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# Hot from the Kitchen!

*What's New From Pitco and MagiKitch'n*

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## From Paul's desk –

I am pleased to welcome you to the first edition of "Hot from the Kitchen", a quarterly newsletter detailing the exciting events occurring in our New Hampshire facility.

I look forward to your thoughts and feedback on this publication. As always, I thank you for your support of our brands.

- Paul Angrick, President

**Join us at NRA!! Booth #3900! See our exciting new products!**

## Manufacturing tidbits -

5S has been implemented throughout the company. This is a philosophical and cultural approach that focuses on workplace organization. Benefits include lower costs, better quality, increased productivity, improved safety and higher employee satisfaction. Steve Reale, VP of Operations, had this to say about the initiative, "I have already seen results in the short time since we started this program. Everyone seems committed to making improvements."



## What's cooking in Engineering!

Pitco's team is working on –

- Counter & Floor Fry Stations
- Low Oil Volume Electric & Gas fryer system
- SpinFryer - Reduced Fat frying system

MagiKitch'n engineers are working on –

- MK Outback Waffle Grates
- Hi-Performance Griddle - E-star, Uniform Temps, Digital Control
- Electric Griddle

## MagiKitch'n news -

We are off to a great start in 2010 and Magikitch'n sales are strong. We have had some great success this spring promoting the MagiCater line of outdoor grills to both the rental industry and caterers alike. Early this year we attended the Rental Show in Orlando, FL as well as the CaterSource Show in Las Vegas, NV. It's been a few years since we attended either one of these trade shows and both were very beneficial. Look for MagiKitch'n to build our presence in both of these areas. See our full-page ad in this month's issue of Catering Magazine - [www.cateringmagazine.com](http://www.cateringmagazine.com).

With summer right around the corner, MagiCater Outdoor Grills are hotter than ever. Our complete line has something for every venue and budget. The Good Better Best Flyer is a great illustration of the depth of the product offering. Stack Them High and Watch Them Fly. These are great sellers and having them in stock is key to getting the order. Get yours today!



Don't forget about the absolute BEST Char Broilers and Griddles on the market.

### **If You Want The Best, Go With Magikitch'n!**

Stay tuned as we will have some exciting new products ready in the coming months.

### **Pitco wins big!**

Pitco is pleased to announce that they have been awarded the YUM! Star award by Taco Bell and UFPC! Several of our team members attended a gala event in Arizona for the presentation. It's an honor to be recognized by one of our customers.



### **Pitco's newest Energy Star Fryer!**

Another energy efficient fryer from Pitco! Introducing the Value Priced Energy Star rated fryer – the VF35. Features include –

- 35% less gas usage than a 35C+
- Long lasting high temperature alloy stainless steel heat baffles provided maximum heating and combustion
- Solstice burner baffle design increases cooking production and lowers flue temperature
- Thermostat maintains selected temperature automatically between 200°F (93°C) and 400°F (190°C)
- Temperature limit switch safely shuts off all gas flow if the fryer temperature exceeds the upper limit.

### **A Star is born!**

MagiKitch'n products were recently featured in an episode of the Discovery Channel's show "Construction Intervention". If you saw the "Just Wingin' It" episode, MagiKitch'n equipment was featured prominently in Walter's newly renovated

restaurant. Check it out at <http://dsc.discovery.com> or on youtube.com.

### **Tech Service update –**

Let's work together to reduce customer confusion over our free performance & installation check. Many in the industry refer to this free service as a start-up, which differs from a performance check. The P&I is a service that takes place after the equipment has been installed and start-up has been completed.

The purpose of this P&I is to ensure the equipment was properly installed and is operating to the manufactures specifications. Our authorized service provider performs this check at no charge.

The service provider has up to ten days after being called to perform these checks. The service provider does not bill Pitco or the customer for this service. In order to minimize the cost impact of providing this free service, they try to schedule the call when they are in the area, thus the 10-day window.

As you know, our service providers will work with you and the customer to meet your requirements when possible. The start-up includes connecting the gas lines to the incoming gas supply, as well as boiling the equipment out and filling with oil.

The start-up can take up to 45 minutes per fryer and is a paid service by the customer. As you can see, the start-up and performance and installation check are two completely different services and it is important that we are all speaking the same language.

Pitco now offers a paid start-up option with new equipment purchases. The cost is \$175.00 net, for the first vat and \$30 net for each additional vat at the same location. This service includes boil out and oil fill. The performance check is done after the start-up.

We are also offering the availability of an extended warranty when purchased with new equipment. Please request the extended warranty quote when placing your order. Please direct any questions to our technical service department.

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We need your comments! Let us know what you think of this inaugural issue. Something missing? More of something already in here? Let us know at [sales@pitco.com](mailto:sales@pitco.com).

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**Please note – our offices and manufacturing facility will be closed Monday, May 31 in observance of Memorial Day.**