



~ Taste the Difference ~

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ELECTRO FREEZE® INTRODUCES GENNI™, THE FIRST SOFT SERVE FROZEN DESSERT MOBILE APP DESIGNED FOR PRODUCT QUALITY MANAGEMENT

East Moline, IL May 16, 2013 – Electro Freeze®, a division of H.C. Duke and Son, LLC (Duke), today introduced to the U.S. frozen dessert industry, Genni™, the first soft serve frozen dessert quality management smartphone app. Genni™ mobilizes the Company’s newly released Virtual Quality Management System™ (VQM™) in their Genesis Series™ Soft Serve Freezer line. “We want to give operators the ability to better manage their soft serve assets from across the store, or anywhere in the world where they can use their phone or tablet,” said Tom Hotard, President. “We are providing real-time, pertinent information to manage business right now via cellular technology, the most secure method.” Genni™, the app, will premier with the new Genesis Series™ SLX400 and SLX500 soft serve freezers featuring VQM™ at the National Restaurant Association (NRA) Show in Chicago IL, May 18-21, 2013, in the Electro Freeze booth 4815.



“This is cutting edge innovation, engineering and product development to revolutionize the role of equipment in foodservice management,” continued Hotard. “We are the only U.S. frozen dessert equipment manufacturer offering an application like this.” Electro Freeze’s new Virtual Quality Management System™ gives operators the option to make product quality adjustments, track product volume dispensed and clean-cycle indications, as well as set alerts and security settings. The VQM™ system gathers soft serve equipment data in real time and provides statistical reports on a daily, weekly or monthly basis. “The technology using the Genni™ app can communicate via cell, wi-fi or Ethernet services,” Hotard stated. “The VQM™ system also allows remote diagnostic access for Electro Freeze’s nationwide service teams.” The Genni™ app and VQM™ are available options on the new Genesis Series™ SLX400 and SLX500 soft serve freezers.

“The VQM™ touch pad on the SLX400 and SLX500 freezers is intuitive and the primary machine functions are single-button activated,” said Penny Klingler, V.P. Sales. “This means operators don’t need to scroll through multiple screens to quickly operate the machine. Our emphasis has always been on product quality and making operations more efficient for our customers. This system is crew friendly and the data is easy for management to access and use.”



“The Genesis Series™ and Genni™ interested Ryan’s® Restaurants because they focus on providing quality product to their customers,” continued Klingler. Ryan’s is part of Buffets, Inc., the nation’s largest steak-buffet restaurant company, which currently operates 347 restaurants in 35 states. “The management at Ryan’s, one of our first Genesis Series™ and Genni™ customers, notes that Genni™ will give them the visibility they need to better track operations and product quality of their soft serve business.”

“The VQM™ system provides the ultimate in product quality by utilizing our Adaptive Temperature Sensing (ATS), the next step in temperature control (patent pending),” stated Kyle Elsom, VP Engineering. “This, in conjunction with scroll compressor technology, gives customers the flexibility to dispense a variety of product types at the highest level of quality. You truly can taste this difference.”





About Electro Freeze

Electro Freeze® is a leading manufacturer of frozen treat and frozen beverage equipment. In 1929 Charles Ericson started Electro Freeze® and began manufacturing soft serve ice cream freezers in New York. H.C. Duke & Son built their first pressurized soft serve freezer for Dairy Queen® in 1946. Electro Freeze® was purchased by H.C. Duke & Son in 1969. Over the next several years Electro Freeze® developed many innovations that quickly became industry standards, including:

- First Soft Server freezer to dispense a “twist” product
- First “cabinet” style pressurized freezer
- First slush freezer to use a neutral base to be mixed with several flavors
- First mixer developed to blend cookies and candies with soft serve
- First Peristaltic style pressurized freezer
- First soft serve frozen dessert smartphone app for product quality management

The full Electro Freeze® line ranges from space-saving counter top models to compact floor units both gravity and pressurized. Together, they offer the perfect fit for all frozen dessert and frozen beverage needs: soft serve ice cream, yogurt, shakes, frozen custard, slush, frozen cocktails, gelato and Italian Ice. Electro Freeze® prides itself in manufacturing equipment that is dependable, easy to operate and simple to maintain to assist operators in growing profits and serving excellent products to consumers. H.C. Duke & Son/Electro Freeze® was purchased by the ALI Group in 2003. For more information please log on to www.electrofreeze.com.

About ALI Group

The ALI Group, an Italian corporation founded 50 years ago, is headquartered in Milan, Italy. The company, through its subsidiaries, designs, manufactures markets and services a broad line of commercial and institutional foodservice equipment used by major restaurant and hotel chains, independent restaurants, hospitals, schools, airports, correctional institutions, canteens, etc.

The ALI GROUP operates globally through 72 brands and 8000 employees located in 26 different countries, and, in terms of sales, is one of the world’s two largest groups in this industry. It has 53 manufacturing facilities in 14 countries and sales and service subsidiaries in Europe, North America, Russia, Japan, China, Singapore, the Middle East, South Africa, Australia and New Zealand.

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Media Contact:

Penny Klingler

PennyK@electrofreeze.com

563-505-9010

Website: www.electrofreeze.com