

COOK

MAGAZINE No. 2

BLANCO
PROFESSIONAL

ION TEC

For a perfect indoor climate

STRIKING GOLD IN DUBAI

Sushi Nations opts for
BLANCO COOK

BLANCO COOK JOURNEY

Flexilignce for the
conference hotel



Launch event at the Betriebswerk Heidelberg



Going for gold! BLANCO Professional supports the IKA/Culinary Olympics 2020

PERFECT RESULTS

Dear customers, partners and readers,



The first stage of the I-flex market launch is now over. During the last quarter of 2019, our new family member was in the limelight at four key trade fairs (more on pages 4 – 5). The enthusiastic and positive response it received confirms that our "flexilient" concept is closing a gap in the market.

As we all know, every success story has many contributors. BLANCO COOK I-flex was developed by an **interdisciplinary team** which we take great pleasure in introducing in this issue (from page 6). From the first market analysis to launch, the I-flex product development process took somewhat longer than a year. This makes us all the more pleased to see the first signs of success after such intense and busy months.

The year 2020 will once more be focused on the BLANCO COOK product family, with appearances at national and international **trade fairs**, including Intergastra in Stuttgart and Internorga in Hamburg.

Visitors to Intergastra can take advantage of the event to savour the **Culinary Olympics**,

which will be held at the same time as the trade fair from 14 to 19 February. As a VIP partner, BLANCO Professional supplies the kitchens of all nations with first-class equipment. For instance, restaurants in the "Community Catering" category use BLANCO COOK classic cooking stations.

It only remains to keep our fingers crossed and wish all cooking teams of all nationalities and in all categories perfect results with their culinary highlights! And of course, continuous success for our BLANCO COOK I-flex.

Regards,

A handwritten signature in black ink, appearing to read 'F. de Leeuw', with a long, sweeping underline.

Frederikus de Leeuw
Director Sales
Catering

STAGES OF THE I-FLEX MARKET LAUNCH

Full speed ahead: The event in the Betriebswerk Heidelberg kicked off our I-flex market launch, which was followed by autumn trade fairs in Moscow, Milan, Salzburg and Basel. Its introduction was a great success, and we are overwhelmed by the huge level of interest and enthusiasm for our new BLANCO COOK series.



#launchevent

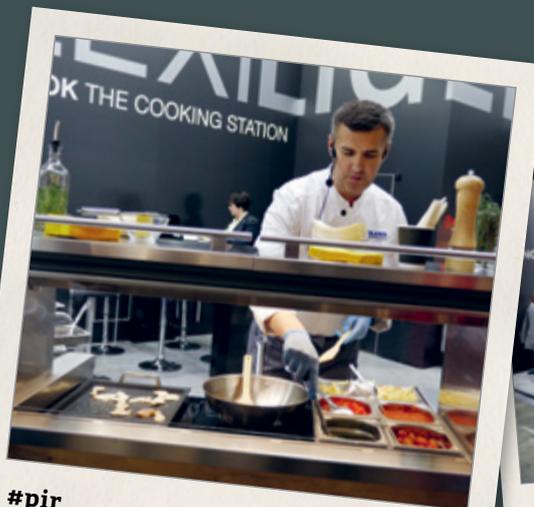
8-9 OCTOBER 2019 / HEIDELBERG

Goosebumps! The I-flex launch gave selected partners the opportunity to experience FLEXILIGENCE in all its facets. Michelin chef Marc Haeberlin from Auberge de l'Ill and Fredy Bauer, BLANCO Professional Academy, dished up some sublime culinary treats.

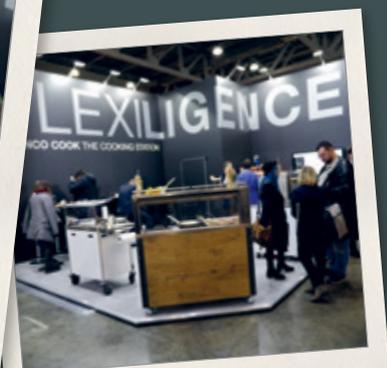


7-10 OCTOBER 2019 / MOSCOW

Small, but packed a punch: Our trade fair appearance at PIR in Moscow, Russia's largest food service industry fair, brought the advantages of I-flex to the forefront, also in a compact space.



#pir





18-22 OCTOBER 2019 / MILAN

The grand unveiling: The presentation of I-flex at HOST in Milan was an important milestone in the international market launch.



#host



#allesfuerdengast



9-13 NOVEMBER 2019 / SALZBURG

Also causing a sensation in Austria: The I-flex impressed specialists from the hotel and food service industries at the leading trade fair for visitors from the Danube, Alps and Adriatic regions.

16-20 NOVEMBER 2019 / BASEL

Perfect timing: We finished the trade fair year with a visit to Igeho, which is held every two years. The perfect occasion for the I-flex launch on the Swiss market.



#igeho

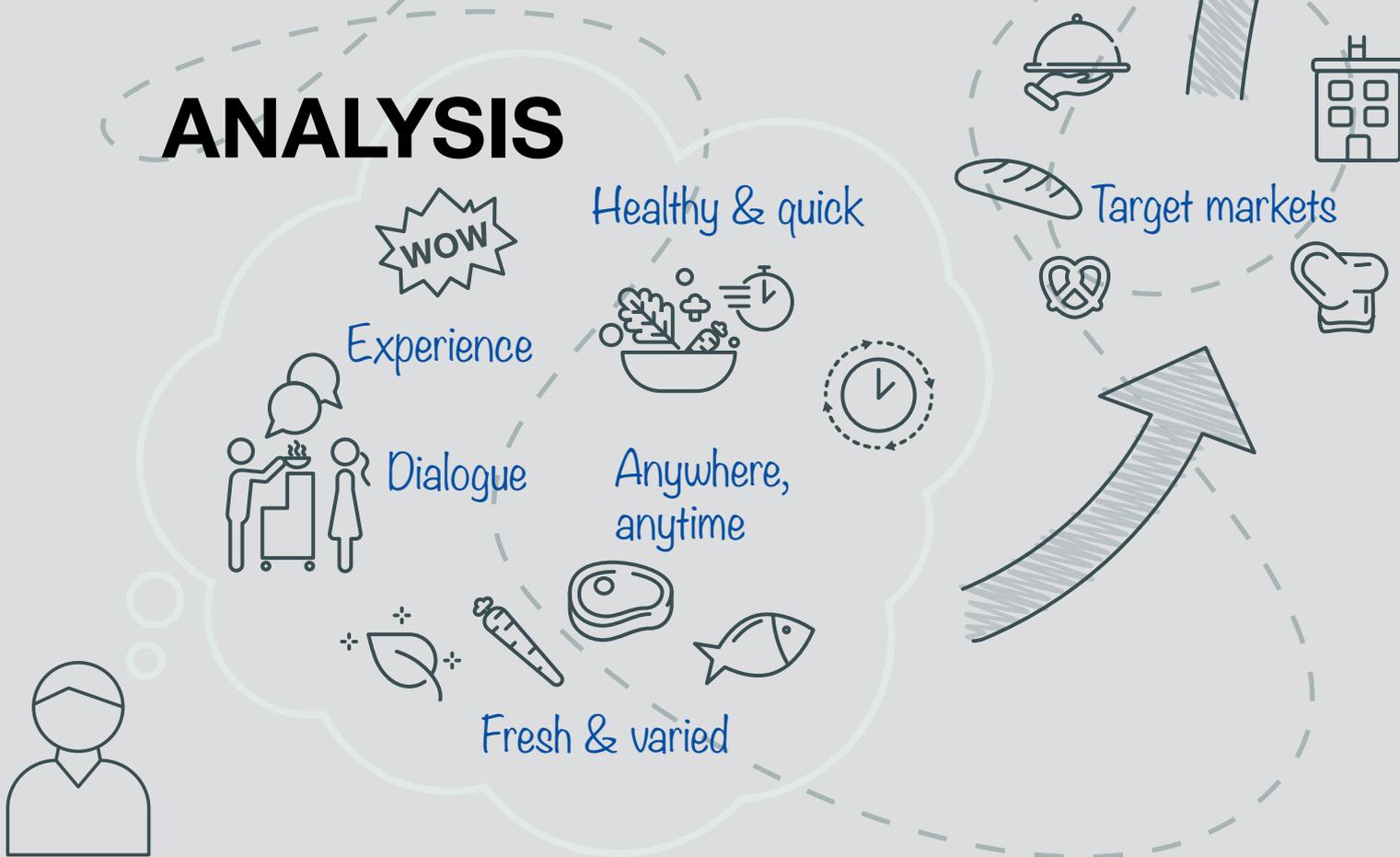


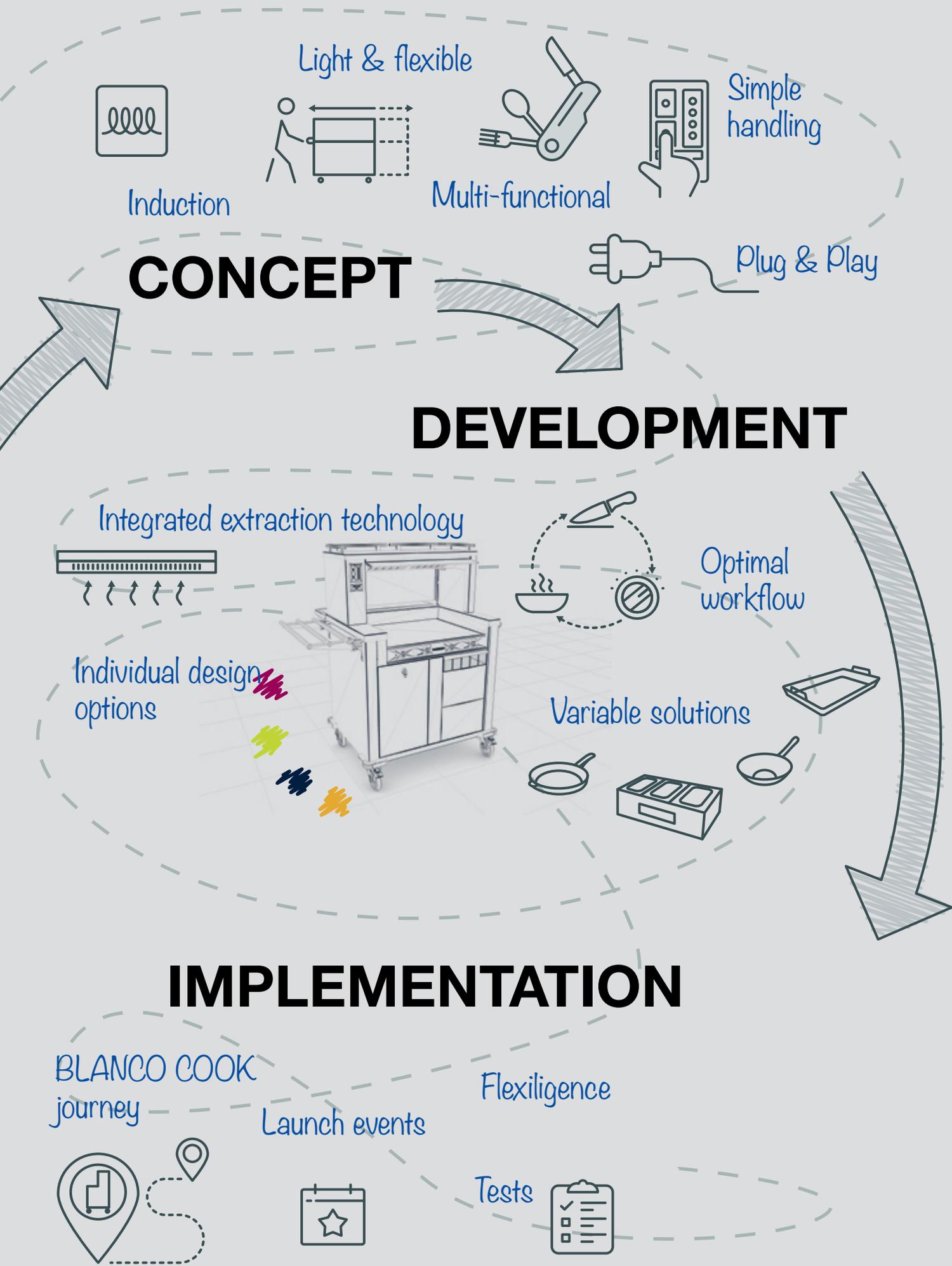
FROM THE IDEA TO I-FLEX

BLANCO COOK I-flex is our response to the trends in out-of-house catering and the corresponding market potential for a number of customer groups. These trends provided us with decisive inspiration for our flexilient cooking station. The new model series was designed and launched in an interdisciplinary development process.



ANALYSIS





BLANCO COOK JOURNEY



Today we are off to the LAGO trade fair and conference hotel in Ulm. There, BLANCO COOK I-flex offers guests an additional culinary experience during breakfast and break catering as well as at events and receptions.

What better reason to take a peek over the shoulders of chef Anika Schmidt and workshop host Peter Wolff?



7 A.M.

IT'S ALL A MATTER OF PREP

When Peter arrives, Anika has already started her working day. In the breakfast room, she arranges GN containers with fresh ingredients in multi-elements and places the equipment within reach in the underframe of the BLANCO COOK I-flex. There is space for everything, such as the cooking inserts, cutlery and paper towel rolls.



8 A.M.

BESPOKE BREAKFASTS

Scrambled or fried – eggs just the way you like them. The diverse range of options of the I-flex is the perfect way to enhance the varied breakfast buffet, making sure that all the workshop attendees start the day in a good mood. While Anika serves up the customised dishes, the integrated extraction keeps the air clean.





9 A.M.
CLEAN IN AN INSTANT

The last hotel guests leave the breakfast room – time for Anika to tidy up. The easy-care surfaces of the extraction bridge, sneeze guard and induction hobs are sparkling in no time; the multi-elements disappear neatly in the panelled serving trolley. The station is therefore ready for lunch service in a flash.

11 A.M.
READY FOR HIGH NOON

The highlight of the workshop programme is the live cooking lunch. Ingredients and equipment are all neatly positioned on the cooking station to ensure that Anika can satisfy her guests' wishes quickly. Organisational aids such as serving trolleys and plate dispensers are also within easy reach to guarantee that everything runs smoothly.





**1 P.M.
SPLIT-SECOND POWER**

At lunchtime everything has to happen quickly. The two induction cooking zones provide concentrated power – all in a matter of seconds. This means that guests can be served with warm wraps and sausages in an instant. Anika can make use of the extraction bridge to garnish the dishes with toppings and fresh herbs or place the plates ready for serving.



**2 P.M.
THE HOME STRAIGHT**

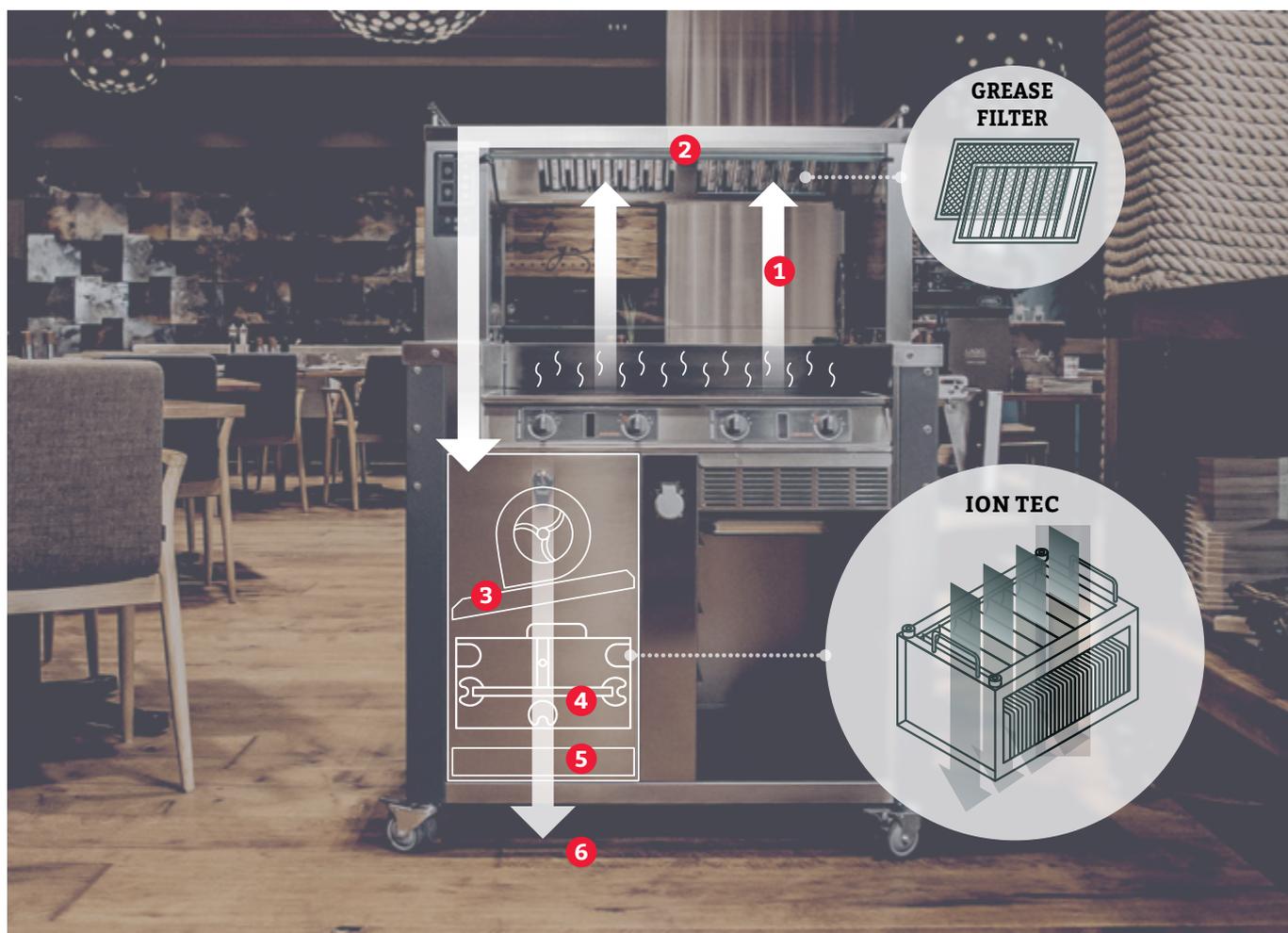
Refuelled and motivated, Peter welcomes the attendees back for the second part of the workshop. Meanwhile, Anika's shift is coming to an end. Luckily the cooking station is quick and easy to clean. The filter elements can be removed without tools and are safe to wash in the dishwasher together with the cooking inserts. All that is left to do is to wipe down the smooth surfaces of the BLANCO COOK I-flex and then it is time to go home.



BLANCO COOK I-flex 2

- with two integrated induction hobs
- ION TEC electrostatic filtering
- Body colour: traffic grey B
- Panelling and plate slide: Resopal decor Rustic Oak
- Railing
- Additional socket outlet
- GN hanging frame
- Paper towel roll holder

ION TEC FOR A PERFECT INDOOR CLIMATE



1 A vacuum and a front air stream guide the fumes into the extraction bridge.

2 In the extraction bridge, combination filters consisting of grease and wire mesh filters ensure effective separation and filtering of grease, moisture and aerosols from the fumes. The grease filters comply with DIN 18869-5 type A and are flame-arresting.

3 The main fan generates the vacuum in the extraction bridge and draws off the pre-filtered fumes into the odour filter box.

4 The optional **ION TEC** filter system filters the finest aerosols and odour particles such as blue smoke while also extending the service life of the charcoal filter.

5 Charcoal filter pads absorb odour molecules.

6 The cleaned air exits downward.

i All removable components and filters, both in the extraction bridge and the odour filter box on the operator side, can be removed for cleaning without tools.



Fumes? Straight up the filter.

Frying? No problem with ION TEC.

And when you are done? Straight into the dishwasher.

Cooking stations with integrated extraction technology* are the perfect solution for spaces without a stationary extractor hood. After all, wherever food is cooked – whether in dining halls, sales areas or at event venues – unpleasant odours can have a negative effect on the well-being of guests. This is why BLANCO Professional has equipped the BLANCO COOK I-flex with the highly efficient extraction and filter technology of the classic models – with the ION TEC option.



Günter Hofbauer
Regional
Sales Manager
Catering

As Regional Sales Manager, Günter Hofbauer has overseen the execution of countless projects. He believes that this system solution offers three decisive advantages:

ION TEC – AN INVESTMENT IN THE FUTURE

Chefs planning to use their new BLANCO COOK as a pasta cooking station that predominantly generates steam will not need a blue smoke filter – at the moment. However, it's always worth thinking ahead. Thanks to ION TEC, users can now leave their options open for future concept changes and variations.

"I see ION TEC as particularly indispensable for the BLANCO COOK I-flex models – after all, flexibility is an inherent part of the concept. For instance, if a chef wants to cook pasta, fried eggs with bacon and waffles at the same time or in quick succession, the formation of fumes (steam and grease) and odours is inevitable. An effective, multi-stage filter system purifies the air."

AN EXTRACTION AND FILTER SYSTEM THAT WORKS

"A good indoor climate starts with efficient air collection. Grease and blue smoke filters can be really effective, but if half of the fumes escape, odours will still develop. This is why we make sure that fumes are extracted as completely as possible."

The BLANCO COOK extraction bridge creates a suction effect so that rising fumes – with the assistance of additional air streams – are channelled and captured directly above the cooking area. Together with the grease and blue smoke filter, the system guarantees first-class efficiency. This is also confirmed by the VDE certification of the units.

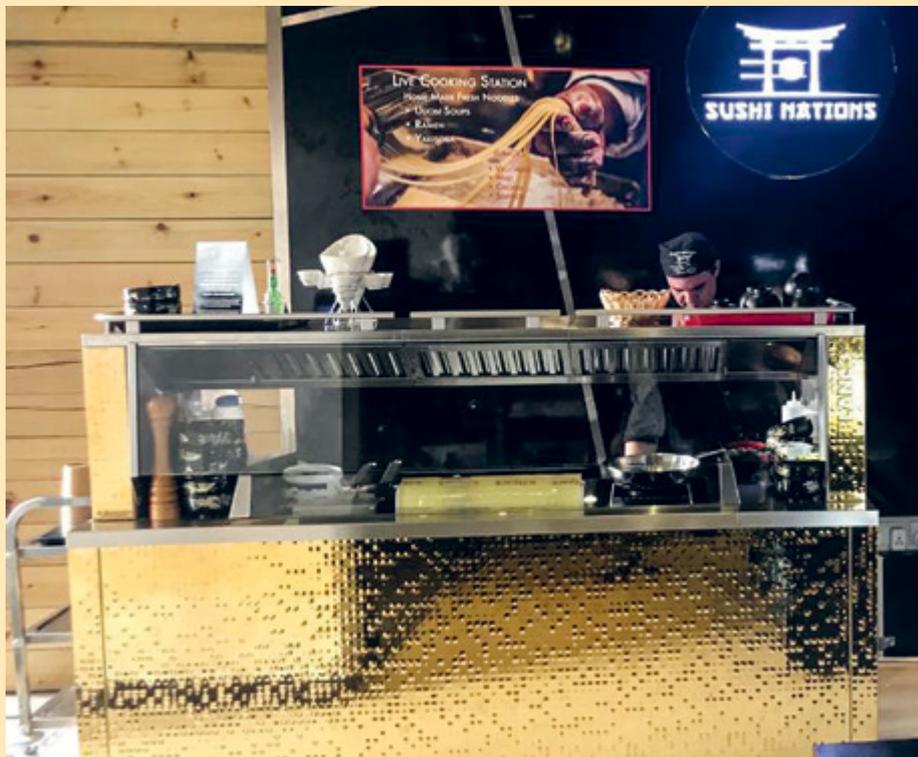
LOWER OPERATING COSTS AND SIMPLIFIED RETROFITTING

Opting for ION TEC also means a reduction in filter costs during operation. The use of ION TEC helps to clean the charcoal filter, thereby extending cleaning and replacement intervals.

"If the budget does not allow for additional investment in ION TEC, it can be postponed until a later date. There is now a special model that simplifies retrofitting."

* The integrated extractor hood is not a substitute for an air conditioning system.

DRIVING FORCE IN DESERT CITY DUBAI



Sheikh Zayed Road is the biggest and most famous artery in Dubai. With twelve lanes lined with soaring office towers, it is a hotspot for the business world and the perfect location for our customer Sushi Nations.



WOLFGANG PALESCH
Director of Sales Middle East/Africa at BLANCO Professional GmbH Co KG. Many years of experience in international sales for commercial kitchen technology, also in the Middle East. Responsible for notable key account customers and sales partners.

"Authentic Japanese sushi with a Brazilian twist" – the restaurant at the heart of Dubai not only impresses sit-in diners, but is also extremely popular as a take-away and delivery service. Its growing customer base includes walk-in customers from the vibrant business district, who come to eat in or pick up dinner after work. Thanks to its fantastic location on the city's main traffic axis, orders are quickly delivered to practically all areas of Dubai.



Dishes are cooked on a BLANCO COOK classic that combines a deep fryer, wok and griddle in one cooking station. In addition to the mouthwatering sushi buffet, soups of the day and other delicacies such as fried breaded shrimps are freshly prepared in front of diners. Compared to the purchase of individual cooking units, our flexible station offers unbeatable advantages. Its versatility and power coupled with the integrated extractor solution were decisive reasons for the exhibit's direct move from Gulfhost 2018 to Sushi Nations. Thanks to its plug-and-play feature and self-explanatory, simple handling, it was possible to take the station into operation at Sushi Nations with minimal preparation and installation effort.

The mobile cooking station is ideal for the space in Latifa Tower. The ground floor includes various restaurants, snack outlets, coffee bars and shops to provide the best possible range of services to people who work in the trade centre. Since there is no stationary extractor system at the site, the prevention of odour emissions is the responsibility of the tenant. The integrated extractor hood combined

with the ION TEC filter have more than proven their worth for Sushi Nations. Even when the fryer is in continuous operation, there are no unpleasant odours whatsoever.

The striking golden design of the BLANCO COOK classic is also a true eye-catcher in the restaurant. It is not without reason that Sushi Nations also relies on BLANCO COOK as a key element of its expansion plans. The owner sees promising potential both in large shopping malls and at the fish market in Dubai – clad in the same golden robes, of course!



BLANCO COOK classic 3.1

Equipped with ION TEC electrostatic filter system, lighting, sneeze guard and railing. Ideal for spaces without stationary extraction systems thanks to ION TEC.

- Medium to high capacity, can be used throughout the day, even at peak times
- Same range of dishes all day, alternating throughout the week



PASTA AL LIMONE



ALEXANDER SCHARMBERG

Show cook and front cooking coach



PREPARATION TIME

2:30 min.



DIFFICULTY LEVEL

easy



"I can prepare quite a lot in advance for this dish and it's quick to put together, making it ideal for front cooking."

INGREDIENTS PER PORTION

120 ml lemon béchamel sauce
80 g broccoli
50 g mushroom
(e.g. chestnut mushrooms)
100 g pasta (e.g. farfalle, penne)
Parmesan
Herbs to garnish
Pepper

COOKING INSERTS

Pasta cooker
Multi-element 1/1
Pan, 26 cm in diameter

PREPARATION

Pre-cook the pasta until it is around half done and drain it
Blanch the broccoli and rinse under cold water
Slice the mushrooms

METHOD

Pour a little olive oil into the pan and heat. Add the mushrooms and fry briefly. Place the pasta in the pasta cooker. Add the broccoli to the pan and pour in the sauce. Remove the pasta, drain and stir it into the heated lemon béchamel sauce. Mix everything, season with pepper to taste and arrange on the plate. Sprinkle with some fresh Parmesan or herbs to garnish.

Bon appetit!