

FOR IMMEDIATE RELEASE

8 October 2024

WELBILT TO SHOWCASE 168SQM OF CUTTING-EDGE TECHNOLOGY AT FHA-HORECA 2024

14 World-Class Brands | 40 Products | 8 New Product Launches

Singapore – 8 October—Welbilt, a leading food service company, is proud to announce its attendance and support for the upcoming FHA-HoReCa exhibition, which will take place from **22 to 25 October 2024** at Singapore Expo.

Spanning across 168sqm, witness the display of a comprehensive portfolio from **14 world-class brands** and **showcasing 40 products**, including **8 exciting new launches**. This dynamic all-in-one booth is designed to innovate, integrate, and captivate, inspire foodservice professionals, offering them a first-hand experience of the latest innovations in kitchen technology.

Exciting Product Launches – Innovation First

For the first time in Asia, witness these brands with groundbreaking innovations:

- **Convotherm maxx pro ConvoSense:** Harnessing AI's capabilities, this combi oven eliminates manual programming. It automatically recognizes foods and selects the optimal cooking program, ensuring consistent results. This innovation saves time, reduces energy consumption and food waste while boosting overall productivity.
- **Frymaster Intuition:** The latest evolution in frying precision, delivering exceptional oil and energy savings.
- **Lincoln Aperion:** A space-saving conveyor oven that combines advanced technology with fast cooking speeds. It's Lincoln's fastest oven series, designed to maximize efficiency while maintaining the high-quality results the brand is known for.
- **Merrychef conneX®12e,** a high-speed oven which is easy to install, ventless, operates quietly, has a cool-to-touch exterior, quick pre-heat and cool down times, low energy usage in standby and provides unbeatable value for money.

- **DIHR Thermal Label:** A feature that enhances traceability and compliance with hygiene regulations, making it easy for foodservice operations to monitor and confirm the cleanliness of items.
- **Icematic Flavoured Ice:** Aromatised ice with the possibility to set flavour intensity and generate endless recipes.
- **SILKO Sonika:** Combines innovation and tradition with focused ultrasound technology, offering culinary professionals precise, semi-automated cooking, unmatched flavours, and a sleek, ergonomic design for efficient, sustainable kitchen operations.
- **CREM SmartSteam:** Automatic steam wand solution with an integrated temperature probe to easily foam & texture

Culinary Showdown: Convotherm and Tecnomac in Action

Welbilt is proud to sponsor the FHA-HoReCa competitions, including the **FHA Bakery Challenge**, the **Asian Gelato Cup**, and the **FHA Dessert Competition**. As the official sponsors of **Convotherm** combi ovens and **Tecnomac** retarder provers, we are thrilled to offer chefs from around the world the opportunity to showcase their culinary talents using our state-of-the-art equipment. With **Convotherm BAKE**, **Tecnomac MINT**, and **Planner Lev S Retarder Provers**, we empower participants to achieve precision, consistency, and exceptional results in every dish.

Convotherm's Managing Director Shares Excitement for Asia Launch and Competition Sponsorship

Commenting on the upcoming launch of **Convotherm maxx pro ConvoSense** and the official sponsor of combi ovens for the competitions, Claus Pedersen, Managing Director of Convotherm, said:

"Cooking with ConvoSense AI technology in the Convotherm maxx pro combi oven marks the dawn of a new cooking era. Since its debut at HOST Milan in 2019, we have become global leaders in AI-driven optical cooking, with over 1,700 ovens in operation worldwide. This innovation addresses key challenges such as staff shortages, while also reducing food waste and energy consumption. We are incredibly excited to introduce this game-changing solution to the Asian market for the first time at FHA-HoReCa 2024. Additionally, it is a privilege for Convotherm to support the FHA Bakery Challenge and the FHA Dessert Competition as the official combi oven sponsor. We are thrilled to see talented chefs from around the world use our advanced equipment to push the boundaries of their creativity and deliver exceptional culinary results".

Experience "The Dream Team" at Welbilt's Demo Area

Visitors to Welbilt's booth can experience the future of commercial kitchens at our exclusive demo area, where Welbilt chefs will unveil **"The Dream Team"**—featuring the **Convotherm Combi Oven**, **Merrychef high-speed oven**, and **Merco holding solution**. These cutting-edge products are designed to revolutionize food preparation, cooking, and service. This interactive space showcases the seamless integration of our brands, highlighting how they deliver unmatched efficiency and quality in any kitchen environment.

Visit Us at FHA-HoReCa 2024

Welbilt invites all attendees to visit **Hall 5, Booth 5G3-08** at FHA-HoReCa 2024 for an exclusive look at the latest in foodservice innovation. Join us to experience live demonstrations of our cutting-edge products, engage with our knowledgeable team, and discover how our advanced technology can transform your culinary operations. Don't miss this opportunity to explore our exciting new product launches, as we continue to **innovate, integrate, and captivate** the foodservice industry. Connect with industry peers and be part of the discussions that will shape the future of our sector.

We look forward to seeing you at FHA-HoReCa 2024!

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

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Event: FHA HoReCa 2024

Date: 22-25 October 2024

Booth: Hall 5 Booth 5G3-08

Location: Singapore Expo, Singapore

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

Convotherm has been designing and manufacturing high-quality combi ovens since 1976. Convotherm prides itself on providing smart and sustainable solutions, "engineered in Germany", offering maximum ease of use and serviceability. With three product lines: maxx pro, maxx and the mini range, our customers can

rely on getting the combi oven best suited to their purpose for every foodservice setting. All products offer the same high standards of design, manufacture, operation, reliability, and service.

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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