Press release

**22 October 2019**

# **FCSI’s 2019 Start Me Up Innovation Awards: winner announced**

* **The SCRAEGG Pro Unit from SCRAEGG GmbH has won** **FCSI’s inaugural 2019 Start Me Up Innovation Awards, sponsored by Electrolux Professional, at HostMilano 2019**
* **Judges called the appliance, which can also be used to prepare small meals in a matter of seconds, “a brilliant idea”, praising it for its versatility and scalability**
* **The Awards were launched in May 2019 to showcase new products or concepts launched by independent start-up companies**
* **The three finalists, Print 2Taste, SCRAEGG and Tablee,** **pitched their products to a judging panel of FCSI Professional members and the Design Director of Electrolux Professional at the FCSI booth at HostMilano 2019 on Sunday 20 October**
* **The winner was announced later that evening at FCSI’s Sponsor recognition Party**

**At HostMilano 2019, the SCRAEGG Pro unit from SCRAEGG GmbH beat fellow finalists Print 2Taste and Tablee to be the ultimate winner of FCSI’s inaugural 2019 Start Me Up Innovation Awards, sponsored by Electrolux Professional**

From the 27 start-up companies who originally entered their exciting new products into FCSI’s 2019 Start Me Up Innovation Awards, a judging panel of FCSI Professional members and the Design Director of Electrolux Professionalhas awarded the SCRAEGG Pro unit from SCRAEGG GmbH as its winner.

On Sunday 20 October 2019, in a final round of live judging at the FCSI booth at HostMilano 2019, the 3d food printing system Procusini 4.0 from Print2Taste GmbH, the SCRAEGG Pro unit from SCRAEGG GmbH and the Tablee platform from Tablee had one last chance to impress judges and make a final pitch to win the coveted trophy.

The three finalists had 10 minutes on stage each – five minutes to present and five minutes for questions – in a Dragon’s Den/Shark Tank-style format. The judges, consisting of five FCSI Professional member foodservice consultants and the design director of Electrolux Professional, then decided on their winner over lunch.

Chris Rapp from SCRAEGG, which can whisk and heat eggs soups and porridge to 96°C using a patent-pending steam nozzle, was presented with the award later that evening during FCSI’s Sponsor Recognition Party at the ‘& Restaurant’ in Fiera Milano.

The Awards, sponsored by Electrolux Professional, were launched in May 2019 to celebrate innovative ideas from start-up businesses with the potential to have a game-changing impact on the commercial foodservice, beverage and laundry industry. 27 start-up businesses across the world entered the awards, with product entries as diverse as plumbing equipment, automated cocktail makers, 3D food printers, apps, cloud-based kitchens, washing technology, food waste devices, robotics and commercial rotary convection ovens. Entries came from Brazil, Egypt, India, Iran, Malaysia, Belgium, France, Germany, Italy, Slovenia, Spain, UK and the US.

"The Start Me Up Awards reflects FCSI's proud commitment to innovation in this industry,” says Nick Vaccaro, executive director of FCSI Worldwide. “It has been an exciting campaign, with so many great entries and I look forward to seeing what the future holds for the overall winner, SCRAEGG, and the other finalists."

Alberto Zanata, CEO of Electrolux Professional, echoed this sentiment. "We are proud to support this Awards, which reflect Electrolux Professional's commitment to innovation in foodservice, beverage and laundry. The Awards have a worthy winner in SCRAEGG, but all of the finalists presented excellently and all three have exciting products."

In receiving the award, SCRAEGG’s Chris Rapp said: “For us, this is a very big thing and an honour to win. It proves that our concept is a genuine innovation, but for an organisation such as FCSI to see our great potential makes me proud. I thought the organisation of the event was great, from the beginning to the end. It was so easy to enter and it never felt like hard work, even during the presentation stage. It was a great outcome for us.”

In summation, the judges described the winner as “a brilliant idea”, praising the SCRAEGG Pro unit for its “accessibility to everybody” and “interesting use of technology”. The judges said it was “beautiful in its simplicity”, offering “almost limitless possibilities” and was most exciting “because of its scalability”.

#### About the winner:

**Company: SCRAEGG GmbH**

**Product:** The SCRAEGG Pro

**About:** The SCRAEGG Pro unit whisks and heats to 96°C using a patent-pending steam nozzle. In approximately 15 seconds, a delicious scrambled egg with a fluffy, creamy consistency is produced and all without the need for additional oil. It can be prepared with either liquid or fresh eggs. The appliance can also be used to prepare small meals in a matter of seconds.

SCRAEGG GmbH was founded in 2018 and is based in Wiesloch near Heidelberg, Germany.

**Further details:** [scraegg.com](https://scraegg.com/)

***<END OF PRESS RELEASE>***

**Further details:**

The inaugural 2019 Start Me Up Innovation Awards were created by international member body Foodservice Consultants Society International (FCSI) and Electrolux Professional to give a platform to new products, services, systems or concepts from global start-up businesses with the potential to have a game-changing impact on the commercial foodservice, beverage and laundry industry.

#### The judges for the finals:

* Bettina von Massenbach FCSI
* Ken Schwartz FCSI
* Joseph Schumaker FCSI
* Alexander Hofer FCSI
* Brandon Kua FCSI
* Michele Cadamuro, Design Director, Electrolux Professional

For more information on FCSI’s 2019 Start Me Up Innovation Awards please contact Michael Jones, editorial director, FCSI’s *Foodservice Consultant* magazine: michael.jones@progressivecontent.com.

**Notes to the editor:**

**About Foodservice Consultants Society International (FCSI)**

Foodservice Consultants Society International (FCSI) is the member body for professionals offering design and management consulting services, specialized in the foodservice and hospitality industry, across the world. For more information, visit <https://www.fcsi.org/>.

**About Electrolux Professional**
Electrolux Professional is a leading provider and trusted partner for unit and full solutions, with a comprehensive and integrated offer for food, beverage and laundry. Electrolux Professional’s innovative and efficient solutions help to make our customers’ work-life easier, more profitable - and truly sustainable every day. With 10,000 service technicians in over 140 countries, Electrolux Professional offers customers a worldwide service network. In 2018, Electrolux Professional had global sales of SEK 9bn and 3,000 employees. For more information, visit [www.professional.electrolux.com](http://www.professional.electrolux.com).