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Press Release

Gurgaon, 28th May, 2013

The Tandoor Concept by Electrolux has been accredited by ICF

In the latest development for Electrolux Professional India, Members of the Governing Body of Indian Culinary Forum (ICF) have accredited the Tandoor Concept by Electrolux for its innovation in respect to the traditional Indian cooking method of Tandoor cooking. The Tandoor Concept by Electrolux was developed in the Innovation Center in Gurgaon by the Electrolux Chef Academy. Electrolux has now been tirelessly sharing this concept in seminars, events, and exhibitions with professional chefs all over India and the world.

Speaking about the Tandoor Concept, Chef Davinder Kumar, President ICF & Vice President F&B Production, Le Meridien New Delhi states, "With adequate & relevant research in Indian cuisine, Electrolux has very successfully adapted, developed and showcased the Tandoor Concept incorporating it in their program designed for ovens which they are now successfully marketing in India. This is a great option for professionals and organizations where kebabs/tikka and other Indian food needs to be produced in bulk, and the Tandoor Concept has successfully demonstrated application of technology to cook traditional Indian cuisine to perfection in less time and energy-efficiently."

In the recent past, the Electrolux Chef Academy successfully demonstrated biryani (in clay pot), chicken & paneer tikka, idli, samosa, and dhokla at Gulfood and AAHAR. Prior to these trade exhibitions, the Tandoor Concept by Electrolux was launched in front of an audience of over 300 chefs from the Indian hotel industry at Indian Culinary Congress by IFCA in Bangalore in March 2012 and subsequently in September 2012, at the Electrolux Food Theatre in Fine Food India at Pragati Maidan, New Delhi. Keeping up the momentum, Electrolux Professional India has been very busy in spreading the Tandoor Concept by Electrolux to chefs across India, and encouraging them to apply this concept in their daily operations.

Speaking on the occasion, Ms. Kim Underhill, Regional Head South East Asia and India, Electrolux Professional, says, "It gives me immense pleasure to see the Tandoor Concept successfully developed in the Innovation Center in Gurgaon, suitably supported by the Electrolux Chef Academy at Italian Headquarters. This concept can be applied worldwide and has the potential to take Indian cuisine to greater heights. More so it opens up the possibility for other international cuisines to be cooked to perfection with Electrolux Professional equipment."

"Since late 2010, tirelessly work has been put to perfect this concept," says Marco Guerretti, Head of Region 8 and 10, Electrolux Professional. "Detailed research has been performed to innovate and bring out the Indian flavors and textures. Electrolux chefs, kitchen consultants as well as customers have been engaged in detailed discussions and intense workshops to put it to test and we have a winning concept."

About Electrolux Innovation Center, Gurgaon

Electrolux Professional launched its Innovation Center in Gurgaon, India in October 2011. Today it is a hub for training, innovation and demonstration of Electrolux Professional equipment. Here, the Electrolux Chef Academy can provide customized equipment demonstrations and culinary skills development for catering professionals. They are also able to showcase product innovations in food service through seminar and culinary demonstrations.

About ICF

The Indian Culinary Forum is India's association of professional chefs and is a non-profit organization. The ICF is dedicated to the advancement of the culinary art of India. Their objective is to act as a link and platform for the national community of chefs. The World Association of Cooks Societies (WACS) endorses the ICF as the authorized culinary forum for Indian Chefs. This allows the ICF to provide an international culinary focus by staging various competitions, seminars and events.



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About Tandoor Concept by Electrolux

With the Tandoor Concept by Electrolux a Chef can...

- Prepare 600 pcs. of murch tikka in just 9 mins in the air-o-steam Touchline combi oven (10 grid oven)
- Prepare over 66 lbs (30 kgs) of boneless chicken curry in 12 mins in the Electrolux pressure braising pan
- Cook a full load of chicken biryani in 35 mins in the air-o-convect Touchline combi oven (10 grid oven)
- Cook 120 pcs of steamed idli in 8 mins in the air-o-steam Touchline combi oven (10 grid oven)

About Electrolux Professional Combi Ovens

Electrolux combi ovens suit every type of cooking environment from small quick-service restaurants to large high-end restaurants/hotels, schools, cafeterias and banquet kitchens. Electrolux combi ovens allow chefs to prepare and serve excellent meals to a large number of people in a variety of culinary environments. A complete range of ovens allow the end-user to select what is best for their business (6 pan half size, 6 pan full size, 10 pan half size, 10 pan full size, 20 pan half size and 20 pan full size). Combi oven control panels are available as manual (turn dial) or Touchline (digital touch display screen) depending on user preference. Touchline control panels provide the added features of USB connectivity for oven updates and recipe upload/downloads.

A wide range of accessories provide the user a variety of options to bring out the flavors and nuances in their dishes. From perforated baguette trays to frying griddle trays to specially designed skewers to cook tikka (traditional Indian cuisine), a multitude of combi oven accessories are available for chefs to customize their air-o-convect and air-o-steam Touchline combi ovens.

For more information, please contact Tracy Drake at tracy.drake@electrolux.com

Electrolux Professional offers food service and laundry solutions to a wide variety of customers around the world, from restaurants and hotels to healthcare and other service facilities. Our 2,000 service partners in 140 countries ensure that our resource-efficient equipment, leading in innovation and design, improve our customer's everyday business. In 2013, Electrolux Professional had sales of EUR 640 million, 2,600 employees, 7 factories and over 1,000 dealers. For more information, visit www.electrolux.com/professional