



**FX XPRESS**, a UNIFIED BRANDS publication

1st Edition • JUNE, 2007

## WELCOME TO THE FIRST EDITION OF THE **FX XPRESS**,

a Unified Brands publication dedicated to the purpose of educating our channel partners on the benefits of the new Randell FX Series, a revolutionary point-of-use refrigeration system internationally patented with FlexiCold Technology.

The National Restaurant Show (NRA) in Chicago on May 19-22 marked the official introduction of the FX Series into the marketplace and was received with rave reviews by show attendees and competitors alike. The common response was that a foodservice equipment manufacturer finally introduced an innovative refrigeration solution that truly addresses refrigeration performance and food holding quality.

As the buzz within the industry continues to increase on this new product, I'm excited to share with you product and project updates that showcase the benefits of the new Randell FX Series. «



Sincerely,

Art DeLorenzo  
Randell Product  
Line Director

## NRA 2007

Unified Brands introduced the Randell FX Series at NRA 2007 by displaying a wide variety of products that showcased FX's capabilities as a total solution for refrigerated storage space in any kitchen application or design. On display were products that can best leverage point-of-use storage; from a single section unit that can be installed in existing cabinets to a larger volume storage capacity in a two or three-stack configuration. The key to FX is that every model provides 3 cubic feet of usable storage that provides as much capacity as traditional units up to twice its size or more.

To highlight the versatility of FX, we combined a 51368PT-FX 68" long raised rail prep table with an FX-1 installed in the base, combining the value propositions and performance of our raised rail design with the flexibility of FX storage in the base. This combination would be a perfect application for salad prep stations. With the FX low air movement and precise temperatures, the combined equipment duo can hold bulk salad, the shelf is used for staging of the serving bowls and the rail for toppings and condiments.

Our 3614FX model was also displayed, which takes a modified version of our standard 3614 hot food table and adds an FX-1 in the base. This combination provides the value of hot holding on top and takes what is normally inefficient dry storage below and adds refrigerated or freezer space.

FX also showcased its flexibility as a dual-temperature equipment stand as we displayed the FX-1CS and FX-2CS one and two-section models showing the end user the most flexible and logical choice for 48" equipment stands, allowing us to capture nearly 100% of this market. An FX-2WS was also displayed, the most universal work-top refrigerated storage product on the market, allowing refrigerated and freezer space in the same 96" footprint.

In addition, a combination unit was displayed utilizing our FX-1 and our new FX-1 4-N-1 stacked on top to create a 4-mode FX-2WS unit. The 4-N-1 unit takes the original FX Series to the next level offering on demand Rapid (blast) Chilling and Safety Thawing. This new functionality allows operators to leverage a single piece of equipment for small batch blast chilling (20 pounds of product in two 12x20-2" deep pans) in less than 3.5 hours. When unplanned or low volume thawing is required, operators can accomplish that safely without the product ever going above 40°F by using the thaw mode on the FX-1 4-N-1. Pricing for the 4-N-1 will be published in early July and production will begin towards the end of July. «



## FX RECEIVES 2007 NRA KITCHEN INNOVATIONS AWARD

Unified Brands is extremely proud of being selected to display the Randell FX Series in the Kitchen Innovations Pavilion at this years NRA show. The Kitchen Innovations award recognizes the industry's most innovative products and the FX booth was the center of attention. The honor was awarded to the FX Series by a panel of judges of some of the most influential leaders in the foodservice equipment industry and gave us the opportunity to promote our new product to the most influential buyers and specifiers. Many end users came back 2-3 times to follow-up on the innovative solutions FX can provide.

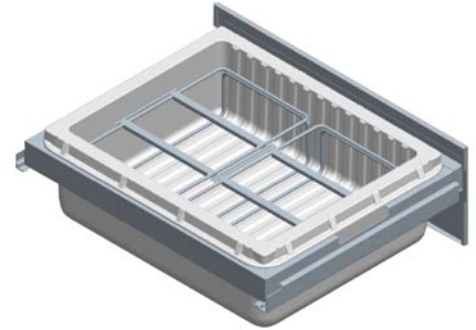


Unified Brands personnel reviews FX Series benefits with national chain Cheddars and equipment distributor SS Kemp and Company.

NRA highlighted the FX Series with the following photo as one of a small select group of photos distributed to the industry from the show event. «

## NEW PAN RACKS NOW AVAILABLE

Racking to accommodate fractional pans with the use of adaptor bars is now available and is illustrated below.



This allows the use of fractional pans and keeps the pans orientated in the insert.

One of the benefits of the FX design is that the entire insert is available to place any assortment of containers or bulk product packaging directly on the insert "floor", so pans aren't always necessary. A good example would be condiments that come in round containers that no longer need to be transferred to a hotel or fractional size pan, but can be easily placed directly in the insert and used as is.

This wire rack system is available in stainless steel or powder-coated versions dependant on end user budgets. «

## PROJECT SHOWCASE

SEPIA  
123 N. Jefferson Street  
Chicago, Illinois  
312-441-1900



When restaurateur Kendal Duque began working on the specifications for his new restaurant space, SEPIA located in Chicago, IL, he was faced with the same concerns typical to most new restaurant projects today, maximizing space within budget. The original design utilized a combination of RanSpec and RanCraft in a "cluster" to form a central island chefs table. Jim Embrey, one of Randell's Sales Engineers, was contacted by the dealer to "value-engineer" the design for Sepia as he was struggling with some unarticulated needs and needed to find money to put elsewhere in his facility. After spending time to understand the customers needs, Embrey concluded that the best option to get refrigerator and freezer space in his center island was incorporating four FX-1's into his design. In the end the project solved numerous space and point-of-use issues and SEPIA will be a showcase for both RanSpec and FX.

The SEPIA project contains three FX-1's along the chef's side and one FX-1 4-N-1 on the end which has the owner, Kendal, very excited. SEPIA's opening will be July 12, 2007 and we are glad to be part of the restaurant's success. «



## FAQ'S (FREQUENTLY ASKED QUESTIONS)

**Is the FX insert designed to hold raw food directly in the space?** The insert is NSF listed for food storage but is really intended to have food products in standard containers.

**Can I run the insert through the dishwasher?** The removable insulated insert is one of the most uniquely different attributes of FX and, in essence, is the refrigerated compartment for the unit. This is designed to be cleaned in place like any other refrigerated space/cabinet with the added ease of full access so cleaning can be done more regularly and thoroughly.

**Can I do anything to get the FX-2WS down to a 36" height?** We can provide a stainless steel channel base to allow a 36" stationary height and we have several consultant projects specified with this feature. «

## FX AD RECOGNIZED

The Harvey Communications Measurement award was awarded to the FX Series ad "In recognition of advertising which achieved outstanding readership response, as measured through personal, face-to-face interviews with a national sample of readers of Restaurant and Institutions." «



## FX SERIES RECEIVES ENVIROSAFE STANDARD MARK OF DISTINCTION

In support of its vision to be the world class provider of foodservice equipment solutions and systems that makes possible, safe and nourishing foods for people around the world, Unified Brands recently introduced the EnviroSafe Standard. EnviroSafe is a mark of distinction given to select Unified Brands products that have been proven to *exceed standards* of environmental and food safety excellence. The Randell FX Series was one of the first products to receive this mark of distinction. EnviroSafe was achieved by addressing the precision holding requirements that drive product safety and product quality by keeping the cold with the product. It also allows the operator to more easily and readily keep the refrigerated compartment clean and sanitized, a major benefit to the units design. The efficiency of the FX design is so impressive that tested under the current Energy Star rating system and procedures it would be in the top 2% of all products listed for refrigerators/freezers for using the least amount of energy per cubic capacity. «



**Introducing the FX Series.** The revolutionary design gives you more control over your refrigerated storage than ever before. Unlike traditional refrigeration, FX ensures precise temperature control, and consistent temperatures and holding cycles – factors that positively impact food quality, food safety and energy efficiency. The insulated inserts keep cold air where it belongs – with the food. Temperatures remain constant, no matter how many times the unit is opened.



### Flexible Refrigeration

Units go from fridge to freezer, rapid chiller to thaw box, with the touch of a button.

Available in 1-, 2-, 3- and 4-insert designs.

Innovative design and insulated insert keep cold temperatures consistent.

Diffuser circulates cold air from the lid to all surfaces of the insert, resulting in an unprecedented level of temperature control using minimum space.

### Energy Efficient

Power shuts down when drawer is open, saving energy and preventing cold air from being pushed out.

Design prevents cold from pouring out.

When comparing FX Series to the Energy Star ratings for under-counters and reach-ins, FX would rate in the top 1% of all listed models.

### Food Safety

Insulated insert pulls out for easy cleaning and disinfecting.

Consistently keeps food safe and cold.

Installed at point of preparation, lessening the prep time and chances of contamination or bacteria.

[randellfx.com](http://randellfx.com)

**FX Series**  
Refrigerated Solutions with FlexCold Technology  
by **RANDELL**



## IN THE NEWS

The following article ran in the May 21st issue of Nation's Restaurant News.

### Bravo restaurant hooked on cold-storage drawer for fish

A refrigerated drawer that keeps fish handy for cooks on the line and remains consistently cold, even when it is opened repeatedly, is contributing to greater efficiency, reduced waste and improved food safety at one Jackson, Miss., dining spot. Dan Blumenthal, executive chef and co-owner of Bravo Italian Restaurant and Bar here, has used the Randell FX Series refrigerated drawer to store fish for about three months in a beta test with Unified Brands, the Jackson-based equipment manufacturer and parent of Randell.

"I like the way it holds temperature consistently," Blumenthal said. "No matter how often you open it, it stays at 33 degrees Fahrenheit."

He set the temperature for optimum quality and food safety.

"It gives me peace of mind because I know someone isn't going to sell a marginal piece of fish," he said.

The drawer is so consistent, he said, that he doesn't need to transfer fish from the drawer to the walk-in cooler each night, as he did with his former fish storage unit. That version was a conventional three-door refrigerator that didn't maintain as cold a temperature.

The device is essentially a single drawer with an insulated, removable insert. It slides into a rectangular unit that holds the compressor. It is integrated into the Bravo cooking line as the base of a six-burner cooktop that is the sauté station. The insert has three cubic feet of storage capacity for different varieties of fish.

"They find it very easy to pull out the drawer, take out what they need and push it closed with a knee," Blumenthal said.

Storing fish underneath the sauté station has an ergonomic advantage over the former setup, in which fish were kept in a refrigerator a few steps down the line. Saving even a few steps matters on Bravo's busy line, where eight cooks jostle for workspace and an average dinner shift can include 275 covers.

"It's much more efficient to have the fish stored right there," Blumenthal said.

Sauteed items like the Pan-seared Redfish for \$21.95 and Pan-Seared Jumbo Scallops for \$23.95 are big hits at Bravo, which Blumenthal describes as "mid-to-fine dining Italian." It has an average dinner check of \$27 to \$30, including alcoholic beverages. Annual sales are \$3 million.

Blumenthal said the drawer insert is designed to keep cold air in contact with the food even when open. The cold temperature gives fish an extra day or more of storage life than it had stored in the old refrigerator, which used to reach 40 degrees Fahrenheit after repeated door opening. Because he throws away less fish, he believes he is saving money, although he hasn't calculated how much yet.

Another feature he likes is the unit's easy cleaning. The insert can be removed, hosed down and sanitized without getting the refrigeration mechanism wet. Blumenthal said he did not know how long the beta test would continue. Unified Brands has provided the drawer at no cost for the duration.

"If there's any downside, it's the lack of a rack inside to hold pans of food," Blumenthal said. "It's just one huge tub."



Bravo Chef  
Dan Blumenthal

-- James Scarpa

Unified Brands enjoyed working with Bravo restaurant as they utilized a Randell FX Series beta unit. We have appreciated all of their feedback regarding the unit and, based on this feedback, have added a racking system for the FX units which are now available. See page 2 article "New Pan Racks Now Available."