



# WOW! Oven Wins GFEN Product of the Year Award

The Middleby Marshall WOW! Gas Conveyor Oven has been named "2009 Product of the Year" by the Gas Foodservice Equipment Network (GFEN). Members of the GFEN Technical Committee will present the prestigious "Blue Flame" Award to the Middleby Marshall team on opening day of the NAFEM Show in Orlando, Thursday, February 5 at 10:10 a.m.

"The Product of the Year Award is presented annually to a manufacturer who brings to market a natural gas appliance that highlights outstanding innovation and technology in foodservice equipment," said Melisa Marks Co-Chair of GFEN. "The Middleby Marshall WOW! Oven is such a product. Middleby used new technology to save energy while still providing a consistent quality product. It offers great benefits for foodservice operators, their employees and customers, and for the environment."

"We are thrilled to be selected for this prestigious honor," said Mark Sieron, President of Middleby Marshall. "Our team is committed to delivering cost savings to the end user and to preserving our environment. Our patented technology allows WOW! Oven users to do both, and the oven pays for itself through guaranteed savings on energy bills in a short period of time."

## GUARANTEED ENERGY SAVINGS

The technology behind the energy savings is the



Middleby Marshall  
WOW! Conveyor Oven

WOW! Oven's patented "energy eye." When the energy eye senses product on the belt, the belt will start. When the belt does not have product, the energy eye will put the oven into a sleep mode to save energy. Through this guaranteed energy savings, the WOW! Conveyor Oven will pay for itself in under two years in most cases.

"What has helped generate interest in the WOW! Oven," says Sieron, "is our open-door test kitchens around the country. Once users see this technology in action, and the energy they are saving right on the oven display, they are sold on the concept of saving energy while achieving the fastest bake time in the industry. We tested a record number of pies in our three test center kitchens in 2008."

## FAST COOK TIMES

The WOW! Gas Conveyor Oven provides savings in time too. It will cook most products in three to four minutes. Pizza chains with delivery service can deliver fresh pizzas to a customer's door quickly and efficiently. On-site, customers walking into the store for a carryout or to dine in will wait only a few minutes for a fresh hot pie. The WOW! Oven makes pizza a "fast food" option for workers who are on a lunch break or families pressed for time.

Another advantage of the Wow! Oven's faster cook times is that fewer ovens are needed in the kitchen to

keep up with production. Fewer ovens save on valuable floor space and mean fewer employees are needed as well.

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## COOL-TO-TOUCH

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Safety in the workplace is always a key issue and burns from touching hot appliances without proper protection can be one of the hazards of working in a busy foodservice kitchen. While the outside of some conveyor ovens can reach temperatures of 274° F the outside temperature of the WOW! Oven — with its patented “cool skin” technology — never goes above 110° F. This cool-to-touch technology makes the oven safe for employees and saves employers money on workplace injuries and lost time.

Middleby Marshall’s WOW! Oven provides operators with an innovative appliance that will save energy, time, labor and money. The purpose of GFEN’s Blue Flame Award is to recognize the research and engineering of new and improved gas appliances that provide this spectrum of benefits. It recognizes the foresight and commitment to excellence of companies, like Middleby Marshall, whose aggressive policies

bring gas solutions to market.

“Middleby Marshall had been at work developing energy efficient equipment even before there was a demand for it,” says Selim Bassoul, Chairman and Chief Executive Officer of Middleby Corp., the parent company of Middleby Marshall. “Our engineers were developing the highly patented technology for the WOW! Oven when many consumers chose to drive Hummers and other gas guzzling SUVs. In the early 2000s, energy conservation was not an issue, and we were ahead of the game. We bet our company on energy saving technology and now all of our efforts are paying off with our customers demanding energy efficiency and faster payback times on our cooking equipment. I am proud of our team at Middleby Marshall as this GFEN Product of the Year Award is well-deserved for them.”



*To find out more about the Middleby Marshall WOW! Gas Conveyor Oven, visit Booth #1820 at the NAFEM Show, February 5 - 7 or visit their website at [www.middleby-marshall.com/wow](http://www.middleby-marshall.com/wow). For information on how to save time, energy and money with clean “green” natural gas appliances go to [www.gfen.com](http://www.gfen.com).*