

Press release

Epta partners up with MasterChef: Epta's Costan, Eurocryor and Misa brands in the cooking talent show spotlight

Epta Group's Costan, Eurocryor and Misa brands hold a leading role in the fourth MasterChef Italia season. This is a strategic partnership that showcases the combination of technological and culinary excellence, to back up the quality that aspiring chefs create.

After the highly successful previous series MasterChef Italia, aired on Sky Uno HD, is back with a new and unrestrained team of aspiring chefs. The previous series of this media show were followed by an audience of over a 1.5 million and is today a truly cultural event. As a matter of fact the so-called "*Master Chef effect*", seems to be responsible for the current new boom in student Hotel schools.

Costan, always synonymous with top quality and efficient solutions, also achieves star billing through its many certifications, among which Eurovent is especially important. Eurovent is a European voluntary certification programme set up by the foremost European producers of refrigeration equipment to guarantee the performance levels and authenticity of the data declared by the manufacturers

Style, design and display versatility are, on the other hand, features that single out Eurocryor and its high range of serve-over refrigerated counters: modern and stylish cabinets incorporating innovative technology. It is not only about aesthetics of form but also highest levels of efficiency, i.e. guaranteeing the condition of ingredients as well as perfect preservation of organoleptic properties.

Misa, a star in the HoReCa industry, is a specialist manufacturer of commercial cold rooms and synonymous with *food safety*. Food safety, as endorsed by the HACCP certification, has actually always been the company's guiding principle: a prestigious qualification certifying that Misa solutions are planned, manufactured

and installed in full compliance with the evaluation standards of the HACCP method (Hazard Analysis and Critical Control Point).

Hosted by three famous judges, Carlo Cracco, Bruno Barbieri and Joe Bastianich, MasterChef Italia's fourth season is still the most pyrotechnic cooking competition of all time encompassing even more exciting challenges and external events. True cooking masterpieces and recipes that only the most expert cooks can tackle are the show's key factors, sustained by the best food preservation solutions offered by Costan, Eurocryor and Misa.

"This partnership with MasterChef Italia makes us even prouder of our solutions. Highest quality and display elegance are for us unmissable assets, factors that rank us among the most important actors in Commercial Refrigeration for the Retail and Ho.re.Ca industries worldwide. Excellence in excellence: This is true technology, to serve the great Italian art of cooking", in the words of **William Pagani, International Sales & Marketing Director at Epta.**

Epta. Advanced solutions for your store.

EPTA – Multinational Group specialising in commercial refrigeration, operates on a worldwide level thanks to its various brands, **Costan** (1946), **Bonnet N  v  ** (1930), **George Barker** (1928), **Eurocryor** (1991), **Misa** (1969) and **Iarp** (1983).

Epta asserts its position on the domestic and international markets as an all-in-one partner able to manufacture and provide complete refrigeration systems by the integration of specific product lines like: serve-over refrigerated counters and cabinets, vertical and semi-vertical positive-temperature equipment, vertical and horizontal negative-temperature equipment, plug-in units, medium and large capacity refrigeration systems and cold rooms. Based in Milan, it has 4.000 employees, a widespread sales network the world over and a turnover of 650 million Euros for 2012. At Euroshop 2014, Epta presented a new leading concept "Eptology, The Epta Way Up", that sums up its corporate calling for the promotion of sustainable development and leverages four major Evidences: Experience, Efficiency, Excellence and Evolution. This strategy is confirmed by the slogan, "Power Up your store", whereby Epta underlines the importance of the client and the company's ability to meet client needs while maximising store growth.

Facebook: Epta

Twitter: @Epta_Group

For further details:

Lbdi Communication

Federica Cosmo – email: fcosmo@lbdi.it

Ginevra Fossati - email: gfossati@lbdi.it

Tel. 02/43910069 - Fax 02/33007120