

Press Release

EPTA RETURNS TO THE AIRWAVES WITH MASTERCHEF ITALIA

Milan, 07 January 2016 - The **Costan, Eurocryor and Misa** brands of the Epta Group will feature in the eagerly-awaited fifth season of MasterChef Italia, to be shown on SkyUno HD. There is lots of news, beginning with the debut of a new judge, the renowned **Antonino Cannavacciuolo**, who will join the long-standing trio consisting of the award-winning chefs **Carlo Cracco and Bruno Barbieri** and the celebrated restaurateur **Joe Bastianich**, who have once again been called to establish who the new Italian talent to conquer the coveted title of Italian MasterChef will be.

After the success of the previous editions, MasterChef Italia has renewed its collaboration with Epta and has chosen the Costan, Eurocryor and Misa brands for the refrigeration equipment in the "temple of cuisine". A partnership combining innovation and quality, which is completely in harmony with Epta's concept "**The Epta Way UP: preserving food value**", which uses technologically advanced solutions to ensure the perfect presentation and the utmost safety of food, while promoting its value.

The impeccable freshness of the ingredients available to the competitors is guaranteed by **Misa** coldrooms, equipped with the innovative **Epta Food Defence antibacterial system** which uses silver ions. Premiered at Host 2015, this solution is designed to maintain the condition of the products stored, as it is able to prevent, combat, and eliminate several species of bacteria, including the best-known and most dangerous, and provide total and permanent protection for the entire working life of the coldroom.

Eurocryor will feature on MasterChef Italia with its customized refrigerated cabinets, fruit of the creativity and passion that drives the brand. The elegant aesthetic appeal and sleek lines of the furnishings perfectly reflect the sophisticated and striking recipes that

the aspiring chefs attempt to satisfy the demanding judges. Furthermore, their attractive design helps to create an outstanding set and highlight the quality of the delicate products displayed. A perfect blend of style and technology, the Eurocryor solutions also contribute towards perfectly preserving the organoleptic and aesthetic characteristics of the food in Italy's most famous "pantry".

The **Costan** refrigerated cabinets are the trump card for all the participants. Perfect visibility and impeccable presentation are guaranteed by Costan systems, which perform a vital role in helping the feisty contestants to identify as quickly as possible all the ingredients necessary to produce the gastronomic masterpieces they must make for both the Invention Test and the dreaded final Pressure Test, when they will have only a few seconds to choose their ingredients.

William Pagani, Group Marketing Director di Epta comments: *"We are very proud that MasterChef Italia has once again selected the stylish layout and technological excellence of our solutions, with Costan, Eurocryor and Misa brands guaranteeing the proper preservation and display of the finest ingredients. The perfect expression of Epta's commitment to preserving #FoodValue, this collaboration is an important opportunity to reaffirm the centrality of refrigeration in the kitchen, and to bear witness to the Group's commitment to spreading the culture of the value of food."*

Epta. Advanced solutions for your store.

EPTA – multinational Group specialised in commercial refrigeration operates on a worldwide level thanks to its brands **Costan** (1946), **Bonnet Névé** (1930), **George Barker** (1928), **Eurocryor** (1991), **Misa** (1969), **Iarp** (1983) and **Knudsen Køling** (1961). Epta asserts its position on the domestic and international markets as a turnkey partner able to manufacture and provide complete refrigeration systems through the integration of specific product lines like: serve-over refrigerated counters and cabinets, vertical and semi-vertical chillers, vertical and horizontal freezers, plug-in units, medium and large capacity refrigeration systems and cold rooms. Based in Milan, it has 4,000 employees, a world-wide sales network and a turnover of 680 million Euros for 2014. Epta's responsible attitude is expressed through the concept "**The Epta Way UP: preserving food value**" which creates technologically advanced solutions to ensure products retain their value through perfect preservation and display of foodstuffs. This strategy is reaffirmed by the "Power Up your store" motto, which encompasses Epta's calling to focus on clients and use its abilities to meet their needs while maximizing store growth.

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