**Experience Restaur-action in retail with Electrolux Professional and Epta**

March 2017

**As retail stores worldwide experience a boom in the number of consumers choosing to dine in their premises, Euroshop 2017 sees Electrolux Professional and Epta Refrigeration unveil their innovative ‘Shop in Shop’ concept – a pop-up restaurant system perfect for retail outlets aiming to capitalize on the growing trend.**

Forming a self-contained unit that can be erected within large-scale spaces, the innovative Shop in Shop design combines two sections inside one structure, with one half serving as a takeaway restaurant and the other accommodating eat-in diners. The unit can then be opened and closed during the day, depending on which function is required.

With the leading retail trade fair taking place in Düsseldorf, Germany from 5-9 March, Electrolux Professional and Epta showcase their unique solution in a dedicated ‘Restaur-action area’. Featuring a Shop in Shop restaurant, the space caters for a large number of diners throughout the day, who can enjoy meals prepared during show-cooking sessions by chefs from the Electrolux Chef Academy.

What’s more, in keeping with the manufacturers’ shared Zero Waste philosophy, all dishes prepared during these sessions are based around a single ingredient – the carrot – to demonstrate how one component can be used in a variety of ways to provide fantastic food.

Ilaria Meneghin, Retail Segment Manager at Electrolux Professional commented: “Consumers are increasingly considering stores as potential meeting points and places to eat out. Euroshop 2017 is the perfect occasion to show retail outlets how Shop in Shop can help them to maximize their potential, by displaying how fantastic food can come from even the simplest solutions.”

**ENDS**

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About Electrolux Professional

Electrolux Professional, part of the Electrolux Group, offers food service and laundry solutions for professional users. Our smart products and worldwide service network make customers’ work life easier and more profitable. With eight manufacturing plants and 10,000 service technicians in over 140 countries, we conduct our business in a sustainable way. In 2016, Electrolux Professional had global sales of SEK 6,8 bn and 2,700 employees. For more information, visit [www.electrolux.com/professional](http://www.electrolux.com/professional)

**Epta. Advanced solutions for your store.**

**EPTA** – multinational Group specialized in commercial refrigeration, operates worldwide through its brands **Costan** (1946), **Bonnet Névé** (1930), **George Barker** (1928), **Eurocryor** (1991), **Misa** (1969), **Iarp** (1983) and **Knudsen Køling** (1961). In the domestic and international markets, Epta is the only partner capable of producing and marketing complete refrigeration systems, due to the integration of specific product lines such as: traditional refrigerated cabinets, positive temperature vertical and semi-vertical and negative temperature vertical and horizontal refrigerated cabinets, plug-in refrigerated cabinets, medium and high capacity refrigeration packs, and cold storage rooms. With headquarters in Milan, it has 4,000 employees and an extensive commercial presence all over the world. In 2016 it reported sales revenues of above 800 million euros. At Euroshop 2017, Epta will present a new leading concept *“#EptaExperience is the way*”, that sums up the Group’s capacity to combine the expertise, innovation and personalisation of its brands’ solutions, offering final consumers an original and captivating store experience.