. Her time as owner of a retail boutique is also valuable – she understands the challenges of running a business first hand.



Paul Ryan

SERVICE ADMINISTRATION SUPERVISOR

Paul has worked in appliance servicing for 22 years – including both domestic and industrial/ commercial equipment. Today, he supervises the call centre and service administration sections of Moffat’s service department. Quite simply, his role is to make the customer experience as streamlined and enjoyable as possible.

Making certain this occurs, he liaises with customers via phone and internet, manages various administrative processes and helps look after the web-based systems that many of our larger customers use to track their maintenance expenditure.

An important capability to succeed in such work is being adaptable to change – especially when it comes to the increased use of digital technology. Administering various web and email alerts, Paul ensures customers can manage their servicing. Change isn’t restricted to technology however – Paul loves that, “every day is different... as is each customer”.



Wenny Kosasih

MARKETING COMMUNICATIONS ASSISTANT

After earning a Bachelor of Design (Communication Design) Wenny worked in various print-related design roles before joining Moffat.

Now, her work involves designing marketing materials - from flyers and product training presentations, to digital advertising and promotional collateral. Wenny is also often responsible for sourcing merchandise, liaising with printers, ordering various design-related material and managing design budgets.

Wenny was attracted to the company’s size and scope, the fast-paced nature of the industry and Moffat’s international partnerships. She says “working with a fun and supportive team makes every day a lot more interesting”.



OUR PEOPLE MOFFAT NEW ZEALAND.

Joe White

PRODUCTION SUPERVISOR

As a Production Supervisor at our Christchurch manufacturing facility Joe White's average workday is both varied and valuable.

His role primarily involves the effective and efficient management of the assembly line. This covers staff training, health and safety as well as making sure customer delivery dates are achieved. Joe's many years of welding and heavy fabrication brought him to Moffat, and after two years with us, he's still enjoying the challenge. "Every day is different," he says.

Away from work life is equally rewarding for him as he spends time with his family and out on the mountain bike trails.



April Mcmurdo

SALES COORDINATOR

From her base in Christchurch April has a broad overview of sales across New Zealand and further afield into Asia.

Here, her empathetic approach is a great asset for the day-to-day work. April focuses on delivering to all customers "the same great experience that I would expect if I phoned Moffat".

Coordinating customer orders and deliveries, answering sales product enquiries and providing whatever the customer needs is highly active role - with no two days being the same. April loves the energy and efficiency required for such work, and enjoys the 'big and busy' environment of the office.

Away from these efforts she makes the most of the beautiful surrounding countryside with camping, a great wine and a good book.



Tony Palmer

SALES CONSULTANT

After working in the UK selling and designing catering equipment Tony shifted to NZ where he began to raise a family, first in Queenstown and now in Auckland. After joining Moffat last year he is quickly putting his decade worth of industry experience to good use.

Now based in our Auckland office, he promotes Moffat equipment throughout the North Island, helping distributors with regular presentations, training and site visits.

The reasons behind Tony's talent and love for the work are diverse. Sure, he likes meeting new people, making new networking connections and putting in the extra effort to get the orders out. But, as he also boasts a rather well known cousin in Jamie Oliver, perhaps it's simply that the hospitality business is in his blood.



Tim Willets

PRODUCTION ENGINEER

Tim Willets had worked within the electronics industry for many years before it was time for a change and a new challenge.

Tim has been with Moffat for 7 years now. His role of Production Engineer in our Christchurch manufacturing facility is a busy and varied one, as he supports the manufacturing process. One of the most satisfying parts of his job is assisting with the implementation of quality improvements and enhancements to our products. Tim is also involved with the manufacturing set up of exciting new products in our range.

"The variety and the people" is what Tim enjoys most about his job, while his greatest achievement in life is "his wife and family".



Restaurateur. Innovator. Leader. Brand Ambassador.

SIMON GAULT IS ONE OF THE LEADING LIGHTS IN
NEW ZEALAND'S CULINARY SCENE.



Perhaps best associated with Auckland's Euro, he's also worked around the world in prestigious locations including Michelin-starred establishments such as Leiths Restaurant and Thornbury Castle.

As part owner of the Nourish Group the collection of restaurant brands under his purview includes Euro Bar & Restaurant, FISH, Bistro Lago, Jervois Steakhouse in Auckland and Queenstown, Shed 5, Pravda and The Crab Shack in Wellington.

Simon is known as a pioneer, an innovator and a leader. Industry recognition comes via winning the Restaurant Association Innovator of the Year Award, the Lewisham Awards, Chef of the Year and Outstanding Hospitality Personality of the Year. He has been inducted into the NZ Restaurant Association Hall of Fame and was recently named Entrepreneur of the Year by Ernst & Young in the Services Category. Wider recognition often comes via television - Simon has fronted Masterchef in New Zealand for four years now and he also stars in the hit series Chef on a Mission.

And now he's a Moffat Brand Ambassador.

After using most cooking technology in one restaurant or another, Simon recognises the strengths of each and every brand within the Moffat stable. The reliability of the technology is important, as is the approachable, 'feet on the ground' nature of the organization. That Moffat manufactures equipment locally and exports globally is not lost on Simon either.

Then there's the balance of power and looks. Moffat brands, in particular the new Waldorf Bold, combine contemporary design and efficiency. "They not only look great - they work well and the support is second to none, he says. "I'm happy to stand in front of these brands," says Simon, "because Moffat stands behind them".



LOVING IT

The success of any franchise lies with the consistency of its product. That's why the most famous franchise in the world demands only the finest equipment. They can't afford to have the smallest drop in standards – and they need their technology to back them every step of the way.



Since launching in Melbourne in 1993 the McCafé brand has become increasingly successful. Located inside McDonald's stores, each offers high-quality coffee served by specially trained staff in a café style environment.

As consumer tastes have evolved over the years, so too have the cafes enhanced and diversified their menus. In addition to freshly brewed coffee and other specialty beverages McCafés provide pastries and cakes baked on site.

The decision to bake in-store required special equipment able to meet high standards of quality and consistency. Moffat was selected to develop a customized convection oven for baking patisserie products.

Bake speed and the quality of both sweet and savoury products are very important to the McCafé operation. Working side by side with McDonald's, Moffat gained a comprehensive understanding of menu items and anticipated volumes. This allowed the company to present a tailor-made platform for both consistent results and ongoing adaptability.

The E25 Turbofan convection oven was then enhanced with additional features. A touch screen was added to allow for simple, intuitive operation, pre-defined settings were added for consistent results and a cool-touch door for overall safety.

As well as delivering a superior quality patisserie product the Turbofan oven boasts very low energy consumption. It's also incredibly reliable in terms of performance, ensuring McDonald's can keep ongoing maintenance and repair costs under control.

Following its successful application here in Australia, the Turbofan oven was then implemented in McCafés throughout New Zealand, Hong Kong and, most recently, Japan. Moffat partnered with local providers in each country to ensure relevant and timely implementation, technical support and care.



Italmix's unbeatable style

WHEN IT COMES TO DESIGN AND CRAFTSMANSHIP THERE'S NO QUESTION THE ITALIANS ARE WORLD LEADERS. AND IT'S PARTICULARLY SO IN THE KITCHEN ARENA.

Which is why Moffat was excited to debut the Italmix range of planetary mixers to Australia and New Zealand.

Designed and made in Italy, the Italmix range is known for its reliable performance and iconic, contemporary design. Sleek and stylish, this premium range has become a first choice for reputable bakers and patissiers throughout Europe, North America and the UK over the last decade.

One of the features of these mixers is with the diversity of sizes available. There's everything from the standard 20litre mixer through to a 200litre industrial machine.

There's also a range of bowl lifters to suit all sizes of mixer, and most are able to transfer batter to an elevated hopper. This flexibility means it can be used by many different businesses – from a small prep kitchen to an industrial or wholesale bakery.

Importantly, the technology is designed primarily for batter production. Each unit comes with a wire whisk that effectively aerates the batter, a dough hook for kneading small quantities of dough, a certified safety guard, and a batter beater for mixing ingredients without excessive aeration.

Another standout feature of this range is its usability. Customers can choose from a multi-speed gearbox or a variable speed drive and there's also an optional touch control panel and an integrated timer allowing bakers to select the best mix cycle.

With world-class functionality the range also has truly unique aesthetic appeal. Each mixer boasts a fully welded body for strength, durability and an easy clean finish. The iconic bright orange head and heavy-duty epoxy-finished body complete the look.

"The Italians absolutely love this product – it appeals to their great sense of style," says Tony McNab, Moffat Australia's National Sales Manager for Bakery. "I think there will be huge demand for it in our local markets."

"We're incredibly proud to bring this range to Australia and New Zealand for the first time", says McNab. "It offers a wide variety of options, delivered in a very heavy-duty machine, at an affordable price. What more could you ask for?"



NEW ROTEL VTL ADVANTAGE BAKERY OVENS

Rotel[®]
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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Introducing Icematic

ICE IS ONE OF THOSE LITTLE THINGS THAT MOST BARS AND RESTAURANTS SIMPLY CAN'T DO WITHOUT. YET THE CHOICES FOR EFFECTIVE ICE PRODUCTION TECHNOLOGY IN THE LOCAL MARKET HAVE REMAINED LIMITED.



Not anymore. Moffat is currently introducing some of Europe's most highly regarded ice-making equipment. The Italian-manufactured Icematic range includes modular cubers, under-counter ice machines, flakers and separate storage bins.

With the brand's stellar reputation throughout Asia and Europe Michael Lillico, Moffat's General Manager of Sales & Marketing, believes it's the perfect time to launch Icematic in Australia and New Zealand.

"Over the last five years we've been progressively sourcing technology that delivers key capabilities for kitchens and bars, so it was a natural progression to offer an ice product", he says.

Michael believes the range is likely to create a stir in the local hospitality industry. "While ice production may seem like a straightforward necessity it's certainly true that not all ice machines are created equal," he says.

One of the key differences of the Icematic range is the size and quality of ice it produces, specifically 8g or 20g cubes with a unique solid cube shape.

Icematic's JET Series of icemakers also uses horizontal spray application to produce 'pure' ice. With the machines spraying water into a mould a very clear, distinctive cube is produced. Each machine has a built-in storage bin and can produce from 20 to 90kg of ice per day.

The range also offers great value for money – and it's backed by Moffat's reputed service and quality guarantees. "It was a no-brainer for us," says Michael. "We can deliver a superior product to market backed by our mandatory standards of high technical support."

Peace of mind with every piece of ice – that's a proposition many a bar or restaurant simply cannot ignore.

Transfer of power

TURBOCHEF'S NEXT GENERATION OF VERSATILE PERFORMERS.



After a careful research and development phase and a few clever operational changes Turbochef have now ushered in the next generation of conveyor oven. In the process the company's delivered a conveyor that's more versatile than any other and ensured their stellar reputation continues.

This research stage was a major strength when it came time to turn design concept into reality. With changing marketplace conditions 'tried and true' can quickly become 'tired and askew'. That's why Turbochef continue to develop the technology to where it successfully anticipates and serves the multifaceted needs of the modern quick service establishment.

Now, hot impinged air can be delivered throughout the cook chamber and with two separate fans for the top and bottom, airflow controlled independently. The effect has been dramatic. The oven can now be configured far more precisely and, as the

cook time is extended the entire length of the chamber, a hotter bake temperature achieved.

With the two split belts conveyor times can be varied also. Popular American franchise Pot Bellies uses this set-up to provide different cook speeds – one for their standard sandwich and the other for the gourmet option.

Versatility is another crucial benefit. With double-stacked split belt conveyors Queensland's First Avenue Coffee Shops put 90% of their menu through, the top unit used for toasted products and the bottom for steak, fish, bacon and other foods. With two ovens and four different cook times there's no half measures or re-runs required – everything is efficiently sent through just the once.

Eight programmable cooking profiles extend this versatility further. With the touch of a button the oven can move from breakfast, to lunch, to dinner and back again.





WOWCOW, FROM THEN TO NOW

Frozen yoghurt is the dessert on everyone's lips at the moment. It seems there's a new brand opening every week, on every street corner in Australia.

Yet for all the widespread popularity as an alternative to gelato and ice cream, the frozen yoghurt obsession is actually quite a recent phenomenon. And it's thanks mostly to Carl Harwin.

The founder and CEO of WowCow, Carl was the first to open a frozen yoghurt-branded store in Australia. After moving from America he was surprised frozen yoghurt wasn't readily available here. Inspired by other successful franchises, and believing his product would be an ideal match for the local health-oriented, outdoor lifestyle, he launched WowCow on Sydney's northern beaches in 2007.

Then, after opening the flagship store in Darlinghurst in 2009 the concept took off. A year later new brands started appearing. The competition isn't something that bothers Carl however. "We actually welcome it – there are plenty of customers to go around!"

he says. "If anything, they (the competition) are helping us take a bite into the gelato and ice-cream space," he adds.

While the market is now certainly more competitive, WowCow remains extremely popular with customers thanks to some key differences. The first is the quality of produce. They insist on using only the freshest, finest ingredients - like Belgian chocolate, quality nut paste and fresh seasonal fruit.

Another is that the product is, in many aspects, healthier than ice cream and gelato. There's no artificial colours, flavours or preservatives, it's low in calories, with added fibre and beneficial cultures, and some options are virtually fat free.

Perhaps the most important difference, thanks to an investment in top technology, is the consistency and high quality flavour of

the yoghurt. Customers simply love the light texture of WowCow. "And It's all about the way the customer feels when they eat it", Carl says.

WowCow shows no sign of slowing down. Along with plans for coffee and breakfast, and a wider selection of 'pick up and go' desserts (like waffles, pancakes and fruit) Carl also aims to open between 10 and 15 stores a year as part of a controlled rollout plan. With expansion into Indonesia, and potentially the Middle East, the Tao of WowCow will only continue to grow.



IN THE KITCHEN

When they originally launched, WowCow purchased their machinery from a different source. But 12 months ago the writing on the wall became obvious – Moffat's Carpigiani machines consistently delivered a much better result.

Harwin describes Moffat's Carpigiani EVD equipment as a "perfect match for our product". It delivers "a creamy texture with less ice, a more rounded flavour and overall, a more rounded product".

From the first trials with Moffat's Carpigiani EVD frozen yoghurt machines there is now some 15 units in operation, with more WowCow establishments adopting them over time.

Over the past year, Harwin says he has worked closely with Moffat to make some customisations to the original model. "Collectively, we've worked together to improve the results, and it's been a great relationship", he says. "After we made the switch, customers actually came in and thanked us for improving the product", he says.



Chargrills and Griddles:

A NEW CONVENIENT SIZE FROM MOFFAT.

With barbeque-style restaurants opening all over New Zealand and around Australia at the moment, there's no question that chargrilling is very much en vogue.

And when it comes to selecting a chargrill or griddle, restaurateurs have always had plenty of reasons to choose Moffat equipment.

Each of the chargrills and griddles in these series is renowned for its durability, ease of use, and radiants that generate maximum heat for sealing in meat flavours. They also boast durable stainless steel, and are easy to clean.

Now, Moffat has taken the choice in the Waldorf 800 Series and Blue Seal Evolution Series even further - by offering a chargrill and a griddle in a convenient new 400mm width.

This means that, as well as being included as part of new kitchen designs, they can easily slot into current kitchens - to replace poor-performing, or dated equipment.



WINNING BIG, ESSENCE IS NOW OF THE TIME

Success couldn't have come at a better time for the big winner of the recent Moffat and Hospitality magazine competition.

Essence Bar and Café in Feilding has been popular with locals since David and Nicole Tuffey began the business five years ago. Now, with a new Blue Seal Evolution Series G506 static oven range in place, the business is taking the next step in its development.

David was understandably happy with the win. A chef for eleven years, the business owner knows the importance of consistent quality. Tuesday to Sunday the café is open breakfast, lunch and dinner, and business is busy.

At the heart of Essence the Blue Seal oven range has now increased the available burners from four to six.

"We do a lot of big bookings," says David. "For all meals it's about consistency, and with business lunches in particular the speed to get quality food to the table is vital. Our customers need to know they can get in and back to the office in time."

It's not just for this reason that the new addition to the kitchen has been such a blessing. "Our clientele will notice that it's allowed us to develop a new menu," says David, "one with a far greater focus on fine food dining."

Replacing an oven that was pushing twenty years with the best in new technology will ensure the business can reach new heights, and David thanks Moffat and Hospitality magazine for the opportunity to plan for the future.

"We've been wanting to grow Essence, but for a small business it's not easy to build up the capital for the big purchases. Without their support, through this brilliant competition, we couldn't have made the step we did."





PERTH ARENA PUTS ON A SHOW

With iconic, contemporary design and an array of exciting new sports and cultural facilities Perth Arena is raising the bar in Australia – both for live entertainment and event dining.

While the Arena only launched late last year their kitchen facilities have already been rigorously tested with big names and high-profile events like Pink, Elton John, WWE RAW, Disney on Ice and Jesus Christ Superstar. With Beyoncé, Michael Buble, Rihanna and Bon Jovi scheduled to appear over the next twelve months there'll be no drop-off in demand.

It's just as well the in-house catering team can cater for up to 15,500 guests at any one time. To cover such demand the vast new venue employs a central production kitchen, seven retail food outlets and two suite kitchens (which serve food to VIPs in the 36 private suites). There's also a sophisticated new Sky Dining area - where event patrons can have their choice of meal cooked before them in a live kitchen environment.

The Sky Dining area is typical of the overall approach as the Arena

redefines what event catering can offer to the masses. You won't find any soggy hotdogs or lukewarm pies here. Instead it's all about gourmet, healthy food.

Unlike most Executive Chefs, David Clem is responsible for the entire array of food production at the Arena – from casual meals at the venue's retail outlets through to the refined options in the private suites and the show-stoppers in Sky Dining.

Clem says that quality was a priority when designing their food and beverages, and healthy, interesting meals had to appeal to the discerning foodie amongst event-goers.

Due to the large quantities of food prepared Clem says that his team slow-cook lots of produce overnight, making a significant difference to their operation and environmental efficiency. "Everything we do from a food production sense is about catering



for the different needs of patrons, and trying to break new ground", he adds.

Even though the incredible new venue is already setting new standards Clem says that it's only the beginning. As the venue itself evolves he says it's likely they'll incorporate even more exciting new restaurant concepts.



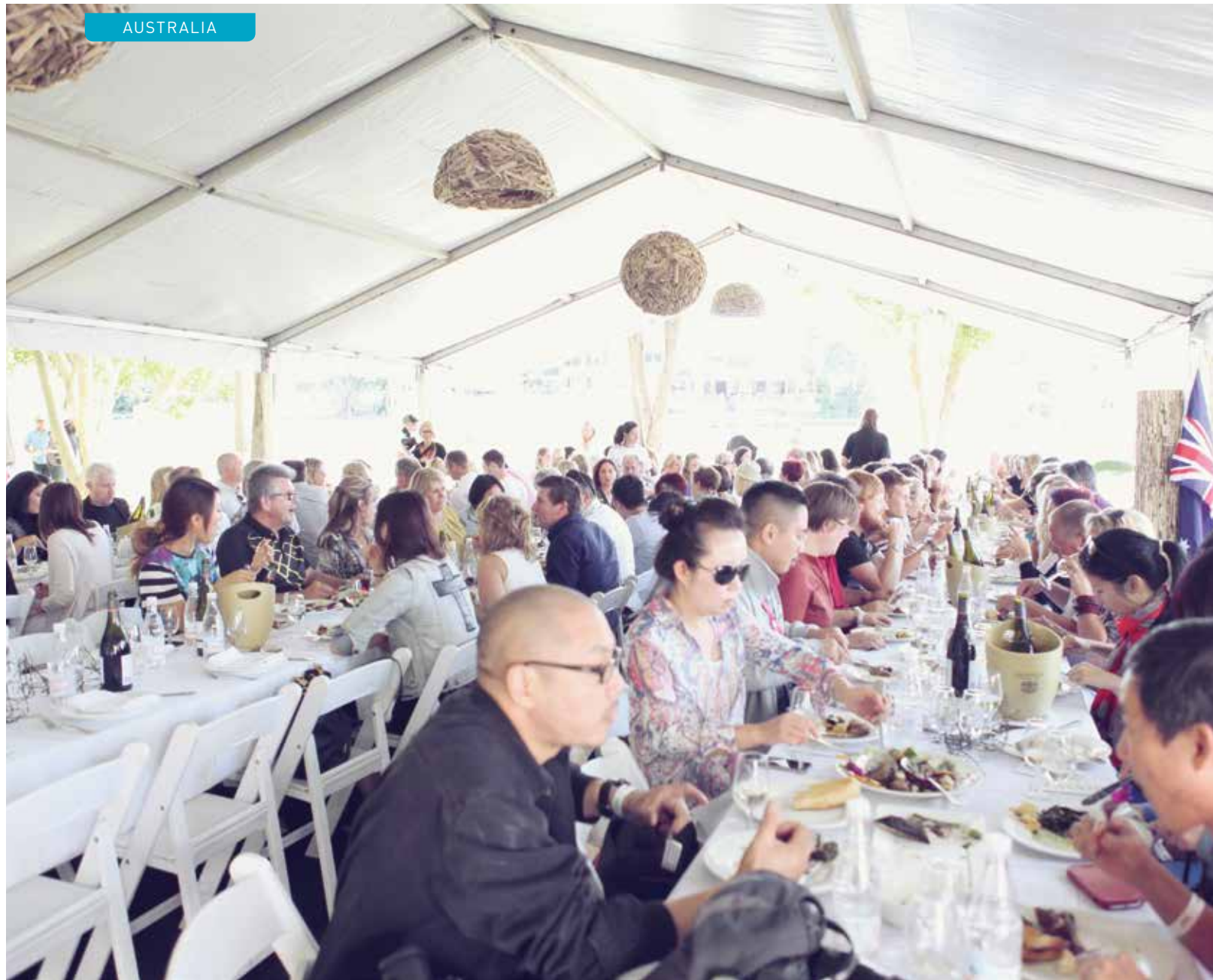
IN THE KITCHEN

To ensure a consistently high level of quality across the venue, Perth Arena engaged Moffat and their range of equipment throughout. This includes Washtech, Waldorf, Convotherm, Turbofan and Crown products.

For Executive Chef David Clem perhaps the most impressive of this equipment is the Convotherm 12.20 oven. The unit has been implemented in several of the kitchen spaces, and has enabled his team to revolutionise the way in which their food is prepared.

"The (Convotherm) ovens have given us great results so far and their settings have enabled us to do off-peak cooking, which is an excellent way of bringing up secondary cuts and using kitchen and power resources outside of normal working hours," he says.

He describes the Convotherm 12:20 as "an essential part of any kitchen these days", offering "important versatility in terms of what you can cook", and enabling his team to bring pre-prepared food up to temperature "virtually instantaneously".



NOOSA FOOD & WINE FESTIVAL TOASTS TEN YEARS

With its incredible local produce, ample seafood and plethora of fine-dining establishments, laid-back holiday spot Noosa has long been regarded as quite the mecca for foodies and food professionals.

This is especially so every May when the town hosts the internationally-renowned Noosa Food & Wine Festival.

Now celebrating its tenth anniversary, the annual event provides a fantastic forum for residents and visitors to indulge in world-class food and celebrate great produce, chefs and wine.

For food professionals the event is also an opportunity to mix with key industry players – from the producers who grow and catch the ingredients to the chefs, winemakers and restaurateurs who add their own experience and expertise to the final serving.

This year, Moffat was extremely proud to help celebrate the big anniversary. With high profile

chefs from all over the world arriving to take part in cooking demonstrations it was vital that the festival provided similarly world-class kitchen equipment.

Moffat was only too happy to supply a selection of top-grade Convotherm and Waldorf equipment – which was used at the event with great success. Now the company is looking forward to sponsoring the event in 2014. While the festival was incredible this time around it's already promising to be bigger and better next year.





■ WD-ICS+

The new generation of rack conveyor dishwashers for medium size kitchens.



A strong concept with a host of options

Wexiodisk customises solutions for each individual application and ensures that the machines run with a natural work flow with a range of options available:

- Extra high pressure 3kW washing pumps
- Two versions of steam heating: normal (150-250 kPa) and low (50-140 kPa)
- Electrical connection voltage
- Loading components are available at the following lengths; 900, 1125, 1500, 2025, 2625, 3000mm
- Extended chemical wash zone
- Intermediate rinse
- Unloading components are available at the following lengths; 900, 1125, 1500, 2025, 2625, 3000mm
- Demineralised water in the final rinse
- Location of cleaning filters
- Extra wide machines

Wexiödisk 

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The dollars and sense of good service and parts

OVER THE LIFE OF ANY PRODUCT IT'S EXPECTED THAT THINGS WILL AND DO GO WRONG.

However with the right post-purchase service a huge difference can be made in how the wrongs can turn right.

Making the right decisions at purchase time is obviously one of the most important factors – and the cheapest price doesn't necessarily equate with the lowest cost. Buying quality just makes sense.

But developing both scheduled preventative maintenance and insisting on proprietary parts ensures both lower total cost of ownership and a longer product life cycle. It will also improve the efficiency and reliability of your culinary tools of trade – always a good thing for the bustling modern kitchen.

But there are also key benefits in dealing with a service provider who carries OEM parts on their truck, or has rapid access to the manufacturers inventory of parts.

The design and technical sections of Moffat work closely with the spare parts and service divisions. This allows for quick continuity of service on products in the field. Identifying serial number deviations or kit changes and upgrades is quick and painless.

Using OEM parts ensures that the same quality of component is placed – one that matches the characteristics used when designing, testing, evaluating and approving the original technology.

Nothing lasts forever. But with some tender loving care equipment can sustain a business's needs perfectly in the decades to come. Buying Moffat technology proves this confidence – that post-purchase proprietary parts and service support will keep your investment functioning – maximising returns and minimising stress.



Ergonomic Versatile Dynamic

Carpigiani EVD is a breakthrough soft serve ice cream machine designed according to a new philosophy that takes into account **all the ergonomic, qualitative, and aesthetic needs** of professional operators looking for modern equipment.

EVD is a floor model with an innovative, revolutionary design: **the dispensing head moves** and can be set to the height that the operator finds most useful. In addition, the working space has been increased significantly to facilitate ease of operation.

EVD has tanks, pumps and cylinders with **independent motors and refrigerator circuits**, to optimize the production of different kinds of ice cream at the same time.

EVD has a low-noise refrigeration apparatus featuring an air-channelling system that guarantees **silent functioning**. The noise level achieved corresponds to somewhere between that of a home setting and a normal conversation.



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Chef, Restaurateur,
television personality and
Moffat ambassador.



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