



M E R C H A N D I S E R S
A N D C O N C E S S I O N E Q U I P M E N T



BETTER SALES START WITH BETTER FOOD QUALITY

We've all seen it: The food display at your local convenience store, airport concession stand or cafeteria. The alluring promise of quick and handy hot food on a heated shelf is tempting. It looks delicious, until you pick the food up. The sandwich is dried out, the burrito is hard, and the chicken just isn't what it used to be. It's all disappointing.

Alto-Shaam has the answer. Instead of using hot metal rods to generate heat, not to mention hot spots, we use even, gentle radiant heat to keep this fragile food warm. This display heating method keeps food at the optimum temperature longer, without drying the items out prematurely.

With Alto-Shaam merchandisers, you'll soon be known as the place to go for a good, hot bite to eat when you're on the move, instead of the local fast food joint.



WHAT IS YOUR MERCHANDISER DOING TO YOUR FOOD?

And what's it doing to your profits? If your merchandiser isn't treating your product right, sales suffer. Merchandisers from Alto-Shaam are designed and built with food quality in mind. And when the food is good, sales are good.

Soft, even heat – Whether it's Halo Heat or kinetic energy, all Alto-Shaam merchandisers keep food warm with gentle heat and no hot spots.

Just the right temperature – Adjustable independent shelf controls keep food at optimum quality regardless of the type of food or packaging.

Won't dry food out – Keeping the gentle heat at just the right level keeps your product from drying out, providing longer shelf life, less waste, and higher product quality.

SHOW AND SELL



HSM-48/5S
HEATED SHELF MERCHANDISER

Open shelves of evenly heated glass using thermal kinetic technology offer grab and go, self-service convenience for almost any size hot packaged product. The eye-catching style of this merchandiser includes low wattage fluorescent lighting over each independently controlled shelf, and comes in stainless steel, black or burgundy accent colors. It is the ideal merchandising system for maximum volume in the smallest possible footprint.

Feature hot food-to-go with an attractive, freestanding, self-service merchandiser with perimeter bumper. Hot food islands are designed with casters that allow the unit to be easily moved to wherever customer traffic flows. Extra facing shelves encourage cross merchandising.



ITM2-48
ISLAND TAKEOUT MERCHANDISER



SC-36/2S
FREE STANDING MERCHANDISER

Automatic product rotation is offered in a freestanding hot food merchandiser furnished with two individually heated shelves. Each angled shelf is lit at the top for maximum product visibility.

CHOOSING THE RIGHT MERCHANDISER FOR YOUR NEEDS

Which size merchandiser you should buy depends on how much food you want to display, and sell!

The SC-24 and -36 are both countertop models that handle prepackaged foods only. These models pair well with heated holding drawers. Simply keep items hot in the drawers and restock your SC-24 or -36 when needed.

If you're featuring chickens, ribs, and other hot food items in boats with dome covers, the freestanding HSM-38/3S or HSM-48/5S is your merchandiser of choice. The angled shelves and efficient use of space will help you increase your offering and your sales.

If you have the room, Island Merchandisers are the most versatile. Not only can they handle anything that the HSMs or SCs can display, they also come with sneeze guards and deluxe models have baskets at each end for go-with items.



ITM2-48/DLX
DELUXE ISLAND
TAKEOUT MERCHANDISER



TRY IT BEFORE YOU BUY IT AT OUR NEW CULINARY CENTER

"Hands-on" product demonstrations are available at over 60 authorized training centers throughout the U.S., including our new Culinary Center, as well as in key locations throughout the world. Call us or visit our Web site for details.

ASK OUR CHEFS

Wondering which piece of Alto-Shaam equipment is best for your menu? Looking for new serving suggestions or recipes? Visit the "Chef's Table" section of our Web site (www.alto-shaam.com). Post your question and one of our staff chefs will respond promptly with an answer.

WORLDWIDE SALES & SERVICE

Alto-Shaam truly is a global company. You'll find Alto-Shaam representatives throughout the U.S.A. and distributors in over 50 countries offering complete sales and service support.



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