

**MOFFAT**®

# Connection

A NEWS BULLETIN FOR THE FOOD INDUSTRY

WINTER 2013



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NEW PRODUCTS • RISING FROM THE RUBBLE • INNOVATIVE OVENS

# WELCOME TO THIS EDITION OF THE MOFFAT CONNECTION.



2013 is shaping up to be the year of big challenges and equally big responses from us here at Moffat.

The global markets remain very testing but, with significantly improved customer service, we continue to support all sectors in which we operate. Competition remains fierce and it is critical that we do all things well. Exceeding the expectations of our customers is nonnegotiable.

Against this backdrop our group has continued to grow, and is up on the corresponding period last year.

We have implemented a very aggressive plan for across-the-board improvements in all of our divisions around the world. Moving forward, we will continue to invest in our business. Such investment comes in a number of ways, including people, facilities, plant and equipment, R&D and training.

Fine Foods in Melbourne in 2012 was the platform for our business to launch many new products to the market. The response has been exceptional. Very strong responses have also been received from our recent shows at NAFEM in Orlando and Gulfoods in Dubai. Both of these markets continue with strong development.

Our team in the UK continues to perform well and drive our business forward with strong growth in difficult conditions. In partnership with our customers we have grown our business in Russia and have exhibited in Warsaw for the first time in March 2013. Globally, we have so many opportunities and we must prioritise our resources to deliver real improvements for our stakeholders.

Our new facility in Christchurch is also progressing well. While there have been some delays we eagerly look forward to the completion date at the end of this year. This development marks a bold new step for the company, and it's just one of many you can look forward to reading about in Connections to come.

In the meantime, I hope you'll enjoy this edition of the Connection. We welcome your feedback on our publication and any ideas you may have for stories to include in future editions.

And remember, strong partnerships with our customers and staff will remain the cornerstone for our success.

Regards  
Greg O'Connell



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## ON THE COVER

Movida brings something special to Sydney's dining landscape.



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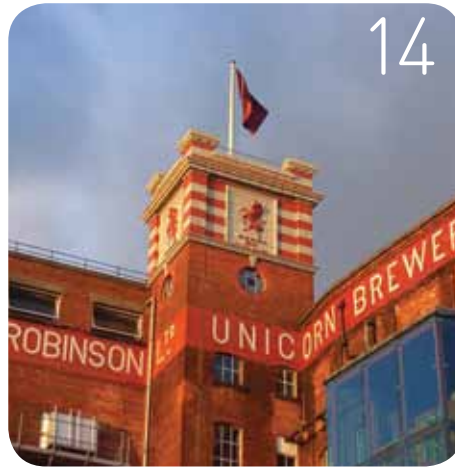


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## LOVING MOVIDA LOCA

Without a doubt, the launch of Frank Camorra and Andy McMahon's MoVida in Sydney last October was one of the most anticipated restaurant openings of 2012.

With its inviting, bodega-style fit-out, authentic Spanish menu and personable crew, it's no wonder this unassuming tapas bar is packed to its trendy, exposed beams six nights a week - and prompting critics like Terry Durack to declare that it does, in fact, live up to the hype.

"MoVida brings something special to the Sydney dining landscape - a fusion of great cooking, spot-on judgment and a very Melburnian sense of how to run a restaurant", says Durack.

Indeed, the low-key, communal vibe does have quite a Melbourne feel. The layout is open, the distinction between the bar and dining areas is blurred, and the Spanish menu - comprised of tapas and raciones - is, of course, designed to be shared. Adding to this welcoming egalitarianism, fifty per cent of the restaurant is

available for bookings, and the other is reserved for walk-ins - from 5:30pm, nonetheless.

Reflecting Camorra's focus on down-to-earth, terrific cooking, the kitchen occupies a prominent place in the centre of the restaurant - with much of the working area on display to diners. And with a up to nine staff working in the relatively small kitchen six days a week - catering for a hectic lunch shift and two packed dinner sittings - it's essential that their equipment is second to none.

Here, consistent performance is important to Camorra. It's also and a reason for his long-standing relationship with Moffat. Since first investing in Moffat equipment for MoVida over a decade ago, it's now top of mind for any new purchases he makes for any of his kitchens. And there are several. MoVida Sydney is his latest



restaurant with co-owner McMahon, alongside Melbourne's MoVida, MoVida Next Door, MoVida Aqui, Paco's Tacos (a taqueria), MoVida Bakery and Bar Pulpo (at Melbourne's Tullamarine Airport).

Having the right equipment makes a "pretty big difference to the performance of your kitchen", says Camorra. Otherwise "you end up pulling your hair out when things go wrong". It's also vital to get things back to working order as quickly as possible. Camorra says that on the odd occasion he has needed service from the Moffat team, the response has been very good.

To ensure consistent standards north of the border, Camorra and McMahon moved interstate six months prior to the launch, and brought head chef James Campbell and venue manager Andy Jacoora, both of whom have worked within MoVida for many years.

Camorra is enjoying making an impact on the Sydney market. He points out that, interestingly, diners here tend to spend more per head than their Melbourne counterparts. And they're also more likely to take the chef or waiter's recommendations with regards to the menu.

Yet when asked about the restaurant's success, Camorra is somewhat cautious. "We're still in the honeymoon period", he says.

By all indications, however, Camorra can rest easy. Despite Sydney's relatively transient food scene, MoVida appears to be no flash in the pan. To the contrary. Almost six months on from launch, and it's still nearly impossible to get a table. But do try. It's definitely worth it.

#### IN THE KITCHEN

MoVida Sydney 'inherited' much of its interior from the former Cotton Duck restaurant on Holt Street in Surry Hills, which closed its doors in March 2012. After some smart interior modelling, MoVida was ready for business - yet most of the kitchen equipment, still in perfect working order, remained.

This includes a Turbofan Oven, Turbofan 8 Tray Prover, Waldorf 800 Gas Fryer and a Waldorf Gas Range Cooktop 6 Burner.

Camorra says he's been very happy with the level of "reliability and dependability" offered by the Moffat range, as well as its "hard wearing" character. This is especially the case with the Turbofan 8 Tray Prover, which they use to bake their own bread, on site, every morning.



## A++

The arrival of Le Cordon Bleu and WelTec takes Wellington to the head of the class when it comes to culinary training capability.

The big leap forward by the capital city has come with the establishment of a unique twin tenancy arrangement at a new four level central city campus in Manners Mall.

While the two schools have markedly different backgrounds and approaches, the development provides incredible opportunities for both. Here, two different training institutions have the ability to share resources and offer students a huge range of learning experiences. The space, convenience and facilities of the campus delivers an overall educational experience that's far superior to anything that's come before.

Establishing and fitting out such a massive project required both individual expertise and group co-operation.

The schools share the training restaurant, production kitchen, demonstration theatre, Espresso Lab, bar training area, four classrooms and student learning common areas. Each school has its own training kitchens and other unique facilities.

Le Cordon Bleu is renowned as one of the world's most prestigious cooking schools. The New Zealand campus is the 43rd international school to open and, as always, everything was delivered to a very high specification. International advisors were brought in to specify exactly the equipment required.

Along with a well-equipped patisserie kitchen and a cuisine kitchen, two training kitchens provide twenty work-stations for the students. With a reputation to guard, investment in these kitchens has been accordingly high.





## IN THE KITCHENS

Le Cordon Bleu has Convotherm ovens, sous vides and vac packers, blast chillers and blast freezers. The patisserie kitchen provides deck ovens, a prover oven, pastry sheeter, Pacojets, sugar heating lamps, dough setters and giant mixers.

The WelTec kitchens provide one Waldorf oven for every two students. The production kitchen includes Waldorf ranges, fryers, salamanders, bratt pans and cooktops, Turbofan ovens, provers and stands, Blue Seal combi oven, Artisan deck ovens and Mareno stock pots.

In the demonstration theatre Waldorf gas hobs and a Waldorf salamander and chiller help chefs show and tell, with three large screens relaying all the action in close-up for the studios eyes. Further developments are planned for both these facilities, and the up-to-date technology will continue to play a big part in the students study.

Each work-station comes with it's own individual oven, gas hob, chiller and work space. The state-of-the-art technology provides students with the consistency and quality they require to be judged accurately. Local chefs were also consulted as to the brands they used so as students could seamlessly adapt to work-life post training.

While some of WelTec's courses remain on the previous site in Petone the new facility in Manners Mall will service the bulk of students. The new WelTec School of Hospitality has one patisserie kitchen, two training kitchens and various prepping, storage and delivery spaces.

In the WelTec kitchens training is boosted by the adaption of audiovisual equipment – overhead cameras above the lecturer's bench show everything that's going on.

Cameras in the kitchen also relay images to the adjacent training restaurant. Having the pressure of diners watching everything unfold can be intense for aspiring chefs. But, with the amount of open plan kitchens throughout the industry, it is no different to what they can face in the future.

Inside Design, who visited a range of similar facilities throughout New Zealand, had carefully researched the design for both schools. James Heyder, of Wildfire Commercial Kitchens and Bars, was the project manager for the supply and installation of kitchen equipment. His hard work (along with project partners Naylor Love Construction) ensured everything was delivered on time and to specification.

Moffat National Sales Manager Brian Davies was impressed with the final result. The schools are, "very well equipped" with the standard units but the extra investment in additional technology "such as Pacojets" makes a big difference.

Now, with the two schools making the grade, it's up to their students to provide the next generation of kitchen geniuses.



## BRINGING PONY DINING HOME

With an incredible view, a celebrated menu and a distinct Argentinean feel, Brisbane's Pony Dining is compelling the crowds to the popular Eagle Street Pier.

With its rustic wood fire grill, coal pit, and a pervasive aroma of woody smoke, you could be forgiven for thinking you were entering a parrillada in downtown Buenos Aires. But at its core, Pony Dining is very proudly Australian.

Here, it's all about fresh, seasonal produce - and the menu is undoubtedly oriented towards carnivores, with fifty per cent dedicated to steak. It showcases modern Australian food, and the wine list has been meticulously sourced from some of the very best local and international regions.

For Executive Chef Damien Heads, Pony Dining in Brisbane is somewhat of a homecoming. The Brisbane local opened the restaurant in 2012 after taking a working tour of Europe, and after opening several successful Sydney eateries - including Pony Lounge and Dining in the Rocks (and later in Neutral Bay), and

Steel Bar and Grill in the CBD. He has also worked at Sydney's Bennelong Restaurant and Milsons, where he was awarded the SMH Josephine Pignolet Award for Sydney's Best Young Chef in 2003.

After all this worldly experience, when it came to fitting out Pony Dining, Heads' brief to the architects was to make it quintessentially "Brisbane". The result is a very open plan, natural, contemporary design - where diners are part of the entire food experience. And the various pieces of serious cooking equipment - including the coal pit - are very much the focus of the layout.

When it came to the kitchen, Heads was determined to pick the equipment that would allow his produce to shine. Being an entirely new venture (on the site of an old McDonald's), Heads started from scratch when it came to choosing the equipment.



Despite the serious focus behind the scenes the vibe here is incredibly relaxed and comfortable. So if you're looking for a great night out in Brisbane city, Pony Dining is definitely a restaurant worth backing!

#### IN THE KITCHEN

Executive Chef Damien Heads chose Moffat equipment largely because of its reputation and ease of maintenance.

"They [Moffat] really are at the forefront. They meet my high expectations, and offer a complete range of products suitable to any task", he says. He also points out that Moffat equipment is "easy to clean and easy to pull apart".

For baking purposes, Heads selected a Convotherm Convection Oven, which he says "alleviates the need for a second oven" and "creates a saving on valuable space". He also chose a Washtech Dishwasher - largely due to its power and volume. "It's a double-tray which covers our 200 seat capacity", he says.

A long-standing Moffat devotee, Heads says that when it comes to kitchen design, the stylish, sleek Waldorf range is his favourite. "It's fantastic! It heats very quickly, and maintains the heat well", he says.





## A VALENTINE TO VALENTINO.

A perennial favourite makes a bold new beginning and Christchurch falls in love all over again.



After serving Christchurch residents and visitors for over a decade with their distinct Italian menu, Café Valentino's heart was broken with the 2011 earthquake that ripped through the garden city.

While everyone escaped the Colombo Street premises on the day, the quake made the building suitable only for the bulldozer. What followed was an odyssey typical of most businesses in Christchurch, one of site quests and insurance adventures.

Just as true love endures so too has the popular restaurant overcome every hurdle in its path. Now with its new premises at 168 St Asaph Street, Café Valentino has transitioned smoothly into a post-quake landscape, and its stunning, distinctive kitchen is winning praise from a wide range of sources.

Key to the success of Valentino 2.0 was the discovery of a suitable location – and in how the space was prioritized and designed around the kitchen. The former Social Credit building fits the bill perfectly according to Nils Danielsen. The Wildfire Commercial Kitchens and Bars consultant knew it provided everything that Valentino owner Michael Turner was looking for.



For Michael, it was important that the kitchen acted as the beating heart of the restaurant. "People often start with the bar, then the seats, then the kitchen has to take whatever space is left over, but the design of a kitchen is absolutely fundamental to a restaurant."

The result for Café Valentino is nothing short of stunning. Emerging from the chaos of the earthquakes with a reinvigorated business is testament to the focus, vision and sheer hard work of Michael, the team at Café Valentino and everyone involved in the design, construction and fit-out of the popular restaurant.

### THE COLOUR TEST

Café Valentino's bright beauty was the inspiration behind the introduction of Moffat's custom-made colour. For Moffat's Brian Davies, the choice in colour was "a winning one from the start, especially when [Valentino owner] Michael arrived at the factory in a car that was the same colour."

The Waldorf Bold range has recently debuted from Moffat, and the test case of Valentino provided the perfect opportunity to push the envelope with this technology.

"The product is world class," said kitchen consultant Nils Danielsen. "They've come up with a burgundy cook line for us, and

pulled out all the stops to make that happen."

Nils understands the work behind the scenes that went in to ensure the final result. He said the, "enamel cook line is a world-first, and no easy feat to produce. The process of enamelling a rich colour is very complex, with special firings needed, and chip tests."

The final result was spectacular however, and the technology is the pride of the new kitchen.

### IN THE KITCHEN

The Café Valentino keeps one eye on the past while stepping into the future with its kitchen. The burgundy of the Waldorf Bold equipment echoes the glamour of an earlier age, while the technology 'under the hood' ensures power and efficiency are never compromised.

The Waldorf Bold lineup provides a huge part of the kitchen. A gas cooktop, pasta cooker, gas salamander, fryer, benchtop, chargrill and gas range combine to give Valentino consistency in style and, as importantly, consistency in quality. Latest technology is assured with the addition of a Convotherm Easy Touch electric combi steamer.



## HERE'S LOOKING AT YOU...

Robinsons Brewery has been a beer institution for 175 years. With the evolution of their Unicorn Brewery in Stockport a successful future looks assured.

The new Visitors Centre marks the anniversary fittingly – the complex providing an explanation to their success and continued examples for visitors to sample.

Opening in March, the new Visitors Centre celebrates the colourful history of Robinsons brewing. Visitors will be able to tour the brew house, find their ideal pub to run, meet Robinsons' Shire horses and explore exhibits showcasing how brewing has changed since 1838.

Behind the scenes and in front of the crowds, the cuisine of the Brewery is evolving and improving. Leading the vanguard is Simon Rimmer, host of Channel 4's Sunday Brunch. Simon will use the new location for cooking demonstrations and for developing food concepts within the Robinsons' pub estate. His talent and experience delivers a greater emphasis on the menu.

In addition to the core menu of the Centre itself the venue provides corporate banqueting and conference facilities. These new catering facilities will also accommodate apprentices in the licensed trade, and the new kitchen will be used to assist tenants in developing new menus and food concepts through Robinson's tenancy support program.

Overall the new catering facilities now service a range of uses – and the team behind the project couldn't be prouder of the final result. Sprint Refrigeration designed and installed the commercial kitchen, with Sales Director Jason Cunliffe leading the way. Blue Seal assisted in the consultation period and will also provide on-site staff training on all the equipment.

The project had to be completed in time for the March opening of the Centre, and the various companies involved worked together to ensure this deadline was met.



An award-winning chef himself, Robynson's Brewery catering development manager Christian Whittleworth has a straightforward ethic when it comes to commercial catering equipment: no compromise on quality.

Christian said the new kitchen, "has been created to offer a modern facility that can deliver a quality, consistent catering offer and, above all, peace of mind. When providing training to our licensees and chefs, we ensure the equipment introduced is of a high quality. (It) won't let them down."

#### IN THE KITCHEN

"With our visitor centre offering full conference and banqueting facilities we required a range that would deliver," said Robynson's catering development manager Christian Whittleworth.

Blue Seal technology delivered. The Evolution Series provided a fryer, chargrill, salamander and range for the venue.

"It was quite a simple decision to make," said Christian. "I have worked in several establishments over the last 20 years and for the last 12 in senior executive and head chef roles. In this time Blue Seal has always been an integral piece of kit in the kitchen."



Photograph: Andrew Smith [CC-BY-SA-2.0 (<http://creativecommons.org/licenses/by-sa/2.0/>)]

# TAGLIAVINI: A tradition of triumph

THE PREMIUM ITALIAN BAKING BRAND  
RISES UP DOWN UNDER.



In 2012 Moffat joined forces with one of Italy's premium equipment manufacturers to offer Australasian bakers an impressive new option.

Tagliavini was founded in 1934 in Parma, Italy. From humble origins the company now serves artisan bakers, quality confectioners, famous chefs and well-known retail groups across Europe, Asia, Africa, South America, North America and Oceania. After only a short time the high-performance baking equipment is already making a splash here.

Tony McNab, Moffat's National Bakery Sales Manager, believes the defining feature of Tagliavini equipment is the extraordinarily high level of quality, the range renowned for its levels of refinement and precision. "Tagliavini has always been recognised as a high quality brand, and their attention to detail really sets them apart," he says.

When it comes to manufacturing Tagliavini uses only the finest materials, and their workmanship is meticulous. Every phase of construction is also subject to painstaking inspection and rigorous quality tests. This means their machines continue to perform to the highest standards throughout the years – an attribute that obviously appealed to Moffat in the early scoping stage of the partnership.

As with any equipment, it's the feedback from customers that's perhaps the most telling. And reports have been glowing. "Everyone who's installed our product has been ecstatic with the bake result," says Tony.

The range on offer now includes modular deck ovens, pizza ovens, rotary rack ovens and setter style deck ovens. Tagliavini constantly looks to the future, honing and evolving their products with ongoing research and development.

Nowadays this approach includes energy efficiency. "Tagliavini have done a lot of work to reduce their energy consumption," Tony says. "In fact, they've recently managed to achieve a forty per cent reduction in energy consumption across the majority of their oven range".

Another big consideration is Tagliavini's versatility. "When choosing from their range customers can select particular features depending on their needs", says Tony. They may, for instance, require a time and temperature display, or a digital, programmable control panel that can store up to 99 items. Whatever they choose, they won't need to invest in any features they won't benefit from.

Despite the brand's high-end appeal it's not just high-end companies benefiting. "They're popular from the local pizza store, to a retail bakery, to a large-scale industrial bakery", says Tony. "The modular deck ovens are proving very popular with both artisan bakers and traditional baking operators, in that they deliver a perfect result across all products while delivering the versatility of a multi-chamber modular design".

Which is just another reason why Moffat are so pleased to welcome Tagliavini on board. The two companies are faced with an ever-evolving marketplace, new demands from the modern bakery and accordingly exciting technological developments. With this exciting new partnership they'll continue to rise to the challenge.

Visit [www.moffat.com.au](http://www.moffat.com.au) or [www.moffat.co.nz](http://www.moffat.co.nz) for more information, or call Australia 1800 023 953 or New Zealand 0800 663 328 to speak to a sales representative who can identify a solution that's right for your business.





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## AN ILLUMINATING DISCOVERY

When Donald Harvey visited a location in North East England the UK Sales Manager was surprised to find just how seemingly outdated technology can continue to serve.

The Marsden site is home to the Souter Lighthouse – the first of its kind in the world designed and built to be powered by electricity. Opened in 1871, the lighthouse was decommissioned in 1988 before the National Trust acquired it and opened it to the public in 1990.

It's still an incredible sight, and the location provides a range of entertainment and culinary options for visitors.

But Donald wasn't just impressed by this history however. Visiting the site to deliver staff training for a new Blue Seal Turbofan convection oven, he discovered the technology it was replacing – an old Blue Seal oven from the 1980s. After over 25 years faithful service this unit was still going strong.

Thanks to the harsh salt air the strut over the oven door had a small patch of rust but, apart from that, everything was in perfect working order. The oven was only replaced because it was looking a little tired when compared with the rest of the kitchen equipment.

The new unit provides markedly increased power, efficiency and user-friendly operation – and it's constructed to the same high standards as the original oven. But that shouldn't take anything away from the value the old oven provided.

Like the lighthouse, this oven will now be put on display. Although this time it'll be back in Moffat showroom, providing visitors with a great view of where Blue Seal started from.



Sad to see it go...Lynn Bays (left) and Glad Smith

# Looks do matter

YOUR FOOD MAKES A STATEMENT.  
WHY SHOULDN'T YOUR KITCHEN?

Your food makes a statement. Why shouldn't your kitchen? Until recently the design of commercial kitchens has focused largely on performance; on convenience and functionality, and being modular enough to suit the specific needs of every kitchen. While aesthetics have always been a priority, most manufacturers have typically played it safe - opting for neutral, practical and industrial designs that blend seamlessly into any restaurant environment.

Now, Moffat has changed the rules of heavy-duty kitchen design with the remarkable new Waldorf Bold range. This high-performing offering has all the equipment, power and innovation you would expect from Moffat - but with a sleek, new aesthetic twist.

Designed for innovative chefs who want their kitchen to look the part, the Waldorf Bold range is available in three striking colours: deep burgundy, chilli red and dramatic black. From every angle, the lines are sleek, seductive and sophisticated - right down to the custom plinth mounting. An impervious enamel surface has been applied to all non-functioning stainless steel pieces, to give the overall solution a refined edge - without imposing on usability.

Despite its supermodel looks, the appeal of Waldorf Bold is anything but superficial. This new range also impresses in terms of functionality, and enhances the Waldorf 800 Series' highly regarded speed, power and efficiency.

According to Michael Lillico, Moffat's General Manager of Sales and Marketing, this daring new range is all about bringing colour and fun back into the kitchen.

"It's restaurateurs and business people being able to make a choice about how they want their business to be seen. Moffat gives operators the ability to tailor and personalise their commercial kitchen, so they can have a design that represents their business", he says.

"Waldorf Bold should give more reason for restaurateurs to bring the Moffat cooking equipment to the front of house", he adds.

Indeed, with many contemporary restaurants opting for an open-plan layout where the kitchen is literally on display, Waldorf Bold enables restaurateurs to showcase their equipment with true confidence, and actively involve customers in the entire food experience.

So if your kitchen needs to attract and enthrall (as well as perform) why not make a bold choice?

Visit [www.moffat.com.au](http://www.moffat.com.au) or [www.moffat.co.nz](http://www.moffat.co.nz) for more information, or call Australia 1800 023 953 or New Zealand 0800 663 328 to speak to a sales representative who can identify a solution that's right for your business.





*George Calombaris*

# 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.

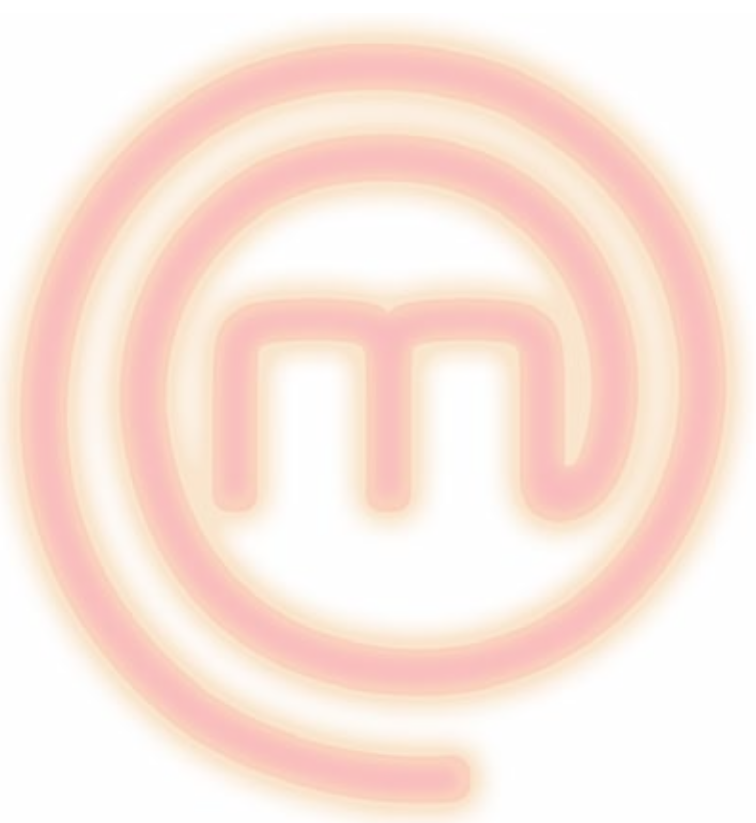
So get in touch and get ready to make a bold impression.



 **Waldorf Bold**

# Moffat. MasterChef. Masterful.

MOFFAT WAS PROUD TO BE SELECTED AS A PRODUCTION PARTNER FOR THE SEASON OF AUSTRALIA'S PREEMINENT CULINARY TELEVISION SERIES, MASTERCHEF: THE PROFESSIONALS.



The latest season is hosted by acclaimed chef Marco Pierre White and esteemed food critic and MasterChef Australia host Matt Preston. The variation this season, the 'professionals' of the title, are the 18 qualified chefs who'll be competing in the toughest cooking environment.

As the latest addition to the MasterChef brand, 'MasterChef: The Professionals' has delivered both high intensity and incredible culinary creations. The new, purpose-built kitchen has set the stage for the high stakes competition aptly – even when the results that have come through it have tested the judge's resolve.

Moffat was excited to join this season as the exclusive commercial cooking partner for the show. Moffat's General Sales & Marketing Manager, Michael Lillico said, "We're thrilled to be involved with the show. I've personally been a big fan since the very first episode, so to be partnering this season is simply brilliant."

The alignment of the two brands is a natural match. Both recognise the passion and energy in restaurants, food businesses and individuals who push the boundaries to produce exceptional food.

## IN THE KITCHEN

With tight time frames and large production budgets shooting a high-end show such as MasterChef: The Professionals requires complete confidence. That's not just in the skill of the people behind the scenes, but also in the technology in use in front of the camera.

The kitchen provides a full set-up for competitors, with a Waldorf low back cooking equipment line, Turbofan Convection Ovens, Convotherm Combination Steamers, Paramount Planetary Mixers, Turbochef Speed Cook Ovens and Friginox Blast Chillers and Blast Freezers.

Moffat supplied the equipment and also assisted with ongoing support to the Melbourne set. With reliable technology and renowned expertise standing by nothing was left to chance.

## OUR PEOPLE MOFFAT AUSTRALIA.

### JASON SLATTERY

Jason Slattery's career has been one of clearly planned development, rising through a variety of roles, taking on new responsibilities and thriving with each advance.

He completed his engineering studies while working on the factory floor at Christchurch for five years. Progressing to the design department he gained a greater technical knowledge. Then, moving to Technical Support, he became responsible for products that ranged from brand new to those working after twenty-plus years.

With this focused approach it's no wonder he's ideal for the position of Australian Technical Services Manager. Here, his dynamic and disciplined approach are the perfect combination for the large, sprawling market. With his over arching experience and ability to think outside the box Jason continues to evolve and grow our service and support capabilities.



### JILL WHITLOCK

Jill Whitlock's work is one of cheques and balances. Her daily efforts as our National Credit Manager involve assessing a number of key factors in each decision, carefully gauging risk and actively working with internal and external stakeholders.

Here, experience counts. Jill's 10 years in her current role (and 30 years overall), means she can effectively lead and guide her 8-strong team through an often-challenging business landscape. Ambitious, focused and diligent, Jill addresses the various complexities of the work with sound people skills and a continued thirst for knowledge. Her professionalism is always exemplary, the results always to a high standard.

Outside of work Jill appreciates a more relaxed pace, taking the time to enjoy travel, dining out and listening to good jazz or blues.



### PAUL THOMSON

There are some unique qualities that allow Paul Thomson to thrive in his current role as Food Service Sales Manager.

Obviously there are more reasons why Paul's work is highly valued than can be squeezed into here. But two main ones stand out. First, there's his background. After receiving his Logistics Management Diploma he worked in a range of roles in the warehouse, sales and servicing departments before his move into Sales. With this experience and product knowledge Paul has a great overview of the technological requirements of our customers.

Secondly, there's the motivation he has to ensure that both he and his busy team are working to their potential. Paul's drive to meet and exceed expectations means this hard work delivers consistently superior results.



### PETER BARNES

Our Finance General Manager has been in the role for over a decade now, time spent with one eye on the bottom line and one on the top standard. Attracted to the position due to Moffat's strong brand reputation, eagerness for growth and sound corporate ethics, Peter has since both solidified and enhanced these qualities from his base in Melbourne.

His work is both complex and broad in scope. Responsible for the accounting, company secretarial and legal functions within Moffat Group, Peter is also in charge of intellectual property such as patents and trademarks for the company. To thrive here you need to be organised, efficient and always ready to learn. Most importantly, you need a good understanding of dollars and sense. Peter takes care of the former by liberally applying the latter.



## OUR PEOPLE MOFFAT NEW ZEALAND.

### WES ZABIELSKI

Many people declare a strong work ethic and an attention to detail in their occupation. With Wes, it's certifiable.

As our Certifications Engineer Wes requires an inside-out knowledge of our products. He needs to know every applicable compliance regulation development, across every market. He then needs to ascertain the relevance and importance of these regulations for our products and ensure all engineering work is completed to the highest of standards.

With a background in project engineering roles and 12 valuable years experience in his current role, Wes enjoys the variety and complexity of his work. Outside of this role he keeps busy with everything from skiing to cycling to gardening and landscaping. This active lifestyle is further testament to the passion and focus Wes brings to each and every task.



### BELINDA CLARKE

Since arriving from South Africa 4 years ago Belinda Clarke has made Moffat her home, a consistent display of the highest standards in communication and organisation suiting her role as Auckland Sales Coordinator perfectly.

Belinda loves the diversity of logistics and the 'thinking on your feet' requirements of her role. From managing showroom sales to overseeing the spares department to coordinating installations, she enjoys the challenge of her daily work, and that "there is never a dull moment". She'll put in the extra effort to ensure the customer gets the best possible result.

Outside of work her life is similarly well rounded and stimulating. Here, she enjoys a good game of squash and tennis, art with photography and painting, and music with playing the piano.



### ANNE THOMSEN

After working for three years in her current role as Christchurch Sales Co-ordinator (and with over a decades worth of previous sales, service support and administrative experience), Anne Thomsen's professionalism and focus means she can handle anything that comes her way.

At home in the hustle and bustle of organising orders, Anne's multitasking skills are extremely beneficial for both the customer and the team she works with. She loves the deadline-driven nature of the job. Here being able to anticipate where challenges may arise is vital. Anne's ability to foresee issues and act accordingly means orders are kept on track and stress is kept to a minimum.

With such a busy work life Anne appreciates kicking back with friends and family in the weekends and getting out into the great wide open.



### DAVE MCIVOR

While he's only been a short time at Moffat, Dave McIvor's 30-plus years of experience in the hospitality industry means he's been able to hit the ground running – and pace ahead when it counts. This experience includes various positions and responsibilities, from service and branch management through to sales roles and company ownership.

With this behind him Dave's work in Technical Services is all the easier – and his focus educating and up-skilling his technical and product knowledge means customers and technicians will continue to receive the highest level of service. Dave enjoys the diversity of his role and the commitment and professionalism of the people he's working alongside. After work you may find him out on his cycle or motorbike. Here he'll undoubtedly be displaying the same calm, confident control he does during work hours.





## OUR PEOPLE BLUE SEAL UNITED KINGDOM.

### CHRIS RYAN

Blue Seal Spares Manager Chris Ryan's commitment to a high standard of service is more than a sum of its parts. Making sure the advanced technology is backed by correspondingly superior parts assistance, he works with passion and dedication. This hardworking nature is a natural fit for the position, as is Chris's natural inclination to go the distance helping and supporting customers and colleagues.

With previous work in supply and logistics he stepped into the manager role with an eye for the opportunity to develop and hone a more specialist skillset. Nowadays he appreciates the decision he made and enjoys working in the busy, dynamic department. Assisting dealers, service companies, engineers and, often, the end user his daily work is focused on maintaining a balanced inventory and ensuring everything is on spec, on hand and on time.



### CATH MOTTRAM

As the Sales Managers first line of support Cath Mottram is responsible for making certain communication channels are clear and deadlines are met. Her role as Sales Co-ordinator and Distributor Liaison is one that requires individual efficiency and team capability.

At home in the range and scope of the position, Cath works with a range of people, from the buyer right through to logistics companies. Be it processing orders, arranging deliveries, stock checking or record keeping, she applies herself to each task with the requisite focus and proficiency.

Cath enjoys the difference she can make on a daily basis, ensuring both customers and colleagues reach their goals quickly and easily. Customer satisfaction is a cause of, and result, of these efforts – each success compels her to deliver the best possible result with the next task.



### CLAIRE DAVIES

To give credit where it's due – managing customer accounts and cash collection can be a challenging job. For credit controller Claire Davies key organisational and communication attributes ensure she can get the work with the maximum of ease and the minimum of stress.

Claire was initially attracted to the role due to the reputation of the company – and the chance to match this reputation with her own hard work. Since then she's gone from strength to strength – her big picture focus and attention to the small details helping all groups reach the right result.

Her tell-it-like-it-is forthrightness and quick sense of humour is also engaging and memorable – she's firm, fair and, with solid experience and extensive knowledge, can provide quick resolution and long-term peace of mind to both Blue Seal and the clients.



### JIM SHAKESBY

As a Service Engineer Jim Shakesby's role is a crucial one. Providing technical support and assistance when and where problems arise, Jim's work must be fast, precise and above all, effective.

In such situations clients can be stressed and uncertain. With prodigious experience and industrious knowledge Jim puts their minds at ease. Professional and meticulous, it's his attention to detail and ability to see every possible issue and solution that delivers the very best results. Seemingly complex jobs get fixed quickly – and small problems get resolved before they become big ones.

With a high work rate and considerable experience Jim works towards one simple goal at the end of each and every job. That ambition? Yet another satisfied customer.





## MAKE IT FUNKY

A new concept restaurant brings traditional Mexican flair to Brisbane. The Funky Mexican Cantina has arrived and is thriving. Funky's, as the restaurant has fast become known, is proving popular for a canny mix of authentic flavours within a modern, vibrant approach.

With an eye for detail and a view for the long-term development of the brand, its owners have covered all the bases with their flagship restaurant creation. They certainly knew the importance of getting the details right. As the minds behind the popular Hog's Breath Café, they wanted to expand their operation and address a growing market – diners who appreciated both the spice and taste of traditional Mexican cuisine and the lively atmosphere of a bustling restaurant.

The development of this concept store has been years in the making. Research and development trips to the USA and Mexico provided both broad inspiration and the specific information. Then with the designers of VECA Group planning the kitchen, and the installation delivered by Aussie Fitouts, a careful construction phase ensured the business could hit the ground running.

The restaurant can now seat up to 130 guests, with internal booths, group tables and an alfresco space overlooking the marina. The bar area is also popular – the friendliness of the Mexican bar staff enticing many in for a drink. Guests also enjoy a large range of dishes, and tortillas and base sauce are prepared from scratch in the kitchen.

With this specialised cuisine key technology was required for the kitchen. Moffat helped match the machinery with the methodology – ensuring high productivity and continued cost-effectiveness was optimised.

The owners aren't resting on their laurels just yet however – they want Funky's to be operating to the peak of its potential before the franchising model is introduced. With previous success and current



popularity dictating the brand's development, it is expected that the Funky Mexican Cantina will be soon in a number of locations across the country. A new concept restaurant brings traditional Mexican flair to Brisbane.

### IN THE KITCHENS

Inside the Funky's kitchen it's all go. The Hog's Breath Café chain, with over 75 restaurants and a two decade-plus history, provided the template for a Funky's brand experience that could be developed at other locations across Australia. Here, the new kitchen has been carefully planned to set the standard by which future franchise operations can be quickly and efficiently introduced. Moffat's previous work with the Hog's Breath chain

A careful analysis of every equipment option was therefore undertaken. The result is a seamless, powerful kitchen, one perfectly suited both to the diversity and output of the popular establishment. Funky's boasts a full Waldorf cookline, and it's the first restaurant to cook with the latest E33D5 Turbofan Oven. Two fryers, two salamanders, a chargrill, griddle, gas cooktop and range come from Waldorf. Additionally, a Washtech M2 dishwasher and GM glass washer keeps everything looking its best.

The new Turbofan E33D5 sits on a compact 610mm wide footprint and delivers a substantial five 1/1 Gastronorm tray capacity with 85mm tray spacing.





## TEAM EFFORT

An extraordinary venue helps Christchurch bounce back. It's not every day a four-storey high rugby ball comes on the market. So, when Richard Bethune was looking on a government tender site to replace the two bars he'd lost in Christchurch's February 2011 earthquake, it seemed like a ready-made opportunity.

There was still much work to be done behind the scenes to ensure the restaurant was ready for kick-off however.

The ball was widely known from its previous life as a showcase for New Zealand's assets. It travelled through Paris, London, Tokyo and Sydney before landing on the Auckland waterfront in time for the 2011 Rugby World Cup. After the victorious celebration from the All Blacks win it's work as a travelling exhibition was done. Inspiring Richard, it wound up on a new central city site on Manchester Street in Christchurch.

Here, despite a planned low-key introduction, the venue has become a fashionable destination for the local crowds. Diners and drinkers can make the most of the expansive dining area, with banquette seating, a space for chairs and tables and a bar space. Additional dining can be enjoyed on the mezzanine level above.

To service this area a complex array of spaces and technology was required. Southern Hospitality's kitchen specialist Tony Bakewell and designer Andrew Hayward worked with the chefs of the Town Ball to ensure quality meals could be delivered to the 200-plus diners the venue can cater to. They recommended Moffat equipment for the fit-out.

One of the first big decisions was how to add a dedicated kitchen to the ball's exterior. Three small portable buildings were joined to create one large 90 square-metre kitchen. A walkway connected this space to the ball for quick, easy access. Custom-built in Auckland and shipped to Christchurch, these portacombs have a unique extraction system, structural engineering requirements and kitchen layout.

In this space an abundance of freshly cooked 'good, honest Kiwi



## IN THE KITCHEN

The portacom buildings of the Town Ball were installed with stainless steel benching and kitchen equipment before being shipped to Christchurch. At their final destination the unpacking began and installation was completed.

Inside the three buildings a wide-ranging line-up covers all the bases. Fryers, a griddle and chargrill and an eight burner range provide speed and flexibility to the restaurant output. Two Convotherm combi-steamers offer additional power for the chefs.

Assembling the kitchen was a complex, deadline-driven assignment. With a positive, can-do team running the project everything was completed on budget in record time.



food' is produced. While previous enterprises have focused on the bar entertainment scene Richard wanted his new venture to deliver a more diverse range of hospitality attractions. The standard of restaurant food was key to this development.

"It's still a tourist attraction to a lot of people," Patterson says. "It's important to us that when people come through the doors, they understand what they can have here; that it's a restaurant, it's not a sports bar, but we will put the game on. They can come in for a drink or a coffee. It's good for families, for a date, you can have a business lunch here, or come in after the game and have a few beers," she says.

The landscape of Christchurch today is far from ordinary and the emergent post-quake hospitality scene has certainly been dictated by the adage 'necessity is the mother of invention'. Yet even in this unique and varied environment some key sites stand out. The Town Ball, in size, scope and ambition, looms large. With a passionate team developing and delivering this project the shaken city has its game face on again.





## MULTI-CHOICE TESTING. ONE ANSWER.

As one of Australia's largest manufacturers and distributors of bakery premixes, flour and semi-finished baking products Allied Mills invest heavily in an innovative research and development programme. Moffat recently helped the company create a one-of-a-kind commercial oven for a new bake-lab the Kingsgrove facility in New South Wales.

The customised Rotel 3 oven was specifically designed for flour testing, where the procedures require higher and more evenly spaced decks. Allied Mills bakery specialist Jorge Gironda said the company needed an oven "...in which we could trial different flours, speciality grains and super grains like chia." Consistency was vital in the testing stages. "To see the advantages of each flour we often need each product to go through exactly the same proving time," said Jorge.

"Moffat really came to the party," said Jorge, "building a one-off oven with decks at the exact height we need." The additional benefits of the advanced technology have also helped with the upgrade. The 15-minute heat up time and improved heat retention capabilities of the Rotel 3 are a huge advantage during this process. Jorge says that the difference in technology is obvious, stating, "it's like comparing a car from the 1970s to a brand new vehicle."

Moffat bakery sales manager Tony McNab enjoyed working on the project. For clients, "the Rotel 3 makes life easier," said Tony, "... and we are delighted to deliver a product that meets the specific demands of a multifaceted company like Allied Mills."

Moffat's own R&D efforts have come to the fore with the Rotel 3. Tony said, "we've worked hard on this latest design to significantly reduce energy consumption – one of the biggest costs in operating a bakery today."

"The inclusion of an electronic control system running the oven, coupled with a state-of-the-art touch screen has enabled us to deliver a real operating cost saving in the order of 20 per cent, compared to previous Rotel ovens," said Tony.



A new one-off Rotel 3 oven delivers the goods for Allied Mills.



## OUR PEOPLE NEW BLOOD FOR MOFFAT AUSTRALIA.

### PAUL JACK

Paul Jack's got history on his side. Our Convotherm Product Manager has had a comprehensive career in the hospitality industry – one that's ultimately provided both consummate skill and valuable experience to his current work.

After working as a chef, managing dozens of staff and overseeing a large, complex operation, Paul went on to various Sales Manager positions for key companies, gaining a huge level of product knowledge and industry contacts in the process. With key business development skills and a focus on above-and-beyond service, Paul prides himself on building lasting relationships and delivering enduring results, both for Moffat and our clients.

With an easy smile and a readiness for hard work, Paul continues to evolve his skills and service wherewithal.



### VIVIEN LAU

The life of a Sales Coordinator is always a busy one, and Vivien's is no different. Coordinating the Sales Department across multiple states, she also capably assists our National Sales Manager and steps up to help our Marketing and HR departments when and where necessary.

Seven years in business administration provides the perfect experience for this occupation. But experience only goes so far. As importantly, Vivien knows the returns provided by sheer hard work, and her efforts are highly regarded around our Melbourne office. With these qualities Vivien's career will continue to evolve. With her devotion to standard-setting service, success is assured. After work she's enjoying time with family and friends, employing her skills as a trained beauty professional and studying for a degree in business.



### PERRY PETERS

Perry came to Moffat after two decades working in European and Australian kitchens (including Michelin starred establishments in Italy), seven years of which as owner/chef in high profile Melbourne eateries.

Now his time in this city revolves around offering delicious results in different ways for Food Service and Ice Cream. Here his work in business development and account management covers both the wider scope of the Moffat range and, more specifically, gelato and ice cream equipment. This unique technology requires an in-depth knowledge. Perry's aforementioned experience, thirst for knowledge and general enthusiasm certainly helps – and it's something he brings to all his work. Be it training new clients, developing business or working with a range of different stakeholders, Perry will never rest on his laurels. He gives it all for the right result.



### MICHAEL HOVARDAS

The landscape of the digital age provides equal parts peak and pitfall. Without the right vision (and the expertise and determination to implement it) companies can easily become stuck in the lowlands. With Michael Hovardas, Moffat has the right man for the job.

Michael's work as Online Marketing and Communications Coordinator involves designing, developing and executing our online marketing strategy. Working out of Sydney, Michael has taken the new position and made it his own. From USP to KPI to SEO (and everything in-between), he ensures that we can innovate, assess and expand our web presence to target and communicate with a range of different audiences. Dynamic and details-focused, his friendly outlook and passion delivers both the consistency and control for our brand to put its best foot forward.





## MANDI BRYANT

Our Human Resources Manager Mandi's experience leading up to her Human Resources Manager role is as varied as it is effective. Initially, her Bachelor of Science in Food Technology put her on the right path. After starting out developing new products for Kraft she advanced her career with management positions in a number of reputable multinationals, including Uncle Toby's Heinz and Dulux.

It's this interesting and diverse professional trajectory that allows her to deliver a level of service that's second to none. From our Melbourne office her broad overview, unique perspective and warm sense of humour provides the perfect balance for helping to develop Moffat's most treasured assets – its people. With Mandi's compassion, organisational abilities and sound strategic acumen these assets are in safe hands.



## LISA DIXON

While relatively new to the role as Moffat's Marketing Support Manager, Lisa has already made a big impression in Sydney with an effective mix of dedication, organisation and communication.

The variety and breadth of her industry experience certainly helps. Since completing a Bachelor of Business in 2001 Lisa has worked in a number of roles, including Communications and Marketing Manager positions. Now, with her move to Moffat, her scope includes management of price lists, new releases, launches, promotions, advertising and trade shows. She also provides the responsive support for a busy sales team, helping them build their business with the necessary focus and clarity. Throughout this work Lisa's consummate multi-tasking abilities and practical, commonsense methodologies deliver enduring peace of mind to all those she works with.



## ANDREW SINCLAIR

After training as a chef in his native Ireland Andrew gained a wealth of experience in fine dining and corporate events in Melbourne. With additional training in sales management now, in his role as our National Warewashing Product Manager, he uses this experience to bolster Washtech and Rendisk expertise.

Here it's about focusing on the unique needs of each customer first, then working his hardest to deliver the appropriate solution. Adhering to a maxim to be "Moffat minded", Andrew's history in the kitchen means he can spot the small details that make such a big difference for his clients. Away from work he leads a busy life with creative endeavours in custom-made restaurant art, photography and drumming at gigs. With an undying passion for experimental cooking, his time in the kitchen is still incredibly rewarding.



## STEPHEN BRUCE

As our Queensland account manager for Food Service Equipment Stephen Bruce is always busy talking to dealers, demonstrating features and showcasing the many benefits of the equipment under his purview.

His distinguished restaurant career certainly helps for this work. With many years kitchen experience, multiple medals at state and international culinary competitions, restaurant ownership, cookery teaching and product development, Stephen's unique experience delivers an equally exceptional level of service. While understandably proud of the quality of Moffat technology, he still understands the importance of strong client relationships. Passing on his accumulated wisdom, and seeking to always quality-delivering, cost-effective solutions, Stephen ensures these relationships are both long term and mutually beneficial.





Photograph from the Villa Maria website

## CARE AND CONSIDERATION

An advanced new Melbourne facility for those in their advanced years. With over three years of careful planning and development the new Villa Maria residence in Wantirna was always going to be finished to the highest standard.

The owners have invested considerably taking the previously 60-bed facility to a 96-bed complex. The results are impressive.

A strong sense of community runs through the residence, one undoubtedly bolstered by the freedom of choice from a huge range of lifestyle activities on offer. Along with specialised dementia support and respite options the centre focuses on the little things that make the difference.

Programmes are tailored to the individual and around-the-clock care is provided with the utmost efficiency by experienced expert staff. A 'concierge-type' model means residents can request extra services when and where they need them – everything from newspaper delivery to fine wine to yoga lessons.

This capability is paralleled in the delivery of meals. Ensuring correct attention to dietary and cultural requirements is

important. So having fresh, nutritious meals prepared on site was a huge advantage for residents.

Wasko Dimitroff of MTD Food was the consultant in charge of designing the kitchen and the attendant food service operation. His attention to detail has helped Villa Maria with both dining room quality and room service efficiency.

The kitchen contractor responsible for the kitchen fit out was Markforce - one of Melbourne's major commercial kitchen contractors and stainless steel fabricators. Markforce's Tom Dalgren worked closely with Moffat to ensure everything was as user-friendly as possible and, as importantly, worked according to the brief.

Moffat then provided support with start-up inspections of the equipment. This approach ensured both the correct installation



of the technology plus on-site operational training for the staff's introduction to Convotherm Easy Touch programming.

With this technical support in place Villa Maria will continue to advance the lives of the residents, the nourishing, inspiring meals on offer helping to provide the spice of life.

#### IN THE KITCHEN

A Waldorf lineup provides durability and consistency to the Villa Maria kitchen. At its heart is the Waldorf gas oven range, a dependable and powerful workhorse. Additionally a Waldorf split pan fryer, Waldorf 80 litre Bratt Pan and two Convotherm Combi Steamers.

Convotherm delivers both flexibility and speed in the preparation of important meals. The user-friendly interface makes programming quality meals a quick and easy task. With a large workforce using the equipment this intuitive, easy-use technology is a big bonus.





## BPOD TO THE FUTURE

### The Royal North Shore Hospital uses new technology to take food delivery to the next level.

The recent \$1.1 billion renovation of the Royal North Shore Hospital has delivered some dramatic results for hospital performance and patient care thanks to a visionary use of new robotic systems.

The NSW hospital has benefitted from a public/private partnership with Theiss and ISS. Now as one of the largest, most extensively equipped hospitals in the region, it has the perfect opportunity to utilise new methods and technology in Australasia.

Perhaps the most impressive of this technology is the results of a partnership between Moffat's new Burlodge Bpod Meal Delivery System and new Automated Guided Vehicles (or, as they're more commonly known, AGVs). While popular in Europe, this is the first time AGVs have been placed in hospitals here.

The Burlodge Bpod Meal Delivery System is comprised of a series of pods and base stations. Each pod regenerates and maintains meals at the correct core temperature for both the hot and cold menu items on the patient tray. When they're loaded up and ready to leave the kitchen, the pods are moved from the base station to the sender station a smart card reader then detects the pod and calls the AGV. The AGV slides under the pod, picks it up and transports it elsewhere in the hospital.

The robots transport entire trolleys between floors of the hospital. They can call a lift, enter it, and select a floor. Once it has reached its designated drop-off area it's met by a staff member who then delivers the meal to the patient's bed.

With thirteen AGVs in total, meals can be transported throughout the in-patient wards. These meals need to be delivered at three specific times per day, with other deliveries spread across a 24 hour period if required. With the AGVs and the Bpod Delivery system over 2,000 meals a day can be delivered. The resultant increase in delivery efficiency has also freed staff to focus on more important patient service. And the AGV's role doesn't stop there. Transporting linen, waste and medical records throughout the hospital, this is one helpful robot.

Importantly, the AGVs have the ability to avoid patients and staff through their motion sensor detection technology. They're equipped with flashing lights, turn signals and voice technology, issuing the warning, "Attention, automatic transport. Please step aside". Not quite the abrasive commands of a Robocop, but it gets the job done.

With the right vision and innovation the Royal North Shore Hospital has made an impressive leap into the future. Now thanks to Burlodge and the next generation in robot helpers, meals are delivered quickly and efficiently.



# 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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# Cobra®



## Ready when you are.

The new range of affordable, functional and reliable modular kitchen equipment is here. The Cobra series has been designed to get the very best from your budget, with everything you need for cafes and takeaway through to entry level restaurants. And it's sleek, simple design and engineering is backed by the very best in service and after-sale support. When space is critical and time is of the essence, Cobra is ready to strike.



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## A LINE IN THE SAND

In East Yorkshire, Sand le Mere sets the standard. Consistency is the key to ongoing success when offering a huge level of attractions and activities to the public. For popular holiday destinations everything needs to be in place – one misstep can drag the whole operation down.

When it came to matching the quality of cuisine with that of the surrounding countryside, Sand le Mere needed to step up. The popular holiday village has recently invested over four million pounds developing its East Yorkshire site, including a new swimming pool, gym and an entertainment venue capable of holding 400-plus. Included in this development was a new restaurant and bar. And it's here that a modern,

convenient and powerful kitchen has made a huge difference.

Working with equipment installer Joynsons Catering Equipment of Hull, Blue Seal supplied the redevelopment project with a range of technology from the Moffat Cobra line. Getting the balance right between speed and simplicity was crucial – and there were a number of reasons behind their choices for what went where.

With seasonal changes in visitor arrivals, staff numbers fluctuate at Sand Le Mere. Training new staff to operate the equipment needed to be quick and easy. The heavy use and general wear and tear associated with a commercial kitchen required built-tough ovens, griddles and cooktops. New equipment was therefore initially assessed for both robustness and usability.

Sand le Mere was delighted with the end result. With the major increase in visitors to the village the restaurant and bar are a popular destination. With the installation of the Cobra range Sand le Mere now consistently delivers quality meals quickly.



Chef, Restaurateur,  
television personality and  
Moffat ambassador.



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