



MADE IN AMERICA

**CELEBRATING THE HERITAGE AND QUALITY OF THE RANGE
OF FOODSERVICE EQUIPMENT MANUFACTURED IN THE USA**

Salvajor Craftsmanship



From the first weld to the final inspection and hand polish, Salvajor products are created with no equal. All Salvajor products are assembled by dedicated skilled craftsmen with years of experience. These craftsmen build products designed to manage food waste in an efficient, environment friendly and cost effective manner for the commercial food service industry.



Collector Systems

Food Waste Disposers

Disposer Systems

SALVAJOR
FOOD WASTE SOLUTIONS

salvajor.com

WELCOME

New solutions

Over the last 10-15 years I have seen the foodservice equipment industry in the US advance by leaps and bounds. Investment in research and development led to new and exciting products, technological innovation and new solutions in the way food is prepared and served to consumers.

Many of these companies have been building quality products for generations and the commitment to meet the demand of the changing market place is cause for celebration. As consultants, we are constantly searching out these new solutions to find the best pieces of equipment to fit our client's needs while also strengthening their bottom line through reduction of food, labor and utility costs.

American foodservice equipment manufacturers also play a vital role in the economy of our country. Cities and towns all over the US rely on these innovative companies that have provided employment and economic support for a great many individuals and ancillary businesses.

The last five to six months have proved very challenging for our entire country as Covid-19 brought everything to a screeching halt. World economies went into recession, global trade fell off drastically and entire countries were shuttered for months. The impact on manufacturing and the supply chain was sharp and direct. Now more than ever we must look to support our US-based manufacturers to ensure long-term success and continued production of high-quality, well manufactured foodservice equipment.

The expression "we are all in this together" has become the mantra of this pandemic and in our industry, the same holds true.

Eric Norman FCSI
Chair, FCSI The Americas



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Words **Howard Riell**

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INTRODUCTION

GREAT AMERICAN HERITAGE

There is a raft of reasons to buy American-made foodservice equipment, reports Howard Riell, not least because of its emphasis on quality and durability

Even in challenging economic times when every dollar counts, restaurateurs and consultants alike celebrate the quality of American-made foodservice equipment and the skilled craftsmen and women who produce it.

Combined with the obvious economic benefits, it makes for a compelling case for buying American.

American equipment manufacturers have perhaps the highest standards in the world, meeting dozens of criteria before product is ready for shipping.

Those products inevitably come with clear installation, operational

and trouble-shooting instructions, and often a warranty. In fact, it is said some European manufacturers are considering locating factories in the US.

“Made in America is a halo that manufacturers of all types of products proudly place on their brands,” notes Arlene Spiegel FCSI, president of Arlene Spiegel and Associates in New York. “Whether it is an artisanal coffee, chocolate or mustard, and especially on durable goods like equipment.”

Spiegel calls it “the great differentiator” that allows for premium pricing in any category. “It is associated with feelings of pride,

nobility and virtuosity. In other words, 'I feel good about buying American products because I'm doing good for my industry, my community and my country.'"

★ **Maintaining high standards**

One of the best aspects of American-made kitchen equipment in Spiegel's view is the "excellent" training that the manufacturers provide to reps, distributors and installers. "The MEP [mechanical, electrical, and plumbing] specifications are accurate and the products actually fit and work in the kitchens and markets for which they were specified."

Industry pros choose domestically sourced equipment "to create signature dishes, craft food and craft beverages," says Lu Schildmeyer FCSI, principal and owner of LU S Design Associates in Tacoma, Washington. "Many pieces of American-made foodservice equipment are made for very specific tasks and functions."

The quality of the machine is assured due to the standards it must meet. As Schildmeyer points out, "We have many more regulatory agencies that the equipment has to comply with, such as NSF [National Sanitation Foundation], UL [Underwriters Laboratory] and NFPA [National Fire Protection Association]."

Another factor that assures American-made equipment's quality is the extensive testing and R&D it regularly goes through. It also boasts a "better use of materials for durability." Much of the specialty equipment is made by hand in small factories and in controlled environments by skilled technicians. Features such as stainless steel, heat-resistant electronic components and quality controls also speak to product quality.

H G Parsa, professor of hospitality management at the Daniels College of Business at the University Of Denver, Colorado, suggests, "Even though European countries have mastered the culinary art, it is America that really discovered, developed, refined, mastered and propagated the art and science of mass feeding from military to school cafeterias. Thus, America has a claim to the real quantity cooking equipment originally. Fast forward to the 21st century: American innovation continues with the computerization of foodservice equipment."

American-made equipment "is always designed to last in the large kitchens – just like American military tanks," Parsa continues. "Europe and Asia may have their own niche, but America wins the battle in overall durability, creativity, dependability." Indeed, the same manufacturers design and develop equipment for the American military. "They are meant to take the beating on the battlefields. The US government does not buy low quality or Chinese-made kitchen equipment. Once you buy American equipment it is hard to go back to other manufacturers."

★ **Helping the economy**

Another inducement to buy American is that it supports the national economy. Chris Bigelow FCSI CFSP, president of The Bigelow Companies, Inc. in Naples, Florida, lauds the "dozens, maybe hundreds of small manufacturing firms in small, little towns that produce all of the foodservice equipment." He calls it "amazing how most of these manufacturers started as small mom-and-pop machine shops and have kept their small plants in these cities, even if selling out to a larger parent company."

As examples, he points to Wisconsin, which boasts manufacturers such as Alto-Shaam, Hatco, and Vollrath, and Cleveland, Ohio, home to Cres Cor.

Parsa agrees, noting that purchasing American-made equipment creates jobs locally. "Foodservice customers are predominantly American, unless it is a tourist spot. We have the moral responsibility to buy American equipment first, but it should not come at the expense of learning from Europe or Asia. If there is an innovation in foodservice equipment from Europe, Asia or Latin America we should learn and adapt. That is how America became great in the first place."

"Most American equipment started with a family-owned enterprise that paid their workers a living wage," explains Ray Soucie FCSI, LEED AP, senior project manager for Webb Foodservice Design in Portland, Oregon. "That wage enables people to work with dignity and preserves loyalty. Many companies have employees that never worked for another company. Everyone takes pride in the production value and the ability to stand behind their work."

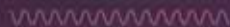
"I believe in supporting our American economy and its work force," says Marilyn Schlossbach, executive chef and owner of the Marilyn Schlossbach Group in Asbury Park, founder of Marilyn Schlossbach Catering, and chairwoman of the New Jersey Restaurant & Hospitality Association. "Purchasing locally reduces our environmental footprint while recycling money back into the local economy."

Schlossbach concludes by saying: "It is paramount that we support American industry and its labor force. When purchasing products in our own backyard it also makes servicing and communication that much easier." ■



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making metal personal

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Premium serving line • Unlimited design possibilities • Built to last

When it comes to the details, our hands-on approach is what makes a difference.

Get in contact with us at sales@atlasfoodserv.com

ATLAS METAL



Made by hand in America

Everything produced by Atlas Metal is top quality, custom built in Florida. This family friendly firm prides itself on creating solutions as unique as its customers

What made in America means to Atlas

The United States has set the global standard for high-quality manufacturing, and whether it's raw materials, such as steel, or the pride of American workers that goes into every assembly – everyone knows if you want the best, you buy American. The same goes for Atlas. If you want the highest quality serving lines, then you need to call us.

The Atlas difference

We take a hands-on approach to everything we do. We don't cut corners. And we aren't willing to compromise. We've been embodying the American spirit for over 50 years, handcrafting drop-ins and serving lines that set the standard across our industry. We finish every edge. We round and weld every corner. And we never compromise the thick gauge of our steel.

Quality starts with the raw materials

Part of our uncompromising attitude is always buying US-grade steel, because no one outside of America can produce the same quality steel. Sourcing the best quality materials means we build better lines from the ground up. And we never heat or stretch our US steel, so you get the same durable thickness each and every time. Everything we make is assembled in Miami, Florida. We do it all so you can have equipment that was built by hand and built to last.

From drop-ins to serving lines

In addition to making industry leading drop-ins, we make a wide range of serving lines that will fit whatever you need. We have high-quality modular options and no two of our custom INFINITI lines are the same, creating a line as unique as the operations they go into.



Top: All Atlas products are crafted in Miami, Florida, just like this INFINITI FIT 4-Cart Combination modular serving line

Above: Father-and-daughter team, David Meade (President) and Jessica Meade (VP of Sales and Marketing)

Our "Making Metal Personal" promise

Not only do we make everything by hand, adding a personal touch to each piece, we also have a deep family culture at Atlas. We are a team full of friends, spouses, siblings, daughters, sons, fathers and mothers. We are people living the American dream and crafting the finest products made in America. ■

Further information
atlasfoodserv.com/

DUKE MANUFACTURING



Your solutions partner

Offering vast experience and vast capacity, 'The Duke Difference' can otherwise be stated as: We listen. We understand. We solve

Duke Manufacturing is a global foodservice equipment manufacturer, headquartered in St Louis, Missouri. For more than 90 years, as one of the largest full-line privately owned foodservice equipment manufacturers in the industry, Duke Manufacturing has been providing innovative foodservice solutions.

Duke offers customized solutions that, not only address the unique challenges of your foodservice operation, but also optimize and integrate all phases of workflow in your specific space from start to finish.

Our dedicated 700,000 sq ft of manufacturing space and global sales and distribution facilities are ready to work on your unique challenge. We always look at problems from your perspective and then work with your team to create



Duke's customized solutions also optimize and integrate workflow from start to finish



The Duke HotColdFreeze™ is flexible and versatile. The units are customizable

tailored solutions that raise profits, increase ROI, drive efficiencies, and enhance quality.

Innovative product solutions

We design our products with your customers in mind. At Duke, we have a proven track record of delivering solutions that:

- increase throughput and efficiency
- improve food safety
- improve merchandising for better profitability
- adapt easily to changing menus.

The variety of our client base, our years of manufacturing and design history, and the scale and scope of those needs are as basic as new holding units for your backroom or as complex as the creation of a completely redesigned

kitchen and food-handling environment for your restaurant.

Flexible and versatile

Our family of HotCold Switchable products enables your operation to be flexible and versatile. Our Duke HotColdFreeze™ allows foodservice operations to hold and serve large volumes of food in a unit that operates in hot dry, hot wet, cold dry, cold wet, and freeze modes in a single well. Available in up to four wells, your operation can maximize its serving potential however you need.

Our HotFrost™ line of merchandisers allow your operation to be flexible with stylish options to fit your serving systems needs, this line is perfect for grab-and-go service during this challenging time.

Where next for your operation? Work with Duke and we'll help take you there. ■

Customized solutions

Duke Manufacturing Company was founded in 1925 by Marsh P. Duke. The original manufacturing plant measured 1,800 sq ft. Since then, the steady growth in sales volume has been matched by a building program that now covers two full St. Louis city blocks along with our Global Distribution and Consolidation plant in Sedalia, Missouri, as well as distribution and sales facilities in Prague in the Czech Republic, and Shanghai in China.

Further information
dukemfg.com

FEDERAL

A CENTURY OF CRAFTSMANSHIP

Federal is proud to work with its customers to offer innovative and customized products, backed up with the experience of 100 years of manufacturing



High Profile Refrigerated Merchandiser paired with Heated Merchandiser for a seamless look, customized to match any décor

100 years of innovation: made in the USA

Federal is the exclusive source of coordinating hot, cold and dry merchandisers for customers where product merchandising is an important contributor to profitability.

When you work with Federal Industries, you tap into food merchandising expertise that's unparalleled in the industry. For over a century, we've dedicated ourselves to providing innovative solutions, impeccable craftsmanship and customization that meets the unique needs of each customer. The reason we've flourished over the decades is because we deliver genuine value with reliable, USA-made products.

Built for years of trouble-free service and performance

Federal merchandisers are American made to meticulous standards. We use a stronger welded powder coated metal frame, which withstands high humidity and repetitive movement, and we never use moisture-absorbing wood that warps and weakens. We use premium materials, such as rust-free stainless steel deck pans, moisture-proof side panels that won't delaminate, and coated evaporator coils that resist corrosion. Long-lasting LED lights are designed to enhance food merchandising and can be easily changed in the field without tools. In addition, every model is rigorously tested before shipment to ensure temperature uniformity and food safety.

Customization within industry lead times

Federal can offer a virtually limitless customization offering, all within industry standard lead-time. Typical customization includes laminates, casters, rear-loading doors, and internal colors. We can also provide designed-to-order graphics, from menus to a school's logo or mascot.

Innovation towards customer needs

We're constantly interacting with our customers to understand how we can meet their needs and add value.

The recent introduction of the Dairy Air-Screen for K-12 schools renders the traditional milk cooler obsolete. It offers quick access to the youngest students, rear reloading and easy cleaning. The design has a multifunction purpose that can accommodate up to 12 milk crates as well as merchandise other products by adding or removing prewired lighted shelves.

Speaking with our school customers also revealed a trend in more hot food being offered and that triggered the development of a heated self-serve merchandiser. It's designed to complement our refrigerated self-serve offering to create a visually appealing hot cold combination. Key features include three independently heated shelves and deck to allow merchandising of different menu items, adjustable shelving for flexibility and rear loading doors. ■

Further information
federalind.com



Top: Dairy Air-Screen, designed for K-12 schools. Shown with two tier milk crate option with one shelf – other configurations available

Above: Pairing the Italian Glass Countertop with a Versatile Undercounter merchandiser for space savings and effective merchandising

Kason Works Better

Solid craftsmanship is something you can trust. For the past 94 years, Kason has been dedicated to making products that offer a lifetime of quality. This is why all major kitchen equipment manufacturers specify Kason: to protect their brands and stand the test of time.

Nothing works better than Genuine Kason Products made in the U.S.A.

It's Better with Kason.



1.800.935.2766 | BetterWithKason.com



KASON INDUSTRIES



Left: The program on one of Kason's 13 robots is fine tuned. Below: The original five-and-dime store in Brooklyn, New York, that was the start of Kason Industries



A wealth of experience

Kason prides itself on its “in-house” mentality, attention to detail and a dedication to quality

Since 1926, Kason® has been manufacturing quality hardware and accessories in the US. Kason's president, David Katz-Doft, is proud to describe the company as an American-made, trustworthy, and innovative manufacturer of quality products.

It's the company's “in-house” mentality that ensures customers can rely on Kason products to make their kitchens better. This means in-house experts are there for every step of the manufacturing process, from engineering, tooling, die casting, and polishing to quality management and customer service. Kason's attention to detail and dedication to quality takes worry out of the equation.

Starting from scratch

“Kason started in 1926 in Brooklyn, New York, as a five-and-dime store,” says Katz-Doft. “Our company was created by my great grandfather, who came from Eastern Europe with only the clothes on

his back. His hard work led us to where we are today.”

Back in 1926, the refrigeration industry was in its infancy and when a customer requested the creation of a new part, a manufacturing company was born. Kason's first plant opened shortly thereafter, with a focus on refrigeration hardware such as latches, hinges, and butcher rails for hanging meat. Today Kason's manufacturing takes place in Newnan, Georgia, and its commitment to producing quality parts for the foodservice industry remains at its core.

The company culture

There is much to be said about this 94-year-old family owned and operated company that has been a steady leader in the foodservice industry. Much of their success is due to family minded values and serving their local community. “We strive to make long-term business decisions that will positively impact our customers,

vendors, and employees,” says Katz-Doft. This commitment was demonstrated when Kason introduced the use of polishing robots, a new technology that improved product quality and eliminated a rigorous manual task. When adding the new robots they made sure no jobs were lost by moving any displaced employees within the facility. This successful process has paid off and today they utilize 13 robots in their polishing department alone.

Kason's culture of stability has resulted in increased employee longevity; they are proud to have many workers who have been with the company for four decades. It's this wealth of experience that customers can trust.

Another part of Kason's winning company culture is their philosophy of innovation. “We want to provide great new products, so we hire passionate people to figure out how to make that happen,” says Katz-Doft. By continually investing in innovation, equipment, and employees, Kason has ensured it will be around for another 94 years. ■

Further information
BetterWithKason.com

VICTORY

Elegance meets function

Victory products are engineered to the highest standards, providing unparalleled functionality, efficiency and cost savings

Founded in 1944, Victory is a leading manufacturer of spec line refrigeration equipment offering over 800 models in 22 product series. By leveraging our heritage of industry leadership, exceptional product quality and unmatched innovation, we offer a comprehensive brand of refrigeration to meet a variety of industry needs.

Each Victory model is engineered to the highest standards, including advanced

technologies such as variable speed compressors, thermal expansion valves, adaptive defrost and environmentally friendly R290 refrigerant; distinguishing the product line from the competition.

Victory Refrigeration provides unparalleled functionality, efficiency and cost savings for end-users while offering a comprehensive array of options, accessories and modifications to meet the needs of any foodservice operation.

Industry-leading features

When it comes to the product lines, the pillar of Victory is the Ultraspec line. The Ultraspec line of refrigerators and freezers combines function and style. Built to withstand the harsh elements of a kitchen setting, the Victory Ultraspec series offers industry-leading features

with front-of-the-house elegance.

Whether it's a reach-in, pass-thru, roll-in or roll-thru model, the Ultraspec series offers solutions for any operation. Available in a stainless-steel exterior and interior or stainless-steel exterior with an aluminum interior, both options feature heavy-duty, 20-gauge stainless steel doors with a stay-open feature for easy product loading. Whether it's the environmentally friendly refrigeration system, touchpoint interface controls, or the robust features and stylish aesthetics, the Ultraspec models are a sure fit for any kitchen.

With today's ever-evolving market, flexibility and convenience are more important than ever. That's where Victory's display merchandisers come in to play. Combining elegance and function, these display refrigerators and freezers



Victory's display merchandisers offer flexibility and convenience for today's market



The refrigerated pizza prep unit keeps topping ingredients fresh and reduces food safety concerns

make a dramatic impact front of house. Featuring a stylish design, glass door front and customizable color options, these bottom-mount display models are perfect for high-end restaurants, corporate dining and universities alike.

Additionally, electronic lock models are available for unmanned applications. With modern looks, functions and features, these display models bring refrigeration to the front and center.



The Ultraspec line of refrigerators and freezers combines function and style

Perfect for pizza

In the pizza business, having easy access and ample space in your refrigerated prep table sets the stage for operational success. Redesigned with more efficient air flow, to ensure the highest quality of ingredients and reduce food safety concerns, the Victory pizza prep tables feature an ergonomic raised rail for easy accessibility.

The stainless-steel top holds a heavy-duty pan liner to prevent spills from getting into the interior cabinet making clean up a breeze. Flexibility is the key in food prep, available in door or drawer configurations, door models are set on cartridge style hinges, with a stay-open feature for easy product loading.

Drawer configurations feature a heavy-duty drawer slide system with an impressive 275lbs drawer load rating

(per drawer). The various sizes and configurations enable the Victory pizza prep tables to withstand the heat of the kitchen. By utilizing an insulated, hinged, flat lid, these pizza preps allow operator access during peak service hours while having the ability to easily close and preserve energy and integrity of the product during down time.

With over 70 years of excellence, Victory is the trusted partner of foodservice consultants and designers across healthcare, institutional, retail and fine-dining applications throughout the US and around the world. ■

Further information
victoryrefrigeration.com



Victory pizza prep tables feature door or drawer configurations for maximum flexibility

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