

Press Information

Henny Penny, Frishman to focus on building cook/chill sales in non-commercial market segments

EATON, OH, MAY 2006— Henny Penny Corporation has partnered with manufacturers marketing consultant John Frishman, principal of J. Frishman Associates, Pompano Beach, FL, to increase the company's presence in the non-commercial foodservice market. The announcement of the alliance was made earlier this month by Steve Cobb, President and CEO of Henny Penny.

Mr. Frishman is a 30-year veteran of the foodservice business and has served in various leadership capacities with the National Association of Food Equipment Manufacturers (NAFEM) and currently chairs the NAFEM Special Projects committee. Most recently, he was co-president of Servolift Eastern, a manufacturer of foodservice handling and storage products. Mr. Frishman left that post last August to form J. Frishman Associates, a consultancy focusing on building sales, specifications and relationships between non-commercial operators, foodservice facility designers and select manufacturing companies able to best meet their needs for equipment and expertise.

Working with J. Frishman Associates, Henny Penny will focus primarily on supplying and supporting its lines of high-efficiency blast chillers and combi ovens for new cook/chill customers in business/industry, school/university, correctional and healthcare operations. Six digitally-controlled combi models are available, from 6-pan to 40-pan plus the countertop SpaceSaver. The blast chiller/freezer line includes two compact 24 and 65 lb. capacity blast chiller/freezers and four roll-in blast-chillers ranging from 110 lbs to 350 lbs. capacity. Mobile oven racks common to both equipment platforms along with a variety of labor-saving accessories help improve productivity and food safety. Henny Penny's line of full-size heated holding cabinets, including SmartHold digital humidified holding cabinets, will also play a role in many non-commercial high-volume solutions.



Henny Penny Cook/Chill systems feature high-volume combis (left) and blast chillers (right) with common roll-in mobile oven carts.

“John is extremely knowledgeable about operator and consultant needs in all major non-commercial market segments and is well known and respected by FCSI members and designers throughout the U.S.,” said Mr. Cobb.

Developing a specialized channel to penetrate the \$160 billion non-commercial segment is one of the best ways to fuel long-term growth for Henny Penny, according to Greg Roth, the company’s senior vice president, worldwide sales. “Investing in and promoting the Henny Penny brand in non-commercial markets will bring us new business,” said Mr. Roth. “Henny Penny blast chillers and combis match up well with the needs of non-commercial operators for quality and reliable performance in high-volume applications. We want specifiers and operators to know about and appreciate our approach to developing hot and cold-side equipment that maximizes productivity and costs less to operate from day one.”

Henny Penny Corporation, headquartered in Eaton, Ohio USA, offers a wide range of high quality foodservice equipment designed for easier operation, greater flexibility and lower operating costs. Product lines include pressure fryers and open fryers, combis, rotisseries, holding cabinets, heated display merchandisers, and blast chiller/freezers.

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