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Epta announces the launch of Spices

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MILAN, Italy, 23 October 2023: Epta, which specialises in commercial refrigeration solutions, announced the launch of Spices, a new range of plug-in refrigerated cabinets under the Costan brand. Making the announcement through a Press release, Epta said Spices is designed to ensure maximum visibility and accessibility of references within areas dedicated to promotion or the presentation of products being launched. Epta also said Spices consists of three models: Vanilla, the closed vertical; Ginger, the open variant; and Pepper, the open semi-vertical.

According to Epta, the world of retail is evolving hand in hand with consumer lifestyles and the socio-economic scene, and the Group said a study conducted by Deloitte regarding consumer needs in 2023 reveals how they prefer foods that can contribute to physical and mental well-being. Epta further said a quest for gratification is reflected in a growing demand for healthy foods, with a keen eye on their convenience, and promotions, therefore, are becoming a must to stimulate purchases.

Commenting on the launch of Spices, William Pagani, Chief Marketing Officer, Epta, said: "Buyers have become accustomed to finding a merchandise selection on sale, which shapes their behaviour, incentivising grocery shopping. Moreover, retailers need to create the right balance in frequency, duration and intensity of promotions. With Spices, we aim to support customers in further enhancing this strategic format in the food sector in favour of higher profitability while respecting environmental sustainability."



Epta further says the launch of Spices is in line with the Group's objectives of offering efficient solutions, marked by a lower carbon footprint, while also guaranteeing attention to the food chain, and Spices is available exclusively with natural refrigerant R290. Epta also said that though designed for supermarkets and hypermarkets, Spices is ideal for small proximity stores and gas stations. The high refrigeration performance, 3M0 for Vanilla and 3M1 for Ginger and Pepper, Epta added makes the line suitable for presenting different food categories, from dairy products to pre-packaged meat and fish, thus optimally preserving even the most delicate foods. In addition, Epta says Spices also features panoramic triple-glass ends and closed plug-in, double-glass doors. These transparencies, combined with minimal lines and LED lighting on the cover and along the shelves on

demand, Epta said, give a metropolitan style to the store while also enhancing promotional graphics. Epta further said that the Total Display Area of Spices has increased by 20% over previous models, and it allows an expansion of the number of references on display.

Epta said Vanilla, Ginger and Pepper can be customised in their interior and exterior elements, allowing retailers to customise according to their sales needs. Epta further said the furniture can also be integrated with EptaService's LineON digital platform, which allows remote and 24/7 monitoring of the cabinet's operating parameters, including temperature, humidity, energy consumption, and geolocation. Furthermore, Epta said the tool gives access to comprehensive reporting on the solutions and sales trends of individual plug-ins for feedback on their performance.



Pagani said: "The survey conducted in November 2022 by Deloitte involved more than 150 Consumer Products Companies internationally, noting growth in promotions. By selectively and temporarily reducing the price of a basket of products, the brand will also be able to attract new consumers and retain regular ones while boosting sales. Spices premiered at EuroShop 2023, focuses on enhancing promotional leverage while ensuring compliance with one of the Group's pillars, sustainability."