

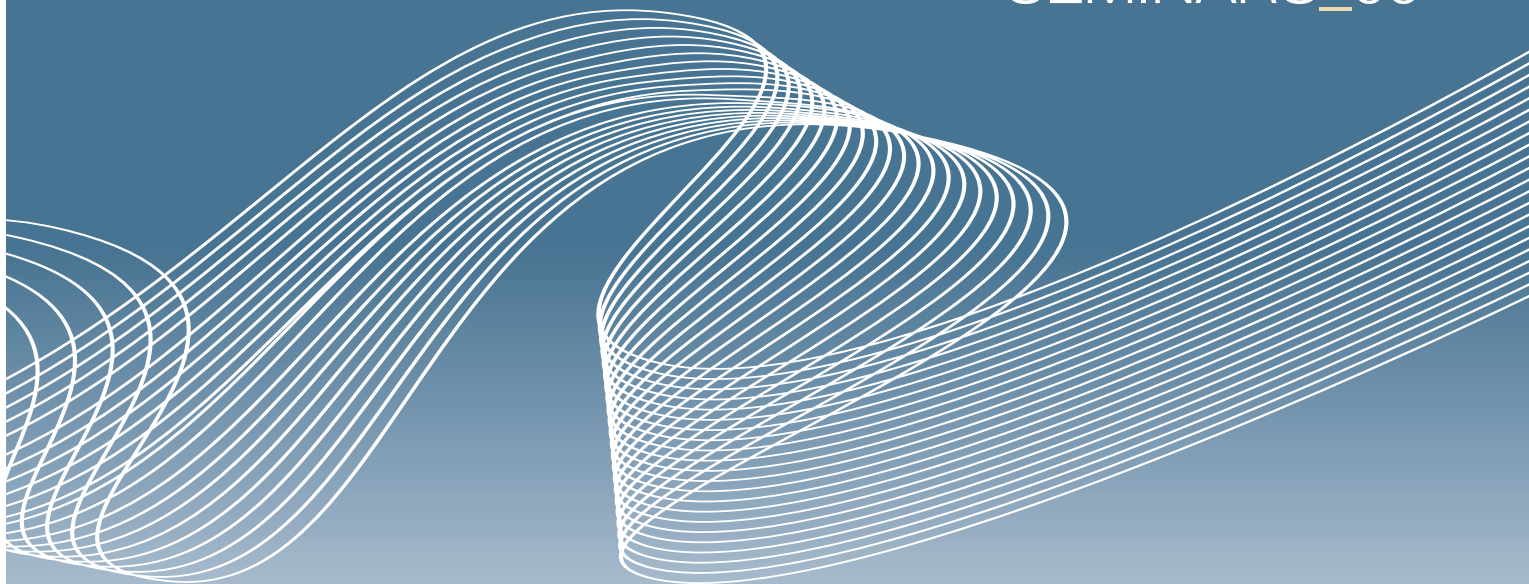
*Thinking of you*

 **Electrolux**



# **ELECTROLUX PROFESSIONAL**

## SEMINARS\_09





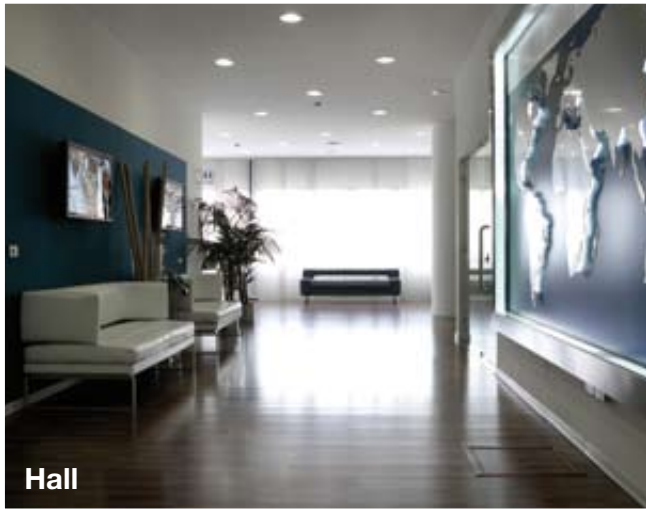
# INNOVATION CENTER

## A MEETING POINT FOR PROFESSIONALS

- 3,500 sqm destined to activities and meetings
- 1 showroom featuring the exhibition of the whole range of products
- 4 training kitchens
- 1 corporate restaurant equipped as a “visual laboratory”
- 11 chefs at your disposal
- 40 seminars to make your job easier and more profitable

**The Innovation Center was created with a specific purpose:** to offer the best hospitality and the best education and information services. Seminars for catering professionals, demonstrations of equipment and in-depth examinations with the Electrolux Chefs, are just a few of the activities dedicated to the about 6,000 guests that visit us every year.

# SHOWROOM AND TRAINING KITCHENS







## CHEF ACADEMY EXPERIENCES COMPARED

Our team is made of professionals and it combines the experience of 'starred' Hotels and Restaurants with the knowledge of kitchen technology. The seminars that are offered originate from the requests and suggestions of professionals and are the result of the continuous research of our chefs, gathered in the Electrolux Chef Academy.

Each seminar provides a smart and intensive use of specific equipment, so that their simplicity of use, versatility and efficiency may be known. In other words, we want to demonstrate that the work in the kitchen can be easy, better organized and most importantly, profitable.

Alessandro **Giudici**



Maurizio **Bottega**



Silvano **Costantini**



Luca **Moro**



Stefano **Sangion**



Maurizio **Marrocco**



Giancarlo **Schettini**



Daniele **Persegani**



Paolo **Paciaroni**




Walter **Coan**



Alessandro **Polver**





## SEMINARS\_09

MARCH 3rd

JUNE 16th

SEPTEMBER 17th

NOVEMBER 17th

# BREAD DELIGHTS VARIETIES AND NEW FLAVOURS

## THE ADVANTAGES OF RESTAURANT BAKERY

Excellency is the goal of catering. Those who want to differentiate themselves from others must firstly care for every single detail. 'Home made' bread is surely one of the strengths of a catering which is careful to service and customers.

### CONTENTS

- Illustrating the basis for the most correct working procedures
- Analyzing ingredients and their reaction
- Identifying the variety of dough with a beer yeast base
- Defining the perfect dough  
The most common problems, the correct baking, the possible chilling and regeneration
- Discovering the 'direct', the 'stand by' and the double baking
- Examining the economical advantages of restaurant bakery: how to satisfy the customer with a wider choice and at the same time decrease costs and production times

### DEDICATED TO

Hotels, Restaurants, Banqueting, Rotisseries, Delicatessens, Holiday villages

### USED EQUIPMENT

Planetary mixer, air-o-convect and air-o-steam® Combi ovens, air-o-chill® Blast chiller, air-o-store Storage cabinet and other Electrolux Professional solutions

### LECTURER

**Giambattista Toso**

Technician at the Pordenone Mill

### COORDINATION

Electrolux Chef Academy







**SEMINARS\_09**  
FEBRUARY 27th  
APRIL 21st  
NOVEMBER 10th  
DECEMBER 2nd

# FINISHING WITH STYLE

## DESSERT AND MISE EN PLACE

### CREATIVITY AND ORGANIZATION OF WORK IN PASTRY

A good dessert can turn a great lunch into a memorable experience. The seminar has the objective of letting the working techniques be known more in-depth.

#### CONTENTS

- Analyzing the new market trends
- Illustrating the compositions of the 'trolley' according to the most innovative dictates
- Defining the correct procedures, the dough composition and its chemical-physical reactions
- Examining the recurring problems and the suitable solutions
- Preparing recipes step-by-step: ganache, bavarese, creams, semifreddo
- Optimizing resources from the preparation to the baking, from the chilling to the regeneration, to take complete advantage of the potentials of your kitchen

#### DEDICATED TO

Hotels, Restaurants,  
Banqueting, Bakeries

#### USED EQUIPMENT

Planetary mixers and Cutters,  
air-o-steam® Combi oven, Induction  
cooking, air-o-chill® Blast chiller and  
other Electrolux Professional solutions

#### LECTURER

**Maestro Roberto Lestani**  
Pastry World Champion

#### COORDINATION

Electrolux Chef Academy





#### SEMINARS\_09

APRIL 23rd

JUNE 9th

JUNE 30th

OCTOBER 13th

# MEAT

## TRADITION AND NEW PROPOSALS

### MEAT AND TECHNOLOGY IN THE KITCHEN

Can a traditional topic such as meat be treated in an innovative way? Thanks to his double ability as a Butcher and Gourmet, the lecturer proposes a menu which spaces from hors d'oeuvres to second courses, from most common meats to the more sought-after cuts. The seminar treats the working of the single piece from the cutting of sub-primals to the cooking process, touching also the subject of dish chilling and regeneration. Step-by-step you will follow the great classics revisited, but also some of the new innovative preparations.

#### CONTENTS

- Analyzing preparation methods and cooking techniques
- Making work easier, safer and more profitable, from cutting to cooking
- Watching the different revisited cooking techniques: oven grilling; low temperature and night cooking; meats with the vacuum cooking technique
- Illustrating new decorations and new presentation methods

#### DEDICATED TO

Hotels, Restaurants, Banqueting, Rotisseries, Delicatessens, Holiday villages

#### USED EQUIPMENT

air-o-convect and air-o-steam® Combi ovens, air-o-chill® Blast chiller, Induction cooking, Chromed Fry tops and other Electrolux Professional solutions

#### LECTURER

**Fabrizio Nonis**

Butcher Gourmet  
counselor for Gusto on Canale 5

#### COORDINATION

Electrolux Chef Academy







#### **SEMINARS\_09**

APRIL 9th

MAY 12th

JUNE 5th

JULY 7th

OCTOBER 6th

# **VACUUM COOKING IN THE KITCHEN**

## **THE SECRETS OF AN INNOVATIVE TECHNIQUE**

The seminar proposes to analyze the techniques of vacuum cooking and the benefits that derive from it in terms of organization of work and economical advantage, given that it improves both the conservation and the cooking of food. The vacuum cooking technique highlights flavor and fragrances, thanks to the use of the low temperature and it ensures the respect for the organoleptic characteristics of the food. Vitamins and minerals remain within the courses and their color is not altered during cooking.

### **CONTENTS**

- Analyzing the possibility of duplicating or triplicating the duration of products
- Illustrating how, in absence of oxygen, bacterial proliferation and oxidation are remarkably reduced
- Highlighting how the organoleptic and nutritional characteristics remain unchanged
- Demonstrating how it is possible to cook more food simultaneously, increasing productivity
- Reminding that with this technique it is possible to reduce waste

### **DEDICATED TO**

Hotels, Restaurants, Banqueting, Rotisseries, Delicatessens, Holiday villages

### **USED EQUIPMENT**

Vacuum packaging machines, Bags and containers suitable for cooking, air-o-steam® Combi oven, air-o-chill® Blast chiller and other Electrolux Professional solutions

### **LECTURER**

**Franco Luise**

Hotel Hilton Molino Stucky - Venice

### **COORDINATION**

Electrolux Chef Academy





#### **SEMINARS\_09**

APRIL 28th

MAY 26th

OCTOBER 1st

OCTOBER 21st

# **BANQUETING** **CREATIVITY AND INNOVATION**

PROGRAMMING, ORGANIZING AND REPEATING EXCELLENCE

The seminar proposes to analyze mostly what happens before a banquet: the organization and preparation. Here are the main topics that are divided into: stocking techniques, chilling and conservation; cooking and pre-cooking to prepare the mise en place in advance; low temperature night cooking, analysis of the regeneration and conservation methods based on the different types of services.

## **CONTENTS**

- Discovering how to improve the working method, from planning to serving, with the purpose of obtaining customer satisfaction and the perfect costs/profits balance
- Examining innovative solutions like the integrated system for cooking-chilling-regeneration
- Enhancing frozen products (if used) through the correct stocking and defrosting in order to ensure the correct quality result and the lower weight loss possible

## **DEDICATED TO**

Hotels, Restaurants,  
Banqueting, Catering

## **USED EQUIPMENT**

Thermaline solutions (pressure braising pan, Eco tops, induction), air-o-steam® Combi oven, air-o-chill® Blast chiller, air-o-defrost Defrosting cabinet and other Electrolux Professional solutions

## **LECTURER**

**Christian Broglia**

Executive Chef

Alma Cooking School - Colorno

## **COORDINATION**

Electrolux Chef Academy







# THE KITCHEN OF LARGE NUMBERS

## INCREASING PRODUCTIVITY AND MARGINS, IMPROVING THE QUALITY IN COLLECTIVE CATERING

Ever more often, collective catering must face reduced spaces, meager personnel, equipment that is not always proportionate to the numerous meals to be served and to the quality expectations of the customers. For this reason, the seminar wants to present the most suitable solutions for the correct organization of work in the kitchen, from stocking to serving and considering also the most innovative technologies to ensure quality, variety and safety.

### CONTENTS

- Correctly organizing the work flow according to the HACCP
- Analyzing the new technologies and defining their use in the kitchen to increase the productivity and the marginality
- Illustrating the techniques to reduce consumptions and waste
- Examining the technologies to transport and regenerate food
- Monitoring the processes and checking management costs
- Combining high productivity and quality excellence

### DEDICATED TO

Corporate restaurants, Schools and Institutions, Hospitals, Nursing and Retirement Homes

### USED EQUIPMENT

Planetary mixers, thermaline solutions (pressure braising pans, Eco tops, induction), air-o-steam® Combi oven, air-o-chill® Blast chiller, MDS Meal distribution trolley and other Electrolux Professional solutions

### LECTURER AND COORDINATION

Electrolux Chef Academy







#### SEMINARS\_09

APRIL 2nd

MAY 5th

JULY 2nd

JULY 21st

# THE GRAND CHEF'S SECRETS BETWEEN ART AND SCIENCE

## HOW TO CREATE THE GRAND KITCHEN

These meetings have the objective of presenting you the great artists of the kitchen and to let you enter their atelier; you will discover that the great names of catering aim at excellence and innovation as well. Together we will experience their philosophy and their ways of organizing work to make it compatible with always new and creative ideas.

### CONTENTS

- Following preparation in detail of the most representative dishes
- Evaluating, together with the great Chefs, the role of innovation and technology in the traditional kitchen
- Reinterpreting tradition improving the used processes and techniques, the quality and the presentation of food

### USED EQUIPMENT

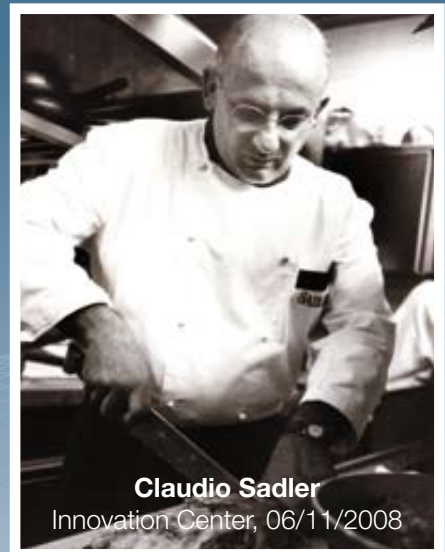
air-o-steam® Combi oven, air-o-chill® Blast chiller, Induction cooking, Chromed Fry tops and other Electrolux Professional solutions

### LECTURER

Starred chefs

### COORDINATION

Electrolux Chef Academy



**Claudio Sadler**

Innovation Center, 06/11/2008



**SEMINARS\_09**

MARCH 18th  
NOVEMBER 3rd

# THE ICE CREAM FACTORY

## FROM INGREDIENTS TO SERVING

### HAND-CRAFTED PASSION AND STATE OF ART TECHNOLOGY

Ice cream between productivity and art; the choice of the ingredients; balancing; all the production phases: creaming, chilling and stocking, with the scrupulous and careful supervision of two Masters of the sector.

#### CONTENTS

- Understanding the characteristics of the individual ingredients, their capability of matching the conservation rules for finished products and the preservation of its peculiar organoleptic characteristics
- Highlighting the importance of the respect for the temperatures and the role of the chiller
- Producing ice cream and sorbets, from traditional flavors to the more creative ones, using innovative techniques and technologies

#### DEDICATED TO

Artisan ice cream shops  
Self-production laboratories

#### USED EQUIPMENT

Planetary mixers, air-o-chill® Blast chiller, Ice cream storage cabinet and other Electrolux Professional solutions

#### LECTURER

**Mauro Petrini**  
Entrepreneur and ice cream Engineer  
**Sergio Colalucci**  
Entrepreneur and Professor

#### COORDINATION

Electrolux Chef Academy





For information on  
seminar\_09 and for  
hospitality contact:

**Italy**

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**Abroad**

**Kai Yin Yip**

kai-yin.yip@electrolux.it

+39 0434 380 858



● **BREAD DELIGHTS  
VARIETIES AND  
NEW FLAVOURS**

MARCH 3rd

JUNE 16th

SEPTEMBER 17th

NOVEMBER 17th

● **FINISHING WITH STYLE  
DESSERT AND  
MISE EN PLACE**

FEBRUARY 27th

APRIL 21st

NOVEMBER 10th

DECEMBER 2nd

● **MEAT, TRADITION AND  
NEW PROPOSALS**

APRIL 23rd

JUNE 9th

JUNE 30th

OCTOBER 13th

● **VACUUM COOKING  
IN THE KITCHEN**

APRIL 9th

MAY 12th

JUNE 5th

JULY 7th

OCTOBER 6th

● **BANQUETING:  
CREATIVITY AND  
INNOVATION**

APRIL 28th

MAY 26th

OCTOBER 1st

OCTOBER 21st

● **THE KITCHEN  
OF LARGE NUMBERS**

APRIL 15th

SEPTEMBER 29th

★ **THE SECRETS OF GREAT  
CHEFS BETWEEN  
ART AND SCIENCE**

APRIL 2nd

MAY 5th

JULY 2nd

JULY 21st

● **THE ICE CREAM FACTORY  
FROM INGREDIENTS  
TO SERVING**

MARCH 18th

NOVEMBER 3rd

After each seminar participants will  
receive a certificate of attendance.



## JANUARY

L 5 12 19 26  
M 6 13 20 27  
M 7 14 21 28  
G 1 8 15 22 29  
V 2 9 16 23 30  
S 3 10 17 24 31  
D 4 11 18 25

## FEBRUARY

L 2 9 16 <sup>23/30</sup>  
M 3 10 17 <sup>24/31</sup>  
M 4 11 18 25  
G 5 12 19 26  
V 6 13 20 27  
S 7 14 21 28  
D 1 8 15 22

## MARCH

L 2 9 16 <sup>23/30</sup>  
M 3 10 17 <sup>24/31</sup>  
M 4 11 18 25  
G 5 12 19 26  
V 6 13 20 27  
S 7 17 21 28  
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## APRIL

L 6 13 20 27  
M 7 14 21 28  
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S 4 11 18 25  
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## MAY

L 4 11 18 25  
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D 3 10 17 24 31

## JUNE

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S 6 13 20 27  
D 7 14 21 28

## JULY

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G 2 9 16 23 30  
V 3 10 17 24 31  
S 4 11 18 25  
D 5 12 19 26

## AUGUST

L 3 10 17 <sup>24/31</sup>  
M 4 11 18 25  
M 5 12 19 26  
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V 7 14 21 28  
S 1 8 15 22 29  
D 2 9 16 23 30

## SEPTEMBER

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M 1 8 15 22 29  
M 2 9 16 23 30  
G 3 10 17 24  
V 4 11 18 25  
S 5 12 19 26  
D 6 13 20 27

## OCTOBER

L 5 12 19 26  
M 6 13 20 27  
M 7 14 21 28  
G 1 8 15 22 29  
V 2 9 16 23 30  
S 3 10 17 24 31  
D 4 11 18 25

## NOVEMBER

L 2 9 16 <sup>23/30</sup>  
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M 4 11 18 25  
G 5 12 19 26  
V 6 13 20 27  
S 7 14 21 28  
D 1 8 15 22 29

## DECEMBER

L 7 14 21 28  
M 1 8 15 22 29  
M 2 9 16 23 30  
G 3 10 17 24 31  
V 4 11 18 25  
S 5 12 19 26  
D 6 13 20 27

**Electrolux Professional Spa**

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