

TOASTY PRODUCTS – LATEST INNOVATION IN GRAB & GO MARKET...

Toasty Products, a new British equipment manufacturer, is dedicated to increasing sales of hot grab & go toasted products.

Exhibiting the innovative Toasty Auto Grill at the prestige Lunch Show 2011, with a new range of frozen pre-filled Paninis, caterers can see the benefits of speed, energy saving and product consistency. Simple automatic operation produces a delicious crispy toasted product time after time.

The Toasty Auto Grill represents a ground breaking development in the application of induction heating technology. Induction heating, admired by many chefs for its speed and cooking control, is highly energy efficient. The Toasty Auto Grill makes excellent use of this technology giving significant energy savings whilst improving toasting speed and quality. Similar to a combination oven, operation is simple push button program control, making for low skill operation but highly consistent product quality.

Whilst induction equipment is often expensive the manufacturers claim the Toasty Auto Grill can give significant energy cost savings of £300 to £500 per annum over other more traditional equipment. The current selling price is pitched at the price of a top of the range contact grill.

Caterers have the option to purchase frozen pre-filled part baked product, including vegetarian fillings and Gluten-Free rolls developed specifically for the Toasty Auto Grill. This guarantees speed and

consistent quality, whilst a frozen product always has the potential benefit of minimum waste.

Managing Director, Andrew Holman said "Our objective is to increase sales of delicious crispy toasted products. For the start up caterer we offer a simple system, with minimum waste, which gives immediate profitability. For the experienced caterer we offer simplicity, the opportunity for improved customer service and increased sales. In an increasingly health conscious market, toasted products represent a healthy, value for money, snack or light meal. It is enjoyed by all customer profiles giving the widest range of appeal and generates significant additional profit for any outlet."

With Toasty Products background in mobile and event catering they are able to offer package solutions including a range of mobile kiosks for interior and exterior applications. Each is individually specified to customer requirements.

For more information contact 08453 727 525 or visit the website www.toastyproducts.co.uk

The Toasty Auto Grill serves customers faster, giving owners more profit, whilst saving them energy.

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