



## Press release

March 2011

### **New Electrolux range offers an 'eXPerience to trust' Electrolux Professional is launching a new and improved range of high performance modular cooking in response to the changing needs of the foodservice market.**

Increased space constraints in modern professional kitchens and a continued drive for greater cost efficiency has led to the development of the new **900XP & 700XP** modular cooking ranges, which will be launched in March 2011.

Over 70 years of experience in producing high-performance kitchen equipment at Electrolux has ensured that the new range offers market-leading performance, reliability and energy efficiency.

Electrolux Horizontal Cooking Category Manager Riccardo Sartor said: "The experience of five generations of Chefs and our passion for innovation and sustainability has enabled us to provide high performing, easy-to-use and cost-efficient equipment that every professional Chef can trust."

#### **Bringing innovation to market**

The new XP ranges incorporate a number of clever innovations to improve cooking efficiency, productivity and quality:

- The new **XP PowerGrill** (patent pending) high performance grilling system achieves high radiant power providing top productivity and improved quality of cooking.
- The new 1200mm-wide **900XP Fry Top** provides superb productivity and quality of cooking through its new extra large **20mm-thick mild steel cooking surface**.
- The unique **XP Ref-freezer base** can be set as a refrigerator or freezer at temperatures between -20°C and +10°C and can be combined with any top appliance.
- The new **IcyHot** solution for high productivity environments couples the Ref-freezer base with either the 1200m XP PowerGrill or XP Fry Top to provide all the flexibility a kitchen needs.
- The new **XP gas Pasta Cooker** with the unique **Energy Control** feature allows the user to finely regulate boiling intensity according to the food being cooked. It can be



equipped with an Energy Saving Device accessory that increases productivity without additional energy consumption.

- The unique **900XP gas Convection Oven** with two-level cooking can be placed below XP Flower-Flame gas Burners, Solid Tops or Fry Tops to offer smaller kitchens a multi-functional cooking unit with improved productivity.

#### **Improving market standards**

With the launch of the new XP range, Electrolux has become the first foodservice equipment supplier to tailor a full range of modular cooking equipment to specific customer segments, namely quick service restaurants, foodservice restaurants and high productivity kitchens.

The new customer-focused approach has been developed to ensure that each new product is fully fit for purpose and will improve effectiveness and efficiency in the kitchen.

"Our new approach to product development has allowed us to create a range of products that has been tailored specifically to individual segments of the market," said Sartor.

"The result of this innovative approach has been to raise the standards of customer service to a new level and ensure that our products will make life easier in a foodservice kitchen and improve efficiency."

#### **Ends**

For more information, contact PKS. [info@pks.co.za](mailto:info@pks.co.za); Tel: 0861 000 PKS (757)

**About Electrolux Professional.** Electrolux Professional is a leading global supplier of professional foodservice and laundry solutions for the catering and hospitality industry that can match the expectations of the most demanding customer. With the most comprehensive range of appliances for food preservation and preparation, dishwashing, and laundry systems, Electrolux is a brand synonymous with reliability, innovation and sustainability. It has 70 years' experience and a portfolio of products designed according to strictest quality, safety and sustainability standards, Electrolux is recognized worldwide for its social and environmental performance and its product lines meet and exceed international standards and norms such as ECA, Gastec, EIA. Product lines are independently tested. It has sales of about 750 million EUR, approximately 3,000 employees, 10 factories, over 1,000 dealers and 1,000 service partners located in more than 40 countries.