

Evolution of Commercial Kitchen & Its Equipment



Vol.31  
2020

# **mise en place**

## **SPECIAL FOCUS**



**SAFETY and SPEED** -  
the new way to a **WARM MEAL**



**BUSINESS SENSE**  
KOREAN FRIED CHICKEN: THE RISE OF A  
**GLOBAL PHENOMENON**



**CLOUD KITCHENS** -  
shooting for the **SKY!**

**F&B INDUSTRY:**  
where we **STAND NOW** and  
**HOW WE** can move forward?



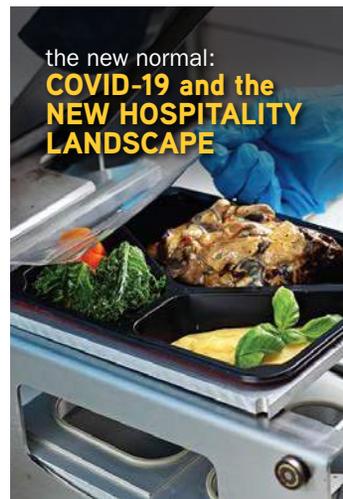
**MEIKO:**  
EXPANDING  
TERRITORIES WITH  
**MEIKO GREEN**

KDN PP17892/09/2013(033029)

ISSN 2289-2184



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the new normal:  
**COVID-19 and the  
NEW HOSPITALITY  
LANDSCAPE**



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Kitchen & Its Equipment

**mise en place**



#### **Publisher**

INK ON PAPER MEDIA SDN BHD  
(1002665-H)

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SDN BHD

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43300 Seri Kembangan, Selangor.  
KDN : FO 1780/4667

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## EDITOR'S note

### **Well, what a time we are in now.**

Usually, the first half of the year for the industry would see shows after shows after shows happening all around Asia. The common greetings amongst many when we saw each other was "See you at the next one!". In 2020, we can all agree that this has definitely changed. But fret not, we are staying optimistic that things will get better and it is encouraging to see supporting partners working on building the industry back again - shows for 2021 are already lined up and we can definitely expect some changes to their format.

The brands have also not stayed silent and are keeping busy with the release of innovations happening still. Halton Foodservice has very timely released a range of Ultraviolet Germicidal Irradiation product that can be a great help in keeping restaurants and employees safer by reducing the risk of spreading virus.

RATIONAL has also rolled in 2 new innovations for the market in Asia - The iCOMBI PRO and the iVARIO, supporting food production as production costs and efficiency will now be more crucial as the "Stay indoors" and "Work From Home" culture has definitely reduced a F&B business's window of opening hours and reach.

So, where do we stand and how can we move forward? We have put the questions to the industry and got some great insights in an article in **SPECIAL FOCUS**. The Foodservice Professional Fellowship (FSP) has also hosted an interesting session online where they talked about the Road to Recovery - post Covid 19. You can read it in our **DIGITAL FEATURE** - just scan the code on the last page of this issue to access this article.

Also included in **SPECIAL FOCUS** is how the new norm is going to change a business's approach in production - be it the possibility of using Cloud kitchens like COOKHOUSE to holding food using a Hot Fridge like UNOX's Evereo to stay ahead of the peak delivery demands without affecting food quality.

Like in every issue, we take look at the Korean wave of fried chicken and how it has spread its wings (an item we believe carries well during delivery) in **BUSINESS SENSE** while also covering our standard features on equipment and manufacturers working hard to stay ahead.

Before I sign off, do check out our revamped website at **www.miseenplaceasia.com** for more content. The industry of hospitality and its media and platform are in for a spin and it won't be the last of changes for us. Time to buckle up and enjoy the ride!

Take care and stay safe.



**Katty Lai**

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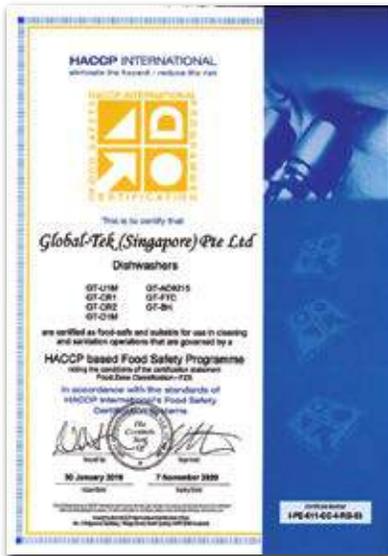
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**RATIONAL**



# NEWS!!

market, event &  
EQUIPMENT launch

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## REOPENING of F&B BUSINESSES with NEW PRODUCTS and EVENTS to look forward to in the SECOND HALF OF 2020

Like many industries in the country and around the world, the first half of 2020 was a real challenge for the F&B industry. Now that we have entered the second half of the year with restaurants and foodservice businesses allowed to reopen, many F&B manufacturers and brands have been working hard to create new products and events that can mitigate the risk of virus spread while serving the new norm. In some cases, manufacturers have even taken this opportunity to improve on their existing products.

Restaurants and foodservice businesses that have restarted their engines after months of winding down on operations can now also look forward to a range of new as well as improved products and events that can aid and improve our lives in this challenging time. Let's take a look at some of the latest products that have entered the market as well as an upcoming event that is organised for the benefit of consumers. 



# THAIFEX - ANUGA ASIA GEARS up to serve the F&B INDUSTRY



Thailand has seen many positive developments in its recovery from COVID-19, ranking 2nd globally and 1<sup>st</sup> in Asia in the Global COVID-19 Index. The country has entered Phase 5 and has opened all domestic borders. It will also be the first APAC nation to re-open its borders to travellers and businesses through the creation of 'travel bubbles', which will welcome foreign visitors from selected countries that have managed to contain the outbreak. Against this backdrop, THAIFEX - Anuga Asia has reinforced its commitment to holding the 17<sup>th</sup> edition of the trade fair, empowering attending F&B professionals to kick-start their journey to recovery.

With new enhancements and safety measures implemented to adapt to the 'New Normal', THAIFEX - Anuga Asia, will be held in Bangkok from 22 - 26 September 2020. Co-organised by the Department of International Trade Promotion (DITP), the Thai Chamber of Commerce (TCC) and Koelnmesse, this year's exhibition will be a 'transitional event' focusing on Thailand and its neighbouring Asian countries. The 'transitional event' will include several essential enhancements to reboot, such as the improved event website experience, enhanced pre-registration platform, and a brand-new THAIFEX - Anuga Asia Virtual Meet. Attendees can look forward to 5 show days, and unlike past editions of only a single day of opening to the public, there will be 2 public days to encourage local consumption and spending.



## **PRIORITISING THE WELLBEING OF PARTICIPANTS**

As the health and welfare of all stakeholders is the top priority, comprehensive measures have been planned and arranged to safeguard their wellbeing. The organisers are in close contact with Thailand's Centre for COVID-19 Situation Administration (CCSA) to address and implement safety guidelines on spacing, management of overseas participants, show density, and many more critical health and sanitation measures, to ensure the safety of local and overseas participants.

A new pre-registration platform will be available for visitors to print their own badges at on-site registration counters, with better managed queues and minimised crowds. With these various measures in place, attendees can rest assured and fully enjoy the range of activities across the 11 trade shows all under one roof.



### A HYBRID TRADE SHOW

The trade show this year will include both online and offline elements with virtual options made available for selected event highlights. An improved event website has been set up for easy navigation for visitors to explore and discover more information on activities prior to, or during the trade fair. Activities such as the Future Food Experience+ will be returning as a fully digital experience, where selected panel discussions will be conducted via livestream sessions or pre-recorded webinars. Exhibitors will also benefit from wider exposure through streaming on Facebook Live, and with their information pinned on the event's Facebook page, off-site viewers will be encouraged to reach out and contact them directly.

This unique workaround enables THAIFEX - Anuga Asia to maintain the same rigour and wide selection of activities while adapting to the safe-distancing environment. Both offline and online visitors can look forward to supporting programmes being delivered in new formats; all with the consistent focus on industry knowledge sharing, business networking and greater exposure in the market. Beyond the actual event days, buyers will be able to access an upgraded online platform to make direct requests for quotes and information from exhibitors. The platform is already active and will continue through the event till the end of 2020, providing exhibitors maximum mileage to influence a wider audience.

### CONNECTING WITH BUSINESS PARTNERS ACROSS THE GLOBE

The current climate has propelled new trends such as retailers, restaurants and even traditional businesses shifting their processes online. To help businesses leverage these trends and connect with peers for new collaboration, the Hosted Buyer Programme will expand its outreach to include top Thai buyers for the first time. With increased global reliance on digital retail platforms from businesses and consumers alike, the Programme will also create sourcing opportunities for buyers from e-commerce platforms. In addition, DITP's Trade Missions will continue to invite buyers from designated Asian countries where COVID-19 situations are under control. This year, the Hosted Buyer Programme will be extended to include a Virtual Meet where exhibitors will be able to interact with a curated group of 500 global buyers over conference. This will be available to all exhibitors after the trade show from 29<sup>th</sup> September to 2<sup>nd</sup> October to cater to buyers that are unable to be physically present at the event.

*"Despite the challenges people around the world are facing, F&B remains essential and business must go on. We are ready to not only tide through this current situation, but to enable the F&B industry to come out stronger as changes in consumer behaviour undoubtedly create new opportunities. Through THAIFEX - Anuga Asia, we hope that stakeholders will be equipped with the knowledge and connections to thrive in the new normal,"* said the organisers of THAIFEX - Anuga Asia. 🤝

For more information on THAIFEX - Anuga Asia, please visit <https://thafx-anuga.com/en/>



# the iCOMBI PRO: a new standard for the PROFESSIONAL KITCHEN

Many catering establishments today are experiencing skill shortages and cost pressures alongside higher expectations from their customers. Chefs therefore, require flexible, efficient, and straightforward support from intelligent functions and equipment in order to cook and serve dishes in a quick, efficient and cost-effective way. Thanks to four intelligent functions, the new iCombi Pro by Rational combines 50% higher productivity, 10% shorter cooking time and 10% lower energy consumption in a single cooking system compared to its predecessor model, while still guaranteeing outstanding uniformity, even at full loads. The iCombi Pro combines intelligent productivity, efficiency, and flexibility.

## FUNCTIONS THAT MAKE ALL THE DIFFERENCE

### • Increased Productivity With iDensityControl

With powerful air circulation and dehumidification, iDensityControl enables up to 50% bigger loads with around 10% shorter cooking times compared to

the previous model. It also delivers consistent and uniform results. Crusts, grill patterns, and crispy coatings are guaranteed, and the optimal cooking climate management means even delicate foods such as quiche and traditional Malay kueh will be a success.

### • Desired Results Guaranteed With iCookingSuite

Chefs with a goal can pursue it without compromise with the cooking intelligence of the iCombi Pro. With sensors that send actual data such as size, quantity, and condition of the food product from the cooking cabinet, the iCombi Pro checks the condition of the food against the desired result, calculates the cooking progress and intelligently adjusts the temperature with reproducible results always. If conditions such as the temperature of the food product or the duration of the door opening changes, the iCookingSuite will adjust the cooking path intelligently.





- **Optimum Planning With iProductionManager**

Entire production sequences, even with different foods, are regulated intelligently with the iProductionManager. The user simply has to state whether they want to cook using the time or energy-optimising system, or to a certain target time, and the iCombi Pro will take care of everything else. It knows what can be cooked together and will show when a food product does not suite the cooking cabinet climate. This means more flexibility and planning reliability.

- **Effective Cleaning With iCareSystem**

The intelligent iCareSystem cleaning system needs approximately 12 minutes for an ultra-fast interim clean between each cooked dish. All cleaning programs only use phosphate-free cleaner tabs in half the quantity compared to the previous model. With the lower electricity consumption, which is confirmed by Energy Star, the iCombi Pro is a highly sustainable cooking system.

- **Easily Accessible Even For Untrained Staff**

The intuitive operating concept guides the user through the production sequence with visual language, logical work steps, and clear, interactive instructions and makes the cooking system quickly accessible even for untrained staff. WLAN is also integrated into the iCombi Pro, providing a fast and simple connection to the Rational network ConnectedCooking and efficient management of kitchen processes.

Due to its superior intelligence, the iCombi Pro responds just like an experienced chef. Not only can it think, learn, forget nothing, watch and adapt, but it can also know the desired result, adapt the humidity, air speed and temperature automatically. With the iCombiPro, users can experience all kinds of freedom and the certainty of reaching their goals, exactly as imagined, time and time again. 🧠

For more information on the iCombi Pro, which is now available in various sizes, please visit [rational-online.com](http://rational-online.com)



# iVARIO: the new performance class for the PROFESSIONAL KITCHEN



Tilting pans, boiling pans and deep-fat fryers are now a thing of the past in the professional kitchen with the emergence of iVario Pro as this latest cooking system by Rational can now boil, fry and deep-fry all in a single unit. The iVario Pro, which resembles a tilting pan, replaces virtually all conventional cooking appliances, because it has the power - its unique heating technology combines power (4 times faster) with precision, impresses with intelligent functions and consumes 40% less energy than conventional tilting pans and boiling pans. As one of the most modern cooking systems, the iVario Pro offers professional kitchens enormous productivity, flexibility and simplicity.

## TOP FUNCTIONS OF IVARIO PRO:

### • Heating System Of iVarioBoost

A combination of ceramic heating elements and fast-response, scratch-resistant pan bases allows for higher efficiency, outstanding speed and uniform heat distribution. The intelligent energy management system ensures precise temperatures on the pan base and sensitively regulates them. This allows users to sear quickly and the temperature will not drop noticeably when adding cold ingredients like it does with conventional technology.

### • Desired Results With iCookingSuite

As the cooking intelligence of the iVario Pro, the precision provided by iCookingSuite eliminates the need for checking and monitoring. Sensors detect the quantity and condition of the food, and regulate the cooking parameters accordingly so that the desired result can be achieved without the user having to do much. With iCookingSuite's intelligence, iVario Pro also learns from users, adapts to their cooking habits and only alerts users when actions need to be taken.

### • Efficient Flexibility Of iZoneControl

iZoneControl enables the iVario Pro pan base to be divided into up to four zones with an option to choose the desired size, position and shape, so that users can cook different foods simultaneously, on a time delay and at different temperatures. Users need only heat the surfaces that are really needed which in turn, can save energy and a huge amount of kitchen equipment.



• **Accelerated Production With The Pressure Cooking Function**

When things need to get done quickly, users can counter this with the optional intelligent pressure cooking function. Secured with the internal lock, casseroles, braised dishes, stocks, soups and stews can also be cooked up to 35% faster, without any loss of quality and without maintenance requirements. Throughout the entire cooking process, this protects the structure of the food and you can still achieve the best cooking results in no time.

The iVario Pro 2-S with two pans is ideal for restaurants or as an additional unit in business and industry catering. The iVario Pro L and XL - the two single-pan cooking systems with 100 or 150 litres - are the new performers in industry catering. The unit range is complemented by the iVario 2-XS, which is suitable for restaurants from 30 meals with its two 17-litre pans. 🍴

To find more about the iVario Pro cooking system, please visit [https://www.rational-online.com/en\\_sg/ivarior-pro/](https://www.rational-online.com/en_sg/ivarior-pro/)





# ULTRAVIOLET GERMICIDAL IRRADIATION (UVGI) SYSTEMS



## MAKING GUESTS AND EMPLOYEES SAFER BY REDUCING THE RISK OF VIRUS SPREAD

The foodservice industry, especially restaurants and F&B establishments, have faced significant disruption caused by COVID-19 and other influenza viruses that are known to spread primarily through air and on surfaces. While F&B businesses are now allowed to reopen, there are stringent rules and guidelines that must be adhered to in order to operate. Halton is offering several solutions to reduce the risk of virus spread thus helping restaurant and facility owners to meet these guidelines. Halton's Ultraviolet Germicidal Irradiation (UVGI) products which address airborne and fomite (surface) contamination can help make restaurants guests and employees safer by reducing the risk of virus spreading.

Ultraviolet Germicidal Irradiation (UVGI), which is an invisible UV-C light at the 254nm wavelength, has been regularly used as a disinfectant and has a long

history as a tool for inactivating microorganisms, including viruses and bacteria. Halton's UVGI SafeGuard Solutions incorporates Ultraviolet Germicidal Irradiation. Restaurant owners, facility managers, and alike can now retrofit, or design for new construction to include UVGI Return Air Grills, UVGI Overhead Lights or UVGI Stand-alone mobile filtration units as appropriate.

### **UVGI Return Air Grill System -**

#### **A 24" by 24" ceiling return grill to replace Standard Return Air Grills.**

- Works with existing RTU/MUA systems
- More cost effective than RTU retrofit
- 120/1 15 amp circuit required
- Up to 99.99% Inactivation of airborne viruses and bacteria
- Low pressure loss will not impact RTU performance
- Designed to match airflow for return grill it replaces



**UVGI Stand-Alone Mobile Filter Unit -**  
***Suited where a permanent installation is impractical and can be moved to any area requiring Germicidal Irradiation.***

- Recirculates back into space
- Portable
- 120/1 Cord & Plug
- Runs 24/7
- Filter (MERV13 or better)
- Up to 99.99% Inactivation of airborne viruses and bacteria

**UVGI Overhead Light -**

***A 24" by 48" fixture designed to fit in standard ceiling system.***

- Multiple Units throughout the space to be energized during unoccupied times to disinfect up to 99.99% of all exposed surfaces.
- Viral & Bacterial
- Influenza
- Various Salmonella Species
- Halton Control System Main PLC
- Occupancy Sensors
- Timers
- Integrated to Halton Connect

As healthcare facilities have already established criteria for ventilation design to mitigate airborne transmission of infectious disease, Halton aims to provide proven technology for deployment in the foodservice environment with its SafeGuard UVGI Solutions. 

Find out more about Halton's UVGI SafeGuard solutions by visiting  
<http://www.uvrestaurantsolutions.com/uvgi/>





## MALAYSIA

14<sup>TH</sup> - 16<sup>TH</sup> Jan 2021

MALAYSIA INTERNATIONAL TRADE & EXHIBITION CENTRE (MITEC)

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## JAPAN

16<sup>TH</sup> - 19<sup>TH</sup> Feb 2021

HOTERES 2021 | CATEREX 2021 | JAPAN FOOD SERVICE EQUIPMENT SHOW 2021

Tokyo Big Sight, Tokyo International Exhibition Center Chiba Tokyo

09<sup>TH</sup> - 12<sup>TH</sup> Mar 2021

FOODEX JAPAN 2021

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## SINGAPORE

02<sup>ND</sup> - 05<sup>TH</sup> Mar 2021

FHA FOOD & BEVERAGE

Singapore Expo



## CHINA

29<sup>TH</sup> Mar - 01<sup>ST</sup> Apr 2021

HOTELEX SHANGHAI

National Exhibition & Convention Center Shanghai



## VIETNAM

27<sup>TH</sup> - 29<sup>TH</sup> Apr 2021

FOOD & HOTEL VIETNAM

Saigon Exhibition & Convention Centre  
Ho Chi Minh City



## HONG KONG

12<sup>TH</sup> - 14<sup>TH</sup> May 2021

HOFEX 2021

Hong Kong Convention & Exhibition Centre  
Hong Kong



## THAILAND

25<sup>TH</sup> - 29<sup>TH</sup> May 2021

IMPACT MUANG THONG THANI

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31 MAR  
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INFORMATION IS CORRECT AT TIME OF PRESS.



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# SPECIAL focus



## SAFETY and SPEED - the new way to a WARM MEAL

When most companies were on lockdown, F&B businesses were allowed to operate throughout. However, operations were only for sales via takeaway or delivery. We discussed how delivery became the saviour for F&B businesses (<http://miseenplaceasia.com/food-delivery-saviour-in-disguise/>), thanks to amateur home chefs who would definitely opt for a meal away from their repertoire after 2 months.



*Managing a variety of items in your menu with sides and condiments in a limited time frame is no easy task when everything needs to be cooked, packed and delivered at the same time.*

This was also the similar situation for organisations that were helping out with meals for the needy or those in quarantine. With many facilities shut down and the difficulty in logistics, organisations providing food had a big challenge of preparing large meals and getting them out.

If you look at the offerings, fast food joints and simple hawker fare would seem to benefit the most - mostly for the speed and convenience. But that doesn't mean other dine in outlets didn't have an opportunity. Many fine dining restaurants started offering a DIY set menu where ingredients are readily prepared by chefs into special prepared packages. All the customer needs to do is a quick reheating and plating and voila - a fine dine meal to enjoy at home. Even hotpot restaurants or yakitori places started offering takeaway sets with ingredients packed and portioned and all you need to do is fire up the grill or heat up the broth.



*Social distancing has significantly reduced the crowd and also the time it takes for someone to prepare and enjoy a meal.*

But what if your customer wants a hot meal for 5 at home with side dishes and a starter to be ready for pick up all at the same time? And what if you have 3 delivery orders for a pax of 3,4,or 6 coming in as well? It was common scene at some eateries where riders were waiting in queues to pick up their orders.

Even now with the relaxed regulations, there is strong evidence that people are still uncomfortable going into restaurants for meals. For those who have returned to work, lunch is now a quick grab and go back to your desk kind of lunch which operators must now understand. Hence your service time is now SHORT.

**The challenge for most operators:**

- The demand when all orders come in at the same time,
- Operating with lower headcount than usual,
- Needing to "engineer" your food or its packaging to ensure food quality for delivery or takeaway,
- And lastly, ensuring that the food stays warm.

So it is important that you as an F&B operator look at how your menu can now be prepared in advance, kept warm and ready to be served within an instance. Food holding from your basic bain marie are common, though if left exposed in a buffet line, some patrons might choose to drop it.

That might be different if you make some changes. For example, when a chicken dish you previously served in your restaurant is now portioned, warm and ready to go, your customers will definitely visit your restaurant again for their favourite meals because there is no waiting time.

Some work have to be done to help operators navigate this. Not every item can easily go into a box, kept warm and remain the same as how your customers remember it to be. The good news is UNOX Asia and Chef Jason Manson are looking forward to working with companies on this issue.

The Evereo from UNOX a hot fridge with its unique patented technology has been specifically built to address this. “*Super Holding*” is one of its core features and with a tagline of “*The quality of slow food with the speed of fast service*” might be just the answer that you need as you shift your business to match the demands.



*The need to prepare food quickly is important today.*

As explained by UNOX - just think of it like a fridge for hot items. You cook something, the Evereo keeps it warm. It doesn't continue to cook or dry the items, but rather holds them in their original state, just as they were when taken out of the pan. When an order comes in, you just need to take it out and box or plate it and you are done! You can prepare items hours in advance without worrying about the food becoming stale or dry.

A good example of its practical application was amplified during the MCO in Malaysia by a welfare support organisation - Food Aid Foundation. Food Aid supports disadvantaged communities by preparing ready to eat meals. During the MCO period, they were also able to assist and support the service of preparing meals for returning citizens who were placed in quarantine. During this time, meals had to be prepared earlier during the day for dinner as their staff were limited and there was an 8pm curfew. And quarantine locations were purposely placed away from the cities, making logistics a concern as well. Evereo made dispatch a snap for Food Aid as they were able to get volunteers to prepare food much early during the day and kept them warm even up till dinner time.



As we move towards to the new normal of customers preferring takeaways or deliveries, the capability of preparing hot meals and keeping them warm is more crucial than ever. This business model is bringing to light that changes to a restaurant's way of service must happen.

As UNOX believes in working hand in hand with their customers and supporting the industry in any way possible during these challenging times, UNOX ASIA has a special care package drawn up to encourage the adoption of an Evereo into the operations of F&B businesses. **"Evereo - the hot fridge with a heart program"** is offered to help customers get the benefits of a hot fridge with assistance from UNOX's team members and more. The attractive program will be available July 2020 onwards.

UNOX Asia's Regional manager, Ms Soo summarises her plans to us. *"The world has changed, the demands of the customers is now safety and speed. Evereo was built and designed for this purpose as we hope more in Asia will adopt the technology offered to sustain their business going forward."*

And just like any person or business having gone through the last few months, the offering of help and a warm meal anytime certainly warms the heart. 🍲

For more information, visit UNOX Asia website at [https://www.unox.com/en\\_my/](https://www.unox.com/en_my/)



# SPECIAL focus



## CLOUD KITCHENS - shooting for the SKY!

Cloud kitchens or Ghost kitchens might be something you have heard of constantly in recent months.

When we first heard of it, we were wondering why the term “Ghost” was used as it hardly gives us a hospitable feel. Well, Cloud or Ghost kitchens are basically non-visible kitchens that serve a F&B business that exclusively offers their food via delivery and takeaway only. In some documents, this is not confined to a building - a cloud kitchen could also be something on wheels, a moving container or mobile unit and more.



There are such kitchens already in existence in SEA though built and managed to serve specific F&B brands only. So, we ventured out, with masks and all to visit a cloud kitchen that would be able to cater to any F&B business and see what they have to offer.

One such kitchen is the newly completed COOKHOUSE right here in Petaling Jaya. Situated in one of the many supporting warehouses/industrial locations in the city, this cloud kitchen will be officially launched in July but has already been operational for the past month. *“COOKHOUSE is built for people in the food business who believe that through a community and shared resources, an individual “me” could become part of the greater “we” in a supported ecosystem”,* a sentiment shared strongly by COOKHOUSE founder Huen Su San when we visited the premise.

From the design and in-house facilities of COOKHOUSE, it is clear that much thought has been put into it.

For starters is the premise’s ease of access. All digitally monitored and controlled, you can access the premise anytime with the facility open 24 hours. Key cards and logins are in place to make it safe for access as we walk through the various areas.



Controlled access for security.

Starting with the first floor, COOKHOUSE knows preparing food is not just about the knives and woks, but also getting the necessary leg work out of the way. The first floor has been designed as a shared office with desks and chairs for you to get the necessary paperwork done for purchases, costs, meetings on menu design and more. Like a business centre, their *“Residents”* as how COOKHOUSE address their tenants can use these facilities.

As this works on a shared philosophy, the whole main area is divided into 5 sections. An Asian kitchen, a Western kitchen, A Baking section, a prep area and a washing station. This main area is available for rent and charges are based on headcount rather than a forced monthly or weekly commitment. And the model makes sense - "As a small operator, you might actually only need to use the kitchen for 3 hours to prepare your food or maybe just 2 days in a week. Charging on a daily basis for these operators helps them to ramp up their production with the professional equipment at hand and helps them keep their operating costs low" explain Su San.



Prep stations available in COOKHOUSE.



The "other" workstations before the heat and cooking starts is available for use.



Sturdy baking set ups for budding bakers to kick start their F&B dreams.

In the prep area, preparation equipment and workstations are available, and this also covers storage with a row of chillers and freezers in an adjacent room. And the other good thing is - you don't have to wash up after. There is a team and machine for washing the items used and as how chefs are train, the clean as you go culture is encouraged. There is also a room that was labelled as a packing room to enable residents to prepare their food for deliveries and takeaways.

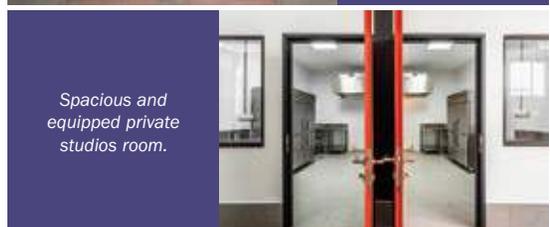
But if you have that secret ingredient that you would like to keep away from prying eyes, there are private studios available for rent for established brands as well. In your own space, the room is already equipped with the basic necessity of storage, sinks and workstations with the exception of the "cooking" equipment. And we can understand why. As different menu demands different skills and equipment, the space of these private spaces should be optimised to fit what the residents need most. By leaving the "cooking" element out and making it interchangeable, private studios residents can either bring their own or choose to rent equipment of choice from COOKHOUSE instead.



A view of the ready Western and Asian Kitchen.



There are up to 5 studios where you can easily rent and call it your domain.



Spacious and equipped private studios room.



*The demo kitchen available for testing*

There are 2 special areas that COOKHOUSE has decided to implement as well within the grounds. Events Arena which doubles as a cooking classroom with a stage or a cooking event hall and Demo Kitchen, a pop up like designed kitchen with a counter and sitting area. These 2 areas are open to residents and companies or groups to rent for launches or events as well.



*Founder Huen Su San.*

As a F&B business owner herself, Su San have designed and built this from an operator's viewpoint, taking her experience into account on what a budding entrepreneur needs to have. So, at COOKHOUSE they are not just offering an easy entry with space and equipment but also the "extras" on standby to help you grow your business. One very important extra is to be compliant to the requirements of the law when operating a food business - your food handlers' certification and obtaining (anti-) typhoid (vaccination).



*A well designed Events Arena with a stage and mobile wokstations.*

Other services available helps with marketing and logistics such as delivery services, POS systems, food order delivery systems, car rental and more. And to top it off, a room for photography with camera ready lighting is available for you to shoot your masterpieces as visual is as important as taste in today's dining experience.



The team at COOKHOUSE is ready to welcome you!

With this being the flagship facility for COOKHOUSE, this facility is for a strictly Halal only menu. In the plans for the company, other satellite cloud kitchen locations are in motion and will feature non-halal locations as well.

We are excited to see how high into the clouds (excuse the pun) these kitchens will take off with the expected changes in foodservice and we applaud ventures like COOKHOUSE on offering an alternate support the industry needs to stay afloat!

Our thanks to Su San and her team for the tour. 🙌



**Designer Cook Sdn Bhd**

3A Jalan PJS 3/1, 46000 Petaling Jaya, Selangor.  
 +(60)12 521 8855 | contactus@cookhouse.com.my

**Details of package:**

- **Shared Kitchen** : RM200.00 per pax per day (weekly/monthly passes also available)
- **Private Studio (equipped)** : RM3,000.00 - RM4,000 per month
- **Cooking Events Arena** : RM3,000.00 (Full Day)  
: RM2,000.00 (Half Day)
- **Demo Kitchen** : RM1,000.00 (10 Hours)  
: RM800.00 (6 Hours)

All residents have to be dressed appropriately. Aprons, hairnets are available for sale on site.

Available service partners at COOKHOUSE:

- OURFOOD by Air Asia • Aliments
- Unilever Food Solutions • Mr Speedy
- Food Market Hub • SoCAR
- Oddle

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# SPECIAL focus



## F&B INDUSTRY: where we STAND NOW and HOW WE can move FORWARD?

Over the last few months, we sent out a number of questions to our partners in the F&B industry to seek their thoughts and views on how the industry is doing, where it stands at present and how it can move forward in this time of a virus outbreak. Pulling in our partners from various sectors - LEVELS Studio on design, Meiko, T&S Brass & Bronze and Winterhalter on hygiene, Welbilt and RATIONAL on kitchen operations and productions and Halton on the environment - we managed to gather a wide scope of views from them on how Covid-19 will change the industry based on their respective areas of expertise.

If we look towards the ASEAN region, countries in SEA are in various different stages of the pandemic - some are facing their second or even third wave while others are still fighting their first wave. Regardless of which stage you are at, it is important that we work together as a group towards a common goal so that we can recover safely and hopefully, get things back on track, albeit with a few new rules in the game.

# Q&A SEGMENT

## OBSERVATIONS FROM INDUSTRY PARTNERS

The 3 main questions that we posed to our industry partners were:

**Q1: Most markets around the world were forced to stop, slow down or close due to the pandemic with tourism and hospitality gravely affected. Now that markets are reopening, what do you think will be the biggest change and hurdles in these sectors?**

**Q2: For your sector, would there be drastic changes in the demand of products or type of products? If so, why?**

**Q3: Moving forward, how can brands help to rebuild the industry?**



### **BEN GREGOIRE (LEVELS Studio)**

**A1:** In my opinion, the biggest changes in these sectors are increased hygiene expectations from guests. While I think temporary measures like temperature scanning and masks will wear off over time, design solutions like sneeze guards and hand sanitizing stations will become the norm in most F&B establishments. It will be our challenge, as designers to seamlessly integrate them into restaurant and bar design without making the restaurants feel clinical or sterile.

As for the hurdles, profitability will be the biggest challenge for restaurants and bars to overcome. Prior to the pandemic most F&B operators were working on razor thin margins to begin with and now they face a number of social distancing restrictions that will limit their ability to reach enough covers to turn a profit.

**A2:** We are listening to our clients and partners and for the moment, there haven't been any demands for drastic changes in design yet. Hygiene standards and sanitization requirements are on the forefront of everyone's minds and I suspect that there will be an increase in request for equipment like air purifiers, sterilizers, and sneeze guards etc.

**A3:** We have to support the industry that we work in. It's not all about the big, illustrious projects. Eat local. These restaurants and bars are the backbone of our culture in many cities and they need more support than large international chains.



**RUDOLF KITZBICHLER, Managing Director, MEIKO Clean Solutions (SEA) Sdn. Bhd.**

**A1:** It is obvious that cash flow will be biggest hurdle for nearly every industry. The next hurdle will then be how to restart and how to operate under the new circumstances. There is a lot of uncertainty and future that is quite unpredictable for the moment. If there is really to be a new norm, there will be additional costs for all industries specifically for the hospitality industry, which will most likely result in an increase of prices. There will also be a total change in trends, for example, before the pandemic; there was a trend for gathering at a restaurant and practicing an open kitchen concept. Now, the opposite may happen with social distancing and, the delivery business through a closed kitchen. Other changes that can be expected are of course, an increased need for hygiene practice and cleanliness.

**A2:** Being a part of the cleaning and disinfection industry, there is, of course, a different understanding of customers looking for our cleaning solutions nowadays. While before it was a “good to have”, now it is a “MUST have”, proper cleaning and disinfection. The standards of our warewashing machines are also increasing, and this will most likely move away from the trend “just wash” result to a “hygienic disinfecting washing” result. MEIKO has reacted to this and like always, continues to be an industry forerunner by certifying all our warewashing solutions on the effective inactivation of corona viruses including COVID-19. We are truly benefitting now that our solutions are also used in the medical disinfection industry, and that hygienic cleaning result was before COVID-19, our main aim.

**A3:** Re-building the industry will take some time as there are multiple factors involved. As a cleaning industry brand, we will indeed have a major part to play in helping the rebuilding process, which we are doing, by first and foremost, giving our industry partners assurance that their staff and guests are safe, and that their business is protected and in good hands. It would now be absolutely counterproductive for businesses and the industry to rely on products which are not able to achieve the hygiene protocols with water temperature and overpromising like washing without water. Hygiene is the key!



RELIABILITY BUILT IN™

**EVA-MARIE FOX, Vice President of Marketing at T&S Brass & Bronze Works, Inc.**

**A1:** The COVID-19 pandemic has sparked a public focus on hand hygiene like never before. That means that operators need to be ready to provide clean, healthy environments to keep customers feeling safe. Simple, effective changes like more handwashing stations and switching to hands-free washing can make a big difference in helping protect public health.

**A2:** Hands-free sensor faucets have been on a gradual rise for years as operators realized their benefits in both hygiene and water conservation. The COVID-19 pandemic has amplified that trend many times over.



Being able to wash hands without touching faucet handles is really significant right now. T&S is proud to help provide these critical safety products to operators all over the world.

**A3:** With the increasing focus on hand hygiene in the wake of the coronavirus pandemic, there’s been an intense interest in sensor faucets for nearly every kind of handwashing situation out there. By removing potentially contaminated touchpoints, sensor faucets help boost hygiene and protect public health at a critical time.



**KAREN FONG - Managing Director,  
Winterhalter Malaysia & SEAN MOORE -  
Regional Director, Winterhalter SEA.**

**A1:** In the medium to long term, there will need to be an emphasis on domestic tourism. Hospitality businesses will not be able to rely on international visitors for quite some time. Government assistance schemes, for example, the hospitality credits being offered in Singapore to get people back out and dining again will be critical in kick-starting the industry again. There is already a discernible change in dining habits. Home delivery is more popular now than ever and this is likely to grow. The industry as a whole will face the challenge in figuring out how to reassure guests that their product/service is safe and that customers can then return. The new norm has definitely created much hesitation in many with regards to dining out and outdoor activities.

**A2:** There may not be drastic changes in products required, but the level of sales could now be said to be drastically reduced. Where and when changes occur will be led largely by legislation. A move away from unhygienic practices and tighter rules regarding compliance and minimum working procedures would be expected. People now place great importance on sanitization practices. Related products like hand sanitizers and surface sanitizers in all areas of the front and back of house are now being exercised by the community. Therefore restaurant owners may have to look into sanitization as one of the key factors while they operate the restaurant, and this basically creates more opportunity for chemical sales.

**A3:** To help rebuild the industry, a collaborative approach is needed among manufacturers to share their experience and knowledge with the industry. Brands need to offer assistance in layout and design to end-user businesses. Where possible, brands and manufacturers should also offer complimentary equipment health checks, equipment training programmes, and industry advice (basically everything that was being done pre-Covid 19). This is now more important than ever. For extra value to the industry, value added benefits / services / consultation should also be offered to customers.



**A1:** Safe distancing measures and dine-in restrictions will continue to be challenging. However, takeaways and delivery pick-up operators need to adapt their processes to cope with the rising demand. Operating a successful takeaway or delivery business requires a very different approach rather than treating it as an extension of the dine-in business. Likewise, operations with buffets will also need to revisit their processes and how buffets will evolve post-pandemic.

**A2:** There will definitely be some drastic changes. Food safety and employee hygiene will become a top priority. At Welbilt, our 12 industry-leading brands have integrated sanitation standards into our product development with cleanliness and safety at the top of our minds. The second trend is the ability to cope with the speed and quick turnover needed with takeaway and delivery orders. That's where high-speed cooking becomes very relevant and which can be achieved with equipment such as our Merrychef high speed ovens and Lincoln Impinger® Conveyor ovens.



**A3:** The foodservice industry will need to change following this pandemic. At Welbilt, we understand the challenges that operators will go through. The "new normal" will see increased focus on sanitation, hygiene, digital connectivity, and for sure, projects will be handled differently. At Welbilt, we are committed to help operators deliver more productive and effective kitchen systems as the industry evolves. We have seen significant interest in cloud kitchens and takeaway/delivery. Welbilt's KitchenConnect and FITKitchen teams have the capabilities to address these issues and help our customers dynamically navigate through these challenges.



**MICHAEL FUCHS - Senior Vice President Business Development ASEAN, RATIONAL**

**A1:** Since almost every country in the world is dealing with the pandemic differently, there are also different challenges and hurdles everywhere. While in one country there are no restrictions at all, in another, people are not really allowed to do anything. However, hygiene will surely be at the top of the agenda everywhere, for a long time to come. In the hospitality sector, hygiene regulations have always been strict - as it turns out - for good reason. We see the biggest challenges in the fact that there has been an enormous loss of earnings and there are also numerous restrictions that require a lot of creativity. But this is where we can also see the opportunities; now is the time to rethink your concept, to try out new things and perhaps to work on new target groups. We see, for example, that many restaurants are building up a Take-Away business, either together with delivery services or on their own. Many of them would not have dared to do this before. Some are even changing their food production because they simply cannot afford to retain so many staff anymore. This is where our intelligent cooking system iCombi Pro can provide support. More and more customers are putting their trust in this cooking system as it works independently and delivers reliably the desired result. At the end of the day, our intelligent cooking systems save a lot of money, lower energy consumption, lessen the use of raw materials and cleaning chemicals and, above all, lower labour costs as well as help companies reduce costs in times when there are fewer guests.

**A2:** As the requirements for dining out tighten, eating habits and buying behaviour will change, and this in turn, will also have an impact on kitchen equipment. At RATIONAL, for example, we can see that the hospitality sector, whether it is catering, school catering, restaurant or retail, must become more flexible. Home office, home schooling and consumer uncertainty means that fewer guests are coming, they come at different times and they have different wishes. The breakfast business, for example, stagnates but the retail business with Food-to-go is growing. Fortunately, our cooking systems are extremely flexible in their applications (you can grill, steam, boil, roast and bake with a single appliance), therefore its possible to change the concept at any time, but the RATIONAL equipment remains the same.

**A3:** RATIONAL has more than 45 years of experience in professional kitchens. We have of course, seen a number of crises and know that the hospitality sector now needs our support. This could be new food concepts, new production strategies or even new cooking systems. The worst thing you can do now is, to do nothing. If you take a look at other crises such as the financial crisis or the dot-com bubble, you will see that these crises have accelerated existing trends. So, we support our customers and of course, also all those who want to become customers, in recognizing the trends and positioning themselves accordingly. At the moment, digitalization is picking up enormous speed and here, we can, for example, provide immediate support with our ConnectedCooking networking solution.

# Halton

## **DR. ANDREY LIVCHAK, Director Global R&D, HALTON Food Service**

**A1:** National and international tourism has virtually stopped. It will take a while for people to start travelling again, especially internationally. That means people will start going out to eat at local restaurants, and hence these businesses will be first to recover. Recovery will take longer for businesses relying on international tourism. The biggest hurdle for everyone will be how to bring customers back. Our goal is to help building owners create a safer environment for their guests and employees.

**A2:** Construction of new traditional restaurants with dining areas have slowed down dramatically and will not recover until we see people back in restaurants.

I think, recognition that this virus is air-borne and can potentially be carried over a ventilation system will change perceptions of HVAC (heating ventilation and air conditioning) systems. Indoor Environmental Quality (IEQ) will be viewed as an important factor with emphasis on ventilation systems and how well they can reduce risk of infection transmission. Solutions that can reduce this threat for existing buildings and instil confidence in customers for a safe dining experience will be needed. Changes are also coming to the foodservice segment with ghost kitchens and supermarkets offering food for takeout becoming more prevalent, especially now when there is still a pandemic threat.

**A3:** People are social creatures and they like good food - this is what will rebuild the industry. Call me an optimist, but I believe when this pandemic threat is over, and the economy is back on track, we will see restaurants full again with crowds of happy customers.



**A1:** The perception of value when spending on hospitality will see changes. Economies affected will see a lower spending power, though of course, those with their wealth unaffected will remain the same as before. This will require businesses to really look into what they can offer this “changed” group of consumers with redesigned services and products.

Increased demands for hygiene practices in operations will incur more costs and in areas where contact tracing and distancing exercises create long queues, a business will need to address this with new options to keep their customers from moving to another.

**A3:** It is important that we support one another through this trying time and be open to adapting to changes. What worked before might not be applicable now and this is where thinking differently is going to lead the way. Some F&B businesses and manufacturers in different sectors have made strides in creating a new category of business. PIVOT might just be the name of the new game.



As we continue to battle the virus and work hard to rebuild, recover and restart, the road ahead may be arduous with too many questions that are still unanswered. Do we go full on delivery? Is it the best time to expand with lower rental costs? Or should we consider winding up the business?

These are hard questions to answer when everyone is still in battle mode; our hope is that with the industry coming together, blue skies will be seen ahead soon and light will shine at the end of the tunnel. 🌤️

**In the meantime, stay safe, stay strong and stay positive!**



Case Study



### Austria Campus

Simply one of the largest intercompany catering hubs in Europe in the middle of a brand new area of Vienna. See for yourself the solutions designed for this project.



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Hygiene and food safety is something we have cared about from the very beginning. It actively shapes both our innovations development and our design practices for our customers' projects. Your projects!

The bigger the kitchens capacity, the stronger the hygiene and safety demands are. With a capacity of 10,000 meals a day, the Austria Campus' has one of the biggest intercompany catering hubs in Europe, operated by Eurest. The project team has chosen a large selection of Halton's HACCP certified hoods and ventilated ceilings.

Enabling Wellbeing

# Halton

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## KOREAN FRIED CHICKEN: the rise of a GLOBAL PHENOMENON

An alternative to the world- renowned western fried chicken, Korean fried chicken has made a name for itself across and beyond South Korea. Surprisingly less oily than its American equivalent, Korean fried chicken comes in mostly crispy and sometimes, spicy versions that are enjoyed all over the world. With delicious bone-in portions of chicken, dipped in batter before fried to a crispy perfection, Korean fried chicken is a culinary conversation worth digging in.

Although the history of Korean fried chicken is as we know it today, there are some clues as to its origin. However, we can only know that by looking at the history of fried chicken itself.



### FRIED CHICKEN ON ROYAL TABLES

It appears that people in Southeast Asia first domesticated the wild ancestors of today's chicken. Whether or not chickens were eaten the right way, there are certainly theories that chicken at that time was rather revered and considered divine. Despite the reverence, fried chicken first started appearing on the royal tables of Asia, the Middle East, and West Africa. Even at that time, a twice-cooked approach was adopted, braising chickens after quickly frying them - a technique certainly familiar to Korean fried chicken today.



Photo from Wikipedia.

### STARTING WITH THE EARLIEST FRIED CHICKEN RECIPE...

The earliest written recipe for fried chicken high likely came from a British cookbook published in 1747 by Hannah Glasse - *The Art of Cookery Made Plain*. The recipe almost immediately became a hit in the country and among its colonies, a fame which later spread across the American southern states. At that time, fried chicken was regarded as *"butchered pieces of chicken to be floured and fried in hog's lard"*.

### SO HOW DID FRIED CHICKEN MAKE ITS WAY TO ASIA?

First introduced to American-style fried chicken during the Korean war between 1950 to 1953, Koreans took a while to warm up to the idea of eating fried chicken. Koreans who were accustomed to steaming their chicken were introduced to the concept of frying battered pieces of chicken by American troops who were stationed in South Korea during the late 1940s and early 1950s. But it's only a few decades later that fried chicken took off in the country following the end of the war.

As the war brought impoverishment upon South Korea, Korea struggled to develop economically during the 1960s. Chicken was becoming more expensive and the average household income was dwindling. Thus, not many were going out for chimaek (*"chi"* from chicken, *"maek"* from the Korean word for beer). Yet, it wasn't the end of the era for fried chicken in Korea. On payday, workers would bring home whole rotisserie chickens bought at local markets, packed in yellow bags to share with loved ones. It was the same time the rotisserie oven arrived in South Korea, incepting the first foothold for chicken in the cultural conscience of the country. What seemed like an indulgence or once-a-month luxury snack, then became a sensation when cheap cooking oil arose in the market, alongside the take-off of household income at the beginning of the 1970s.

At the same time, the *"Miracle on the Han River"* emerged, a period of rapid economic growth in South Korea following the Korean War. Cheap cooking oil became widely available to accommodate new ways of cooking. Domestic chicken production began to ramp up making chicken more affordable. Disposable income resurged, directly leading to higher chicken consumption for average Korean households. As a result, families began to prepare their own fried chicken - seasoning and coating their fried chicken in flour before dunking it in hot oil.

The movement continued as Kentucky Fried Chicken (KFC) penetrated the peninsula, exposing Koreans to a variety of chicken meals. During this time, the type of fried chicken that was being sold often came with a thicker breading. It wasn't until the late 1980's that fried chicken in their current form in Korea started to appear. Ambitious entrepreneurs



too, began to join the movement to serve the growing demand for fried chicken. Some began to set up their own restaurants which led to fierce competition without no single definitive recipe. Chicken was once considered a delicacy in Korea, stewed whole with dates and ginseng and reserved for special occasions. Their growth was bolstered by the financial crisis of the late 1990s - some who lost their jobs turned to opening chicken joints.

Lim's Chicken aced through, opening the first fried chicken franchise in Korea in 1977. Lotteria joined in two years later by selling individual pieces of chicken. The movement grew and turned into an era what we know as the earnest beginning of fried chicken in Asia.



Image from 2bearbear Singapore Travel Blog.

### KOREAN FRIED CHICKEN TODAY

There are approximately 87,000 fried chicken restaurants in South Korea alone, according to a report in the Korea Economic Daily. In comparison to 38,000 McDonald's and 43,000 Subway outlets worldwide, the number of Korean fried chicken being sold in the nation alone is definitely something worth the boast. Plus, in the recent years, the Korean fried chicken phenomenon has gone full circle, with more stores opening in the U.S.

The top Korean fried chicken names in South Korea are Mexicana Chicken, Pelicana Chicken, Kyochon Chicken, and Genesis BBQ amongst other top 15 restaurant outlets known for their fried chicken delicacy. Some theorise that the boom was also a part of the Korean drama sensation such as My Love from the Star and even the 2002 World Cup. What we do know is Korean fried chicken has become a popular food offering served with soju or cold beer, defining a culture of its own. Koreans even came up with a new word for the combo of fried chicken and beer - chimaek; promoting beer and fried chicken as a perfect match.

Likewise, in the culinary world, chefs have learned to experiment Korean fried chicken by adding different textures to chicken wings, driving the interest of foodies while elevating the simple dish to warmth, relevance, and perfection, alongside reinventions of flavours. It looks like Asian flavours have been pushing the bounds of culinary for good, and Korean fried chicken is certainly in the list. 🍗

Source: South China Morning Post, TheStar



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## strategies for KOREAN FRIED CHICKEN restaurant business

Some food and drinks trend complement each other, while some trends lead to the resurgence of another trend. Some trends stay, while some trends die. Trends may come and go quickly in Korea, but some trends can remain successful if business owners know exactly what and who they are dealing with - demand, customer groups, supply chain, and everything else that should fall into consideration prior to starting a restaurant business that offers Korean fried chicken.

## KOREAN FRIED CHICKEN + FRYING TECHNIQUES

Korean fried chicken explores a variety of cooking methods and special sauces in the culinary world. Some popular ones are curry-flavoured fried chicken, “snow wings” with cheesy powder, fried chicken marinated in garlic soy sauce, oven roasted chicken, fried chicken covered in chilli sauce, and even “half-half chicken” whereby a whole chicken is deep-fried but only half of it is sauced.

Yet, there are claims that only some methods qualify for “authentic” Korean-style chicken. Despite the claims, the many chimaek styles continue to hatch new techniques and flavour combinations, and somewhat continues without the consideration of what counts and doesn’t as a fried chicken technique. While there’s no hierarchy to fried chicken, there’s always a diverse range of tastes that caters to a variety of tastes. Included in the list is:



### Proto-Korean Fried Chicken

This whole roast chicken also known as tongdak is prepared by deep-frying a whole chicken. In the 1970s, tongdak was popular because it was the only type of fried chicken sold in Korea. (Image from Wikipedia)

### Chicken Cooked On A Charcoal Fire

In Korea, embers of charcoal also known as sutubul is used for barbequing chicken. Korean style charcoal-cooked chicken produces the best texture especially when using charcoal or wood briquettes. (Image from Chowhound)



### Sunsal, Boneless Chicken

Boneless “sunsal” wings are often a hit on the menu. While there are many techniques to frying, double frying would be the most effective technique to frying sunsal.

### Yangnyeom Chicken Covered In Sweet And Spicy Sauce

Yangnyeom means “seasoned” and tongdak means “whole chicken.” Traditionally, in this technique, a small whole chicken will be cut into chunks, coated in dried ingredients or batter, fried, and mixed with a sweet and sour, spicy sauce. (Image from Asian Inspirations)



### Padak, Chicken Smothered In Leeks

Padak is a Korean chicken dish made from fried chicken and scallions. Although double fried in the same way like any other fried chicken, the padak recipe went viral in Korea few years ago for its unique mixture of flavours. The fried chicken is topped with thinly sliced spring onion and dressed in a sweet and tangy Asian dressing, giving it a mixture of flavours, compelling restaurants to include it in their menu. (Image from Wikipedia)

### KOREAN FRIED CHICKEN + ALCOHOL

People are very passionate about their Korean fried chicken; how they're cooked, and the various flavours they come in. They equally care about what goes along with Korean fried chicken. If you have visited Korea, you would know that having a conversation about chicken in Korea is incomplete without a discussion of alcohol. Although Koreans do typically eat Korean fried chicken with non-alcoholic beverages, chicken is still recognised as the “*drinking food*” or what Koreans call as anju. The word alone says a lot about the importance of food, especially Korean fried chicken in the drinking culture of Korea. In Asia, most restaurant chains specialising in Korean fried chicken do not serve alcohol. Yet, independent restaurants and restaurant bars offering Korean fried chicken are slowly beginning to adopt the chimaek culture, better known for its accompanying anju.

Although chimaek has been around for a while, the term itself rose to popularity only in 2010, which was the year of the World Cup. 2010 was a golden year for chimaek, nearly turning it into a national dish from just-another national hangout trend. The only reason being so is the way Korean fried chicken deliciously complements a good drinking session. Its' crunchy, salty, greasy, and messy texture not only fits the profile of a perfect drinking food, but also helps the further rooting of Korean fried chicken as an important F&B trend that's here to stay. Perhaps, the combination of Korean fried chicken and beer can be a unique proposition to the business models of many aspiring entrepreneurs out there.

### KOREAN FRIED CHICKEN + MILLENNIALS

With franchise chains of all kinds, it is no secret that the Korean fried chicken is an intrigue among the millennials. Millennials crave adventure in taste buds, and Korean fried chicken doesn't fall far from their appetite. Studies show that this generation likes to enjoy a variety of ethnic foods, likes to cook, and likes to be creative in the kitchen. Perhaps, Korean fried chicken also works for millennials in the sense that they can grab one whenever they're feeling a little lazy.



But it's not only that. Korean chicken wing could be the ultimate Millennial food, thanks to shareworthiness and participation. While the generation wants to be served good food, they also desire the freedom and flexibility of choosing their own sides and sauces. Such concept allows the Millennials to create their own experiences, which certainly brings differentiation to a restaurant. Plus, Korean fried chicken is definitely something worth devouring with friends or family.

## LEADING BY SUCCESS

### Korean Fried Chicken Restaurant Chain - Kyochon

Kyochon is a South Korean fried-chicken restaurant chain founded in 1991. One of the largest Korean fried-chicken restaurants in South Korea, Kyo stands for wisdom and enlightenment while Chon means village. The restaurant boasts that its chicken stays crispier due to the method of dipping chicken in a sweet garlic batter before frying and the elimination of pre-frying which makes room for “better-being” as Kyochon claims.

Kyochon has successfully expanded across different parts of Asia using its full-service restaurant which cooks food fresh on order every time instead of using the fast food joint concept. The chain uses only chilled, antibiotic-free and hormone-free chicken meat, delivered daily by the brand’s carefully selected suppliers. The brand’s imported sauces are also 100% natural and MSG-free. As Kyochon incepts brand trust among its consumers, it is no secret that the brand has made a mark of its name in the world of Korean fried chicken.

According to Kyochon, part of its success also comes from social media and digital marketing. Despite the lack of funding for launch marketing in Malaysia, the restaurant chain used Facebook and Instagram instead which eventually enlarged the interest for the brand.

### 4Fingers

4FINGERS is a Singaporean multinational restaurant chain headquartered in Singapore. Founded in 2009, the chain has 28 stores across Asia, Northern America, and Oceania. The brand is known for spicy, crispy, unique fried chicken accompanied by its hot and spicy sauce, so much so that just from a single store in ION Orchard in 2009, another six stores joined the movement in just two years. In 2014, The brand expanded to 21 outlets in Asia-Pacific within only four years. Since then, the brand has welcomed Malaysia, Indonesia, Thailand and more to come as some of its strong allies.

Like Kyochon, 4FINGERS food is prepared only upon order. The sauces in particular are also known for the way they are made - using the traditional Asia method of fermentation that incorporates natural herbs and spices, soybeans, water, and 5 months under the sun. Not only that, every piece of chicken is hand-brushed with their signature sauces. 4FINGERS originate after the idea of its founders who tried Asian-style fried chicken in New York City and strongly felt that they can improvise it. As a result, both the food offering and interior design have become an



Kyochon's strong and active Instagram feeds - Screen capture image from Kyochon's Instagram account.



4Fingers - Image from Malaysian Flavours.

edge for the business. Most of 4FINGERS outlets feature graffiti-marked walls and directional signs that portray the New York-grungy street style and subway signs. The Australian outlets, on the other hand, stock a variety of ciders and artisanal beers, alongside local wines and soft drinks to pair up with the Korean fried chicken servings.

## NeNe Chicken

NeNe means “Yes Yes” in Korean. Hence, “Nene Chicken” means “Yes Yes Chicken”. The restaurant has been serving Korean fried chicken since 1999 with over 1,200 outlets across South Korea alone. Riding on the Korean wave, the expression is commonly used by Koreans to show their willingness to put the best effort in any kind of situation with a positive mind. Franchises outside South Korea currently exist in Singapore, Malaysia, and Australia. One of the reasons NeNe Chicken is riding on the Korean wave successfully is the convenient service it offers to customers. When feasting at Nene Chicken, customers can avoid dirtying their hands. Unlike most fast food restaurants, customers who visit NeNe Chicken are provided with plastic gloves, a very neat idea that makes the experience unique.

It is apparent that Koreans are the undisputed Asian masters of fried chicken. While trends come and go quickly in Korea, the mastery certainly holds opportunities intact for business owners who consider going into Korean fried chicken restaurant business. At this point of time, at the very least, it looks like Korean fried chicken has no signs of slowing down, and is here to stay in Asia. 🍗

Source: 10 Magazine, TechnAsia



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**46** POST-COVID19 LANDSCAPE:  
THE GOOD, THE BAD & THE  
NEW NORMAL

**48** THE NEW NORMAL:  
COVID-19 & THE NEW  
HOSPITALITY LANDSCAPE



## POST-COVID19 landscape: the GOOD, the BAD & the NEW NORMAL

The world has vastly changed, only in a matter of months. With thousands of deaths, and hundreds more who have fallen ill, coronavirus has been the biggest, least expected episode of crisis that has happened to us in a long time. The others, who are well and still out there to get life working for them, are either having a hard time adjusting to the “new normal” or breeding new opportunities where they are it.

In various way, our lives have been changed by Covid-19. But has it been for the worst or better? Perhaps, there is a silver lining to Covid-19 that we are failing to see due to our blindspots. Or as UN mentioned - perhaps, going back to “normal” is not good enough.



### **THE GOOD**

Rahm Emanuel once said, “You never let a serious crisis go to waste.” Covid-19 has left its mark on atmospheric carbon dioxide levels among other good things, and this isn’t the first time an epidemic has made this happen. Throughout history, even well before the industrial age, it is notable that global pandemics are linked to lower emissions. In other words, during and after pandemic, global emissions can certainly drop immensely after a year.

Transport makes up 23% of global carbon emissions worldwide. Driving and aviation, in particular, contribute to 72% and 11% of the transport sector’s greenhouse gas emissions, respectively. These emissions have especially declined for the short term in countries where public health measures were introduced, such as encouraging people to stay home, and cutting down unnecessary travelling. So, during the coronavirus lockdown, less travelling definitely means less vehicles.

The reduction in emissions has to do with reduced industrial activities too, which contributes to carbon emissions on a comparable scale to transport. Manufacturing, construction, and chemical processes can definitely contribute to high combined emissions, up to 18.4% of global anthropogenic emissions. Here, less industrial activities directly means less emissions. In fact, in the recent months while the lockdown in many countries across the world took place, we have been seeing headlines such as:

### **Covid-19: A Wake-Up Call from Mother Nature**

*Covid-19 has shown the world that the destruction and abuse of non-human life can, in turn, have serious health repercussions for humans. In other words, the practices that are leading to biodiversity loss-and by extension to environmental degradation-are also leading to the emergence of pandemics. This shows a broader entanglement between health and ecology: in fact, experts argue that an ecological crisis is at the root of this health crisis.*

**(Excerpt from The Review)**

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### **The Largest Arctic Ozone Hole Ever Recorded is Now Closed**

*“Just as suddenly as it first formed, a record-breaking ozone hole has healed. The largest ozone hole to ever open up over the Arctic is now closed, after first opening up earlier this spring. Scientists monitoring the “unprecedented” hole at the Copernicus Atmospheric Monitoring Service (CAMS) announced the closure last week. Despite coronavirus lockdowns leading to a significant reduction in air pollution, researchers said the pandemic likely was not the reason for the ozone hole closing.”*

**(Excerpt from CBS News)**

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### **Covid-19: A Blessing for Pangolins?**

*“More than 90% of Chinese say they would support a total ban on the trade in wild animals, no matter what the purpose. The realisation that wildlife markets allow diseases to spread to people may spur action. When China announced the ban, the World Wide Fund for Nature (WWF) called it a timely, necessary and critical step.”*

**(Excerpt from Chinese Conservation Survey & The Guardian)**

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### **Wild Animals Wander Through Deserted Cities Under Covid-19 Lockdown**

*“Film footage of a civet cat roaming the deserted streets of Kozhikode in the Indian State of Kerala went viral on social media, while a puma turned up in the centre of the Chilean capital Santiago, a city which is under curfew. In Europe, wild boar have descended from the hills around the Catalan city of Barcelona, while ducks were seen walking near the Comédie Française theatre in central Paris. In the Mediterranean, dolphins have reappeared in several ports.”*

**(Excerpts from RFI)**



## THE BAD

To the most of it, a global pandemic that has claimed the lives of people shouldn't be seen as the ultimate way of bringing environmental change to the world. Plus, while these are good news that we should lavish on for this year, it is far from certain how long they will last. Will the dip in emissions continue to sink? Or will the carbon and pollutant emissions go back to normal so much so that it will seem like a clear-skied interlude during Covid-19 never happened? Will the changes we see today become a persistent effect as the pandemic eventually subsides? Or will it eventually evaporate?

To start with, the pandemic has increase household waste, thanks to most people staying home in compliance with the MCO. Due to packaging from food delivery alongside online purchases, household garbage has piled up. Another category of waste such as medical waste has also increased though medical waste is classified as "scheduled waste". Face masks and sanitiser bottles have ended up in the rivers due to public and commercial premises. Plus, there are also more chemicals that are being used during the pandemic for sanitation and disinfection purposes. While the fact that the increase in household waste can be evened out by overall reduction of industrial and institutional waste during the lockdown period, waste management continues to be that one thing that brings concerning issues of landfills, food waste, and other related impacts.

We have to admit that the hospitality industry was devastated at the start of Covid-19 and is continuing things better for all in a post-Covid landscape. In China, streets of Wuhan and business centres were deserted after authorities implemented a strict lockdown. In Malaysia, F&B establishments were faced with the immense of pain of overheads while trying to cope with Covid-19 and the lockdown that brought close to

none traffic. In London, a city bustling with bars, pubs, and cafes, people have been told to stay in their homes. Worldwide, the aviation industry buckled down as flights were being cancelled and turned around mid-air, an industry that is closely linked to the hospitality industry on many levels. As industries, transport networks and businesses have also closed down due to disruption in logistics. This has brought a sudden drop in carbon emissions, but it definitely is a time of horror for the economy, especially for some sector-dependent economies and surviving economies. A double-edged sword, should we call it?

In essence, the coronavirus outbreak has drawn mixed reactions from different stakeholders - businesses, climate scientists, countries, and consumers. While communities have taken big steps to protect each other from the health crisis in a myriad of ways, the speed and extent of the response for human beings has only given us a glimpse of hope that the same manner of rapid action could also be taken on climate change, if we begin to see that we have to treat it urgently. It shows us that be it at national, international, or individual level, action can be taken.

Plus, times of change can lead to the introduction of lasting habits. Most of us have learned from the Covid-19 outbreak that some habits that are coincidentally good for the climate should continue such as cutting down on food waste and travelling less. In the coming article, let's view how hospitality businesses jump into the bandwagon of dealing with Covid-19's new normal, and how dining habits have immensely changed. 🍴

Source: UN, BBC, RFI, Chinese Conservation Survey & The Guardian, CBS, The Review



## the new normal: COVID-19 AND THE NEW HOSPITALITY LANDSCAPE



As a result of Covid-19, the foodservice industry has been operating intensely, churning strategies to adapt and cope during the pandemic. Now that we are preparing for the post-Covid era in Asia, or at the very least in Malaysia, a majority of restaurants, hotels, cafes, and businesses are anticipating changes, if not further changes, in operations - having anticipated financial impact nation-wide and worldwide. While many nations in Asia have looked into relief aid solutions to keep industries such as the foodservice and hospitality industry afloat, not many can hold on for long. In response, the foodservice and hospitality industry players have been adjusting their operational strategies urgently to increase agility, while maintaining business continuity, particularly in supply chain and procurement.

Sharing the same concern are equipment manufacturers in the foodservice industry, more so because the demands and habits in dining out have changed. The types of products, locations of the manufacturing plants, and the demographics of the

employee base have all a major role in determining a manufacturing operational status. While factors such as this might have felt like steering into a “storm” for the foodservice industry, let’s first look into some of the changes that have taken place in the dining habits as a result of the blow.

### CHANGES IN EXPECTATIONS

First of all, the expectation of a restaurant service has changed. Friendly service that has been central to the whole dining out experience is no longer fully appreciated as smiling waiters and waitresses will be replaced with staffs in masks which hides half of their face. Not only the dining-out experience is stripped off to some effect, the restaurant dining experience is also set to transition into the era of social distancing where some limitations will be introduced. These limitations will most particularly include a maximum number of diners to be allowed into the F&B premise and per table, as well as on keeping a safe distance between tables.



### CHANGES IN BUSINESS MODEL

With the expectation of pivoting from a “dining out” business model to an online ordering platform, comes elements of change arise in a restaurant business model. For some restaurants, that would mean tweaking and streamlining menus in order to offer food offerings that are conducive to travel well. From a cost perspective, an average commission of 30 to 35 percent to food delivery platforms should be included. While this means the price under the new business model would only cover the cost of goods sold, it is important to streamline the variety of foods sold so focus can be given to the foods that are being sold via online ordering platforms such as GrabFood or Food Panda.

For bigger restaurant chains, the concerns are equally big. More restaurants operating on the big scale are adopting business models with radical takeouts and bespoke services such as private catering options and delivery. While some restaurant groups are investing in technology and e-commerce to cater to the takeout model, some choose to look into the possibility of retail marketing where its signature dishes will be packaged and sold in the retail market. At this point, multitasking is important as marketing and public relations strategies will be put into place while the outlet management goes through the necessary SOPs. Simultaneously, the back-of-house (BOH) kitchen will undergo technological and technical trainings to get accustomed to GrabFood orders and other online orders.



### CHANGES IN DEMAND & SUPPLY

Another challenge is the scarcity of supplies leading to increase in the prices of premium and imported ingredients, which will compel big restaurant chains to change their menu choices and conceptual direction. Plus, the big question remains - Will things return to normal in the immediate future? For some, it certainly looks like six to nine months before the foodservice industry returns to pre-MCO days. The main reason for the concern is the loss of consumer confidence, which has been a major challenge in terms of demand for most businesses in the foodservice and hospitality industry. Adding to the problem is the demand for contactless services which will only cause the spiralling down of employment.

## WITH THESE CHANGES, ARISE...

As the foodservice industry continues to deal with the crisis and moves toward recovery, one thing is certain for F&B operators and food equipment manufacturers - a plan needs to be put in place to begin the process of meeting the new demands and the new normal. We know from our recent discussions with some known equipment manufacturers in the foodservice industry that leadership starts with identifying the needs of operations - a playbook that should be proficiently managed to guide all activities dedicated to bringing back that normalcy to the industry in a time such as this.

### New Formats of Kitchen

Covid-19 certainly brings to our attention the rise of new formats of commercial kitchen. A new format of kitchen that has found its necessity for countless businesses worldwide in the present time is ghost kitchens. Even if the “mysterious” kitchen concept wasn’t investing in a shared space or cloud kitchen per se, coronavirus forced operators to turn their typical venues into delivery- and takeout-focused spaces that mirrored the necessity of change. But that tells us something - as takeaways and delivery pick-up, operators need to adapt their processes and service speed to cope with the rising demand.

Operating a successful takeaway or delivery business requires a very different approach rather than treating it as an extension of the dine-in business. Such change in concept requires the ability to cope with the speed and quick turnover for takeaway and delivery orders, a place where high-speed cooking becomes very relevant. With equipment such as Merrychef high speed ovens and Lincoln Impinger® Conveyor ovens, cooking can be done even before the order comes in. **Merrychef’s high-speed ovens** allow shorter cook times, higher energy efficiency, and ventless operations with touchscreen technology. The oven makes possible the capacity to cook large volumes of high quality food especially for busy kitchens.

For restaurant businesses that are stepping into this new era, conveyor ovens can be similarly helpful. The **Lincoln Impinger® Conveyor ovens** enable rapid heating, cooking, baking, and crisping of food through the air impingement technology. The technology is known for eliminating operator error and providing quick, consistent results for F&B establishments. For more information on how these series of ovens can cater to the capacity and speed of your kitchen, perhaps as a way to accommodate a new and faster format of kitchen, you may visit [www.welbiltasia.com/](http://www.welbiltasia.com/).





### **The Reopening of Restaurants... and The Importance of Ventilation**

Most markets across the globe came to a halt during Covid-19 while some slowed down due to the pandemic. With tourism and hospitality being one of the industries that were gravely affected, the reopening of the industry should certainly accelerate the hopes of business owners. However, one of the biggest hurdles to its reopening could be ventilation. According to the scientific journal *The Lancet Respiratory Medicine*, the small coronavirus droplets that potentially contain virus particles can float in the air in a particular room or area for many minutes. Contributing to the containment is poor ventilation. UvA physicists and medical researchers, therefore, have suggested premises to take note of appropriate ventilation and encouraged good ventilation in public spaces to curb the spread of the virus.

In fact, physical distancing in F&B establishments may not entirely help the prevention of Covid-19 as the spaces can still accommodate the spreading of virus if not ventilated properly. When the virus droplets linger in the air for a long time, even proximity tracing via smartphone apps will be an less effective precaution. It is vital, therefore, to consider the recommendations of researchers and healthcare authorities ensure adequate ventilation upon the reopening of F&B premises.

According to Halton, it definitely seems like it will take a while for people to start travelling again, especially internationally. But that means consumers will begin to go to local restaurants, which means local restaurants will recover first. The recognition that this virus is air-borne and potentially can be carried over a ventilation system will change perception of HVAC (heating ventilation and air conditioning) systems. Indoor Environmental Quality (IEQ) will be viewed as an important factor with emphasis on ventilation systems and how well they can reduce risk of infection transmission. At this point, the biggest hurdle for all business owners will be ways to bring customers's confidence back. Yet, as an equipment manufacturer in the foodservice and hospitality industry, Halton's goal remains the same - help F&B business owners to create a safer environment for guests and employees within premises.



Fortunately, Halton has anti-viral solutions that will help make guests and employees safer by reducing the risk of virus spread. Having done extensive research to establish criteria for ventilation design to mitigate airborne transmission of infectious disease, Halton Health Segment together with Halton Foodservice have decided to deploy **Halton SafeGuard UVGI (Ultraviolet Germicidal Irradiation) Solutions** to resurrect the foodservice and hospitality industry. With UVGI Return Air Grill System, UVGI Overhead Light and UVGI Stand-alone Mobile Filter, ventilation should be less of a hurdle for businesses that want to recover during a time such as this. For more information on its system capabilities, please visit [www.uvrestaurantsolutions.com/uvgi/](http://www.uvrestaurantsolutions.com/uvgi/).

*You can read more about Halton's SafeGuard UVGI on page 12 ( News & Events Section)*



### **The Importance of Hand Hygiene.. and The Role of Faucets**

As we continue to talk about hygiene, let's also talk about how Covid-19 has sparked a public focus on hand hygiene like never before. As businesses begin to reopen, providing clean and healthy environments to keep customers safe are becoming more important than ever. For F&B establishments, this starts with implementing more handwashing stations and switching to hands-free washing, which can certainly make a big difference in helping protect public health.

In fact, hand hygiene has created some of the biggest waves of change in the foodservice and hospitality industry. The availability of hand stations, the distance between people during dishwashing, and the cleanliness of the restaurant are some of the factors customers evaluate as they dine in. The awareness of handwashing in itself has become the blessing in disguise for those who have been too "comfortable" with their handwashing practice for the longest time. That means operators need to be ready to deal with all these expectations, and move towards friendlier faucet solutions.

For **T&S**, this is not a surprise. A huge spike in demand for sensor faucets is already seen in the industry due to the reduced risk of spreading of germs through touchless activation, and a big cut in the amount of water per hand wash wasted and electricity consumed (reducing water means using less hot water; less energy invested to heat water). With the increasing focus on hand hygiene in the wake of the coronavirus pandemic, there's been an intense interest in sensor faucets for nearly every kind of handwashing situation out there. By removing potentially contaminated touchpoints, sensor faucets help boost hygiene and protect public health at a critical time.

**Hands-free sensor faucets** have been on a gradual rise for years as operators realised their benefits in both hygiene and water conservation. With the Covid-19 pandemic taking things by storm, the rise has only been amplified. Being able to wash hands without touching faucet handles is really significant right now and T&S is presently, gladly helping provide these critical safety products to operators all over the world. For more information on T&S's sensor faucets, please visit [www.tsbrass.com](http://www.tsbrass.com).



### Food Delivery... and The Need for Food Holding

As food delivery becomes the “new normal”, concerns on food protection and food safety should become the new normal too. Often overlooked in the food delivery process, food holding plays an important role in making sure food is safe for consumption. Separating raw from ready-to-eat foods, using containers that protect the food from insects or rodents, and holding temperature should be protection measures that should be in place before a restaurant business considers setting up an online food order service.

But it’s not only that. When considering a food delivery as the new business model, foods need to be stored properly prior to being delivered, with further consideration of quality, speed and efficiency. That brings us to the primal question - Is it even possible to combine the quality and safety of slow food with the efficiency of fast service for a food delivery model? Is it possible to maintain foods at their original taste and appearance or perhaps, preserve them while avoiding overcooking? Can food be preserved at the temperature you want to serve it?

With **UNOX’s Hot Fridge, Evereo**, it is likely possible. With Evereo’s innovative service-temperature preservation technology, food can be served at the temperature you want it to be served. Evereo allows the holding of trays of cooked food that have not been vacuum sealed for more than 2 hours, in contrast to holding cabinets of traditional capacity. With the technology’s precise atmosphere and temperature control, restaurants can worry less about their menu offerings as food can be held in closed containers for up to 8 hours with quality results. Evereo can be used as a reliable holding cabinet to obtain longer preservation times or taking full advantage of the food preservation at service temperature technology, keeping restaurant dishes ready for days. With features such as “*Superholding*” and other forms of flexibility, stepping into the new era of commercial kitchen definitely seems hopeful. For more information on Evereo, please visit <http://www.evereo.com/>.





**Concerns of Hygiene...  
and The Need for Dishwashing.**

We can't talk about the "new normal" without talking about hygiene. Hand sanitisers, surface sanitation - you name it. Rebuilding the foodservice and hospitality industry will take some time and it will take more time if hygiene and sanitation are neglected. An abstract yet crucial part of this is creating a space of assurance where customers and employees can be safe.

Yet, there are multiple factors involved in making this happen. For equipment makers in the industry such as MEIKO, expectations towards hygiene and sanitation, in particular, have seen drastic changes especially in the demand of products. As a part of the cleaning and disinfection realm of the industry, there is now a different understanding of what customers are looking for in cleaning solutions. Previously, cleaning and disinfection were optional or rather "good to have". Now, it is a "MUST have". For MEIKO, the standards have increased. Ware washing machines are slowly moving away from the "just wash" trend towards a "hygienic disinfecting washing" result. But as one of the leaders in the industry, MEIKO sees this as the way to run the race. The company has responded to Covid-19 by certifying all of its ware washing solutions on the effective inactivation of coronaviruses.

One of the equipment that accommodates such change is **MEIKO's M-iClean HM**. Suitable for large washware and confined workspaces, the M-iClean HM hood type dishwashing machine offers higher wash cycles while saving up to 30 minutes of wash everyday. The machine also offers an automatic hood system, automatic rack detection, and easy human-machine communication using an innovative signal concept and eye-level operating panel. Not only do these features reduce the strain of employees, M-iClean HM also helps the restaurant service to implement a robust hygienic practice in place with sufficient confidence of preventing the spread of Covid-19, effectively and efficiently.

We have all had to accept and adapt to the changes that this new world has brought, and these are just a few steps that can be taken to ensure your business is more agile and resilient to an ever-changing environment. For business owners in the foodservice and hospitality industry, the lessons we are learning together around the world are evidence of the clear need for a transition to a more efficient and effective business environment, by using the right technology and equipment. 🍷

**Source: The Star, QDA, equipment brands' websites**



*The potential possibility that every foodservice serve sanitised and packed for service.*



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## MEIKO: expanding territories with MEIKO GREEN

When we hear MEIKO, we think of a leader dedicated to perfecting cleaning and disinfection solutions in the hospitality and foodservice industry. A known name among the hospitality professionals especially for commercial dishwashing, MEIKO needs no introduction. In the recent years, fortunately, MEIKO has decided to expand its territories into sustainability. MEIKO began to set up MEIKO Green, a company solely dedicated to reducing food waste in a much sustainable manner and bringing sustainability to the forefront of the world.

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MEIKO: EXPANDING TERRITORIES WITH MEIKO GREEN



### THE GREEN START TO MEIKO GREEN SOLUTIONS

Founded by MEIKO and BioTrans in March 2018, MEIKO Green Waste Solutions combines more than 30 years of experience in food waste management system. MEIKO Green Waste Solutions was a decision made by the MEIKO group to sustain its core focus on commercial dishwashing and food waste management systems, as much as both are linked to one another. At the same time, the innovative solutions were meant to solve a massive problem in hospitality world - arbitrating wastes produced in commercial kitchens. Typically, in the process of dishwashing, most organic waste finds its point of origin at the dish and warewashing areas of commercial kitchens.

To offer a portfolio of different solutions addressing this problem, the Swiss company, Biotrans AG was acquired in 2018. Now, the portfolio set outs to support all segments and sizes of commercial kitchens with the necessary, real-time solutions to deal with food waste in a cleaner and simpler way.

### THE FIRESTARTERS OF MEIKO GREEN

Patrick Hoffmann, the former co-founder and CEO of Biotrans AG, took over the CEO position at MEIKO Green and is currently supported by a team of more than 50 dedicated staff, which is consistently growing in number. Together, the team strives to provide the best solutions for handling food waste, combined with years of experience in the waste management industry. The international business segment, meanwhile, is led by Hannes Braun, who works closely with MEIKO's local subsidiaries around the world.

### WHEN INDUSTRY EXPERTISE COMES INTO PLAY

With over 90 years of expertise in the world of commercial dishwashing, MEIKO identified that the handling of food waste in commercial kitchens is not only time consuming, but also brings major risks of hygiene to various stakeholders. Let's start at the points of origin where food waste is stored for some time before it gets manually transported and stored in garbage areas. Here, the likelihood of pests in storage areas increases, accompanying the bad smells. F&B establishments are also prone to the risk of cross-contamination within the premises as logistics ensue.



To prevent the adverse risks of the process, MEIKO Green automates the process of transporting food waste through the building. It eliminates hygiene risks and enables kitchen staffs to experience a better and more ergonomic work environment. But this "loop" is not just about the optimal processes and hygiene even as MEIKO Green delivers them as an industry expert. It is about accepting the responsibility implicit in the issue of sustainability while making sure the simplicity of waste management and hygiene are prioritised for F&B establishments.



Ideally, each F&B establishment should segregate and dispose their food waste in a responsible way. The current larger F&B establishments in hotels are moving towards the direction of a more sustainable disposal of food waste, but most small F&B establishments still dispose their food waste together with their general waste. This contributes to the tremendous filling up of landfills. MEIKO's goal is to complete the "loop" by harvesting energy and the reusable value in food waste, and use them for environment in a GREEN way.

### THE BIGGER, GLOBAL GOAL

"We follow the global goal of doing positive things for our environment," MEIKO Green's team stated. Presently, in Europe, MEIKO Green is leading the industry by using anaerobic digestion plants to process organic waste to produce biogas, which leads to an output of energy and heat. The digestate deriving from the process is used as fertilisers in farming. In other parts of the world, organic waste is still disposed as landfills or diluted together with kitchen wastewater for final treatment in wastewater treatment plants. Yet, regulations are constantly changing around the globe as a way of accommodating a more sustainable and economical society.



But without the right technology, that is nearly impossible. Thus, MEIKO Green's portfolio is set up to support these global developments with the necessary technology. This involves the precise analysis of waste workflows for different F&B establishments, providing tailor-made solutions for them, and customising the installation of MEIKO Green's systems.

# Q&A

## SEGMENT

### DEBUNKING THE MYTHS OF WASTE MANAGEMENT

Waste management also brings various versions of truth and palettes of discussions when the question “why people do not manage their waste properly” arises. To uncover the truth, let’s allow MEIKO Green to debunk some of the myths surrounding the question:

#### **“Waste management is expensive to operate.”**

Yes, a food waste management system certainly comes with an investment. But when an F&B establishment views it in the long term (perhaps, over 10 years), its financial benefits prevail. Savings in terms of disposal cost, pest control, energy, plastic bags, and even time amongst other savings have to be evaluated in details to obtain a clear picture of the return of investment. Additionally, possible changes in regulations in the future must be considered as early as today when making this decision. Regulations such as making the adoption of grease separator mandatory in many regions of the world, will definitely put F&B establishments in tough spots to follow. Apart from financial benefits, we should also avoid underestimating the social and environmental aspects that are rising on the global spotlight. Some governmental bodies are beginning to thread on the movement by accommodating regional funding of grants for businesses that invest in more sustainable alternatives.

#### **“Waste management demands space.”**

According to MEIKO Green’s analysis of current F&B operations, it is found that in most cases, the current space availability for the organic waste disposal process is enough as to install a food waste management system. But space demands can be an issue for some F&B establishments if the amount of food waste exceeds the amount that can be treated on site. In that case, MEIKO Green recommends the grouping of a several establishments to cater to a mid-size food waste system for onsite treatment. If the food waste is to be transported away from the premise, MEIKO Green can cater to small units of food waste grinders suitable for smaller spaces. As a matter of fact, a proper, planned food waste system would help reduce the space needed for a commercial building bin centre since the wet waste will no longer be there!



#### **“Waste management demands labour.”**

MEIKO Green believes that eliminating the manual transportation of food waste throughout the F&B establishments can bring significant time savings. This is due to the elimination of logistics and regular cleaning procedures for corridors, lifts, and storage areas where organic waste has been carried through. Because MEIKO Green’s automated food waste transporting system allows food waste to be entirely pumped or vacuumed from the infeed station directly to the storage tanks or any on-site food waste treatment, the need for labour is significantly reduced. In other words, the manual transporting of food waste can be finally eliminated.



### THE PRODUCTS WITHIN THE “LOOP”

MEIKO Green offers a wide portfolio that covers all aspects of food waste management. Dewatering units, connections to composters and digesters, as well as closed pump and vacuum systems with storage tanks create some of its biggest portfolio in the industry. The adoption of these products depends on the area of operation and the necessary regional back end solution for a particular F&B establishment, which weighs in local infrastructures and government regulations. Yet, as turn-key solutions provider for commercial kitchens, MEIKO Green working with different key players in the industry around the globe to provide best fit solutions, some of which include - Biomaster Slim, Biomaster 4Plus, Biomaster 4Highline, Wastestar AZP80 and Wastestar FC.



### HOW F&B ESTABLISHMENTS CAN GET STARTED

Primarily, F&B establishments should dedicate their operational focus to reducing food waste, where most savings can be made. Understanding the local regulations and also knowing how best to dispose these waste materials, be it dry compost, liquid fertiliser or grey water will make it an easier task to comply, without disruption to your daily operations. On that note, MEIKO Green believes that any newly-designed kitchen operation should include an intelligent food waste management system in its overall concept at the very beginning to further support a zero waste operation.

As more countries get on board to protect Mother Earth, there might already be initiatives implemented locally that Meiko Green advises this, *“Do keep an eye on local authorities’ environmental policy, some funding or subsidy might be available!”*.

Taking the first step is always tough but as more people in the community understand what we can do better for the environment, MEIKO Green will continue to provide sustainable solutions for waste management with passion, conviction and expertise. ♻️



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feature

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POST COVID-19: ROAD TO RECOVERY  
for FOODSERVICE WEBINAR by FSP

Though there have been many statements made about reopening, in actual fact, for many F&B and Hospitality businesses, these establishments did not close throughout. Yes, navigating the first few weeks of lockdown, movement restrictions or whatever term it was called in your country, was challenging but most hospitality businesses remained open.

Rather than addressing it as reopening, recovery should be the correct term. This is precisely what the committee at FSP wanted to highlight for their topic in the first webinar. Instead of the usual meetings and gatherings like before, the first meet of Foodservice Professionals in Asia has gone digital.

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