



An Italian excellence awarded in NEW YORK

Vitaeco S.r.l., an Italian company based in Modena, have successfully exhibited their professional product range at the **International Hotel Motel Restaurant Show (IHMRs)** in **New York** on 14-16 November 2010.

IHMRS are considered one of the most prestigious exhibitions in the world, as they anticipate the new trends for hotels and restaurants in terms of marketing, design, technology and safety, for both hospitality and food preparation.

Vitaeco professional cooking food processor *Hotmix*PRO has been awarded as:



**BEST PRODUCT
OF THE SHOW**



**BEST PRODUCT OF THE
“EQUIPMENT & SUPPLIES” CATEGORY**

“We are very proud for receiving these awards, that confirm the excellence of our products at global level – says Cristiana Fornaciari, Managing Director of **Vitaeco S.r.l.**

Vitaeco products are distributed in most of the European countries and in many others overseas, with growing success and satisfaction.

“Thanks to the success at the IHMRs exhibition in New York and the two awards gained, we have started to launch our professional products in North America. Our sales managers have set the basis for important distribution agreements in both USA and Canada. The specialized press and the most prestigious North American culinary institutes have validated the innovative factor of our product concept” says Fornaciari.

*Hotmix*PRO is a new working tool for restaurants, patisseries and ice cream makers, that allows the chefs to work with an instrument that amplifies their creativity and improves the technical results of their food preparations, helping them to save time and ensuring a consistent quality which is easily repeatable at any time.

“**I create, it makes**” and “**the cutter that warms your imagination**” are two of the pay-offs dedicated to this new product concept, both including the HOTMIX PRO innovative values.

*Hotmix*PRO
COOKING PLEASURE
made in Italy

At the IHRMS show, the company chef Marco Ubaldi, owner of the very renowned hotel and restaurant Villa Sgariglia in Ascoli Piceno, has been applauded by both the press and the many other North American chefs which have been present at the New York exhibition.



The **HotmixPRO** is an **innovative multifunction machine** with special blades, designed to operate both as a **mixer** for blending liquids, and as a **cutter** that will chop up any solid ingredient. These capabilities are complemented by a **heating system** that can be used to warm or cook any kind of food at temperatures between **25 and 130 °C**, while mixing simultaneously at variable speed. Equipped with a professional-grade motor **rated 1500W** – driving the blades at a **speed of up to 12500 rpm** – the HotmixPRO can chop, puree, liquidize, blend or mix any type of food in no time at all. What is more, up to 2 litres of food can be processed in the graduated stainless steel bowl. Many food preparation tasks are done using ordinary cutters incapable of speeds higher than 3000 rpm, but with the **HotmixPRO**, these operations can be accomplished faster, and without affecting the properties or the quality of ingredients.

At 12500 rpm, processing times are notably reduced, with mixtures and ingredients refined to a level that will satisfy every special need imaginable.

For any further information please contact:

VITAECO srl

Via Bazzini 241

41122 Modena

Tel 059 4924149

www.hotmixpro.com

marketing@vitaeco.it

LINK:

<http://mefite.ice.it/CENWeb/ICE/News/ICENews.aspx?cod=20550>

www.ihmrs.com/.../tabid/173/Default.aspx

http://foodservicemonthly.typepad.com/sauce_on_the_side/2010/11/hotmixpro-cooking-pleasure-named-best-of-show-at-ihmrs.html

http://www.hotel-online.com/News/PR2010_4th/Nov10_EditorsChoice.html

<http://www.hospitalityupgrade.com/news/showNewsDetail.asp?docID=4285>

<http://www.greenlodgingnews.com/ihmrs-bdny-announce-2010-editors-choice-award-winners>

<http://www.topix.com/com/kcp/2010/11/nine-ih-m-rs-exhibitors-honored-with-editors-choice-awards-kenneth>

<http://www.hotelbusiness.com/hb/links/news/news.asp?ID=40016>