

FOR IMMEDIATE RELEASE

14 May 2024

CONVOTHERM, MERRYCHEF AND CHEFONIC PRESENTS 19TH EDITION OF BATTLE OF THE CHEFS PENANG

Penang, Malaysia – 14 May 2024 - The culinary world is about to witness a culinary flare as Welbilt supports Chefonic Kitchen Equipment to present Convotherm combi-ovens and Merrychef high-speed ovens for the highly anticipated Battle of the Chefs competition. This culinary extravaganza will bring together chefs from across the region to showcase their skills, creativity, and passion for gastronomy. The event is scheduled to take place from **27-29 June 2024**, at the **SPICE Arena, Penang**.

Organised by the Penang Chef's Association, the 19th edition of Battle of the Chefs competition promises to be a feast for the senses, where culinary virtuosos will go head-to-head in a series of intense challenges to create delectable dishes that will tantalise taste buds and impress discerning palates.

State-of-the-art Equipment for Competitors

Competitors will have the opportunity to use Merrychef® conneX 12e high-speed oven, Convotherm® Maxx and Convotherm® Maxx Pro combi ovens to create their culinary masterpieces. Welbilt is proud to have a partner like Chefonic, as a trusted equipment partner of the Penang Chefs Association. These state-of-the-art ovens will empower contestants to elevate their culinary creations to new heights, enabling precise control and unparalleled versatility in cooking techniques.

"We are thrilled to support Chefonic at the Battle of the Chefs competition and delighted to have these top-of-the-line Convotherm combi ovens and Merrychef high-speed ovens at this competition," said Mr. William Fletcher, VP of Sales for the South East Asia and Australasia region at Welbilt. "As a company dedicated to innovation and culinary excellence, we are excited to see how these talented chefs will push the boundaries of creativity and showcase their incredible capabilities."

Audee Cheah, President of the Penang Chefs Association, commented, "We are excited to announce our partnership with Chefonic and Welbilt for the prestigious Battle of the Chefs 2024. Featuring the cutting-edge Convotherm combi oven and Merrychef high-speed oven, our competitors will harness the power of advanced culinary technology to elevate their creativity to new heights."

With these state-of-the-art machines in play, we are setting a world-class standard for the Battle of the Chefs, promising an unparalleled culinary experience for all involved.

Industry-Related Concepts, Showcase and Solutions

Visit Chefonic's Booth: 21-24 to immerse yourself in a showcase of industry-relevant innovations, including a simulated convenience store and a compact yet efficient kitchen setup. Using Convotherm combi ovens, Merrychef high-speed ovens and Tecnomac blast chiller/freezer, our culinary experts and guest chefs will demonstrate techniques designed to enhance kitchen efficiency, minimise food wastage, and ensure consistently high-quality food output.

Witness the launch of Merrychef® conneX 12e high-speed oven in Malaysia; this affordable high-speed oven is the perfect first step for an operator looking to start up a hot food menu or expand and offer a greater variety of food.

Delve into using KitchenConnect®, an open cloud solution for the food service industry. Witness how KitchenConnect® is integrated with our commercial equipment, providing insights into your operations and helping you reduce costs, improve efficiency, and ensure the highest food quality.

The Battle of the Chefs competition will not only celebrate culinary talent but also provide an opportunity for networking, learning, and inspiration for chefs and B2B professionals in the food service industry. We look forward to meeting you at Battle of the Chefs 2024.

For more information, please visit www.welbiltasia.com or contact **Pamela Lin** at Pamela.Lin@welbilt.com.

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Event: 19th Edition of Battle of the Chefs Penang

Date: 27-29 June 2024

Booth: 21-24 & 05-10

Location: Spice Arena, Penang

About Welbilt, Inc.

Welbilt, Inc., an **Ali Group** company, provides the world's top chefs, premier chain operators and growing independents with industry-leading equipment and solutions. Our innovative products and solutions are powered by our deep knowledge, operator insights and culinary expertise. Our portfolio of award-winning product brands includes **Cleveland™**, **Convotherm®**, **Fabristeel®**, **Frymaster®**, **Garland®**, **Koldtech®**, **Lincoln®**, **Merco®**, **Merrychef®** and **Multiplex®**. Supported by service brands: **KitchenCare®**, aftermarket service; **FitKitchen®**, kitchen systems; and **KitchenConnect®**, cloud-based open platform. Headquartered in the Tampa Bay region of Florida and operating manufacturing facilities throughout Europe, the Middle East, Africa, North America, South America, and Asia Pacific, we sell through a global network of distributors, dealers, buying groups and manufacturers' representatives.

For more information, visit Welbilt.com

About Convotherm Elektrogeräte GmbH

The head office of Convotherm Elektrogeräte GmbH is in the Upper Bavarian town of Eglfing, Germany. The company has been designing cutting-edge combi-steamer technology since it was founded in 1976. A subsidiary of Welbilt, a business with operations all around the globe, Convotherm currently employs around 260 people.

For more information, visit www.convotherm.com

About Merrychef

With over 70 years of unparalleled expertise and state-of-the-art technology, our customers can depend on us for innovative thinking and product solutions that are as fresh as their ingredients. That is why we're setting new standards for speed of service, always raising the bar for high-quality guest experiences. From small coffee shops to global chains, from fast casual to fine dining, Merrychef is the first choice for high-speed ovens, delivering fresh, hot food on demand.

For more information, visit www.merrychef.com

About Tecnomac

For over 40 years Tecnomac, a division of Castel MAC, has been researching, manufacturing, and selling, all over the world, foodservice equipment and machines for gastronomy, bakery, pastry and ice-cream production. Known as one of the leaders in the production of retarder provers, Tecnomac has been developing and manufacturing refrigerated cabinets and a wide range of blast chillers-freezers through technical innovation by adopting the most innovative technical solutions.

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