

Press Release

**A TOUR OF #FOODVALUE, WITH EPTA @ HOST 2015**

**Milan, 23<sup>rd</sup> October 2015** Epta will be once again at **Host**, one of the most important international events in the catering and hospitality industry to be held on **23-27 October in Milan**, located in close proximity to pavilions of Expo 2015. With 1,700 exhibitors from 48 countries and 133,000 visitors expected, this event is positioned as the most prominent and reliable marketplace for the Ho.Re.Ca. industry.

This year Host has a new area dedicated to refrigeration, expanded to over 4,000 m<sup>2</sup>. Inside, the three **Epta brands (Hall 2 M22 P15)** will be showcasing a sneak preview of all their innovative solutions within the exclusive dedicated *Foodcities*: **Misa**, the city of perfect preservation, **Eurocryor** the city of excellent food display and **Iarp**, of successful merchandising.

Each *Foodcity* features state-of-the-art food safety, optimum food display, and the new models produced by Eurocryor, Misa and Iarp brands have been combined to harmonious effect in the original *RawFood Corner*: the "kingdom" of Chef Lorena Loriato, whom Epta will have the pleasure of hosting during the event.

The chef, a leading exponent of raw food, will illustrate the immense importance of refrigeration solutions in the preparation of raw food through a series of daily cooking demonstrations at 11:30am and 3:00 pm. Experts in nutrition have confirmed that the growing trend in Europe to use raw ingredients in food preparation is beneficial due to the retention of nutritious elements such as vitamins, enzymes, mineral salts and organoleptic properties that would otherwise be lost during food processing.

In this regard, the correct preservation of raw food ingredients is one of Epta's imperatives, which has been channelled through the Eurocryor, Misa and Iarp

developments to be seen at FoodCity. With the mission statement "*The Epta Way UP: preserving food value*", Epta reasserts its commitment to technologically advanced solutions that ensure perfect preservation and display of foodstuffs while enhancing its life value.

**William Pagani, Epta Group Marketing Director** stated: "*Host offers an exclusive platform for illustrating the excellent standard of our new Eurocryor, Misa and Iarp solutions which have been purposely designed for the Hotel and Catering trade.*" He added: "*I would also like to give a warm welcome to our special guest, chef Lorena Loriato. Each day she will be presenting a new take on traditional Italian and European dishes. Her showcooking sessions will provide an opportunity for underscoring the pivotal nature played by refrigeration in preserving #FoodValue in the kitchen.*"

**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) and **Iarp** (1983). 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 around 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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