

2010 Kitchen Innovations Awards Recipient

Company: Perfect Fry Company

Product: **SFC 5700 Spin Fresh™** by Perfect Fry Centrifugal Fryer

Perfect Fry's centrifugal fryer-based cooking system uses patented *Spin Fresh™* technology to spin off oil significantly reducing fat & calories. An integrated, convection cooking process combine to provide an enhanced taste experience.

Listen to what a cross section of industry experts had to say about *Spin Fresh* technology ...

"The Spin Fresh Centrifugal Cooking System is the most revolutionary change to fried foods I have experienced—it is 'game changing!'"

Ed Rensi, former CEO of McDonald's USA

"This is more than a new piece of kitchen equipment. Much to my surprise, this unit provides a revolutionary advance in cooking-- fried food cooked with a reduced fat profile. French fries, seafood, vegetables, and everything imaginable taste better than any other fryer ... I am impressed."

Chef Jesse Sartain, National Director, American Masters of Taste

"America is facing a crisis of obesity--and its negative health consequences---and spinning fat out of fried food is one step you can take...to avoid those extra pounds."

Spinning fryers can help you cut calories from fried foods---and that is a big step toward better health."

Both quotes from ... Dr. Elizabeth Whelan, Founder and President of the American Council on Science and Health. www.acsh.org

"I truly believe this frying concept (Spin Fresh) will change the face of frying not only for the retail but also the commercial (food service) business. This product will be the standard for any frying process once it is commercialized."

Dr. Rosanna Moriera, Director of the Center for Food Processing and Engineering at Texas A&M University, author of Deep Fat Frying.



Spin Fresh™ by Perfect Fry offers significant advantages to the food service operator ...

- 1) **Nutrition** ... Customers will delight in the significant reduction (up to 37.7% based on existing testing) in fat.
- 2) **Taste** ... In qualitative side-by-side testing conducted by the American Masters of Taste, *Spin Fresh* fried products scored better or significantly better in taste than the same conventionally fried products. And, given the process is fully automated, operators will be ensured of a consistent taste delivery with every batch. No more worrying about whether someone has properly shaken the basket to remove excess oil.
- 3) **Reduced Operating Costs** ... 1) Operators will save on oil as up to 51.1% of oil is spun off the food and back into the fryer. 2) The enclosed cooking system requires fewer recovery cycles thus reducing energy consumption. 3) The Perfect Fry chassis meets Energy Star specifications for energy efficiency.
- 4) **Menu Innovation** ... Operators can now explore new, lighter batters and lighter seasoning as less coating and seasonings are needed to mask the taste of excess oils on the food. Where conventional fryers complete their cooking process, with the *Spin Fresh* fryer by Perfect Fry, exploring the possibilities of taste is just the beginning.
- 5) **Safety** ... The enclosed cooking system keeps oil in the fryer and arms and kitchen equipment out of the fryer reducing splatters, slips and falls. Additionally, the built in fire suppression system meets all codes for North America.
- 6) **Portability** ... Its small footprint (only 86.5 lbs. dry weight) allows you to move it without costly kitchen reconfigurations.
- 7) **Volume** ... Up to 2 lbs of food per batch.
- 8) **Fully Automated Control Panel** ... Cook perfectly every time with user friendly customization of up to 9 touch keys allowing operators to pre-program cooking times, cooking temperatures and spin speeds and times.
- 9) **Odorless & Ventless** ... you can use it anywhere you can plug it in.

Since 1986, Perfect Fry Company has been providing ventless deep frying solutions to the foodservice industry. As the innovator and benchmark of ventless odorless frying technology, Perfect Fry Company has continually led the industry and has introduced innovations which have provided operators with an alternative solution to costly hood fan, ventilation, fire suppression systems and now the **Spin Fresh™** advantages as well. The **SFC 5700 Spin Fresh™ by Perfect Fry Centrifugal Fryer** is the latest achievement from the company, and the development of this revolutionary product will continue to reinforce Perfect Fry Company as the innovator and benchmark of the ventless deep frying industry.

