For Immediate Release



Contact: Linda Diedrich

920-459-5204

**New Vollrath Catalog is Designed to Inspire**

Fresh look features more photography, friendly layout, and quick tips to additional resources

Sheboygan, WI – August 4, 2014 – Vollrath is pleased to announce the release of the 2014-2015 Equipment and Smallwares catalog. The catalog features more than 20 new or expanded products and has a fresh new look with more photography, easy to scan product guides and tips to searchable resources on the company’s recently launched industry-best website. The catalog is available for immediate download at [www.vollrath.com](http://www.vollrath.com).

Titled, *“Experience Ingenuity,”* the catalog is designed to inspire. Coupled with the redesigned and feature-rich website, [www.vollrath.com](http://www.vollrath.com), these are the go-to tools for customers looking to Outperform every day™. Both are easier than ever to navigate. The new catalog retains the familiar color-coded organization customers are accustomed to, but now includes more photos to identify products easily and inspire innovative ideas in every area of foodservice, from back-of-house performance, to elegant buffets, to organized and efficient self-serve stations.

Product selection is easier with streamlined specification data that can be quickly scanned. Customers looking for more information will find prominent, quick tips for finding additional resources at [www.vollrath.com](http://www.vollrath.com), including video demonstrations, interactive product selection tools, in-depth articles, photos and more.

The more than 20 new or expanded products in the 2014/2015 catalog include:

* **Mirage® Induction Soup Rethermalizer** – winner of three major industry awards; the smart rethermalizer combines the best of induction and rethermalizer technology – no water required; fast, efficient operation; and reduced food waste
* **LidSaver™ Lid Dispensers** – a cost saving, hygienic solution that pays for itself in six months!
* **NSF Certified Italian Designed Slicers** – now the industry’s leader in performance and durability includes new features that meet NSF certification requirements
* **Contoured Carving Station** – add fresh sliced meats to your buffet with style
* **Acrylic Display Cases** – enhance the appeal of bakery goods from every angle
* **Redco® Cucumber and Fruit Slicers** – faster and more consistent than hand-slicing
* **Miramar® Contemporary Pans and Templates** – chic yet elegant brushed stainless pans fit stainless steel or granite inspired templates
* **Folding Mobile Breath Guards** – a portable solution for covering food that folds down flat for easy transport
* **V-Class Series Custom Serving Lines** – create a custom serving line, cart or kiosk from the nearly endless options in the rugged V-Class line
* **Sinks** – stainless steel, in sizes and shapes for a variety of applications

-MORE-

**New Vollrath Catalog is Designed to Inspire (continued)**

The Vollrath Company, based in Sheboygan, Wisc., has a reputation for the design, development and manufacture of the foodservice industry’s finest smallwares and equipment.  With a collection of exceptional people, industry leading products, and helpful consultative services, Vollrath is assembled for one purpose – to advance the art of hospitality.  For more information about The Vollrath Company, its products, facilities in the US, Europe and Mexico, and the 19 foodservice industries it serves, visit [www.vollrath.com](http://www.vollrath.com) or search “Vollrath” to find us on Facebook or Twitter.  For media inquiries, contact Linda Diedrich at 920-459-5204 or via e-mail at [ldiedrich@vollrathco.com](mailto:ldiedrich@vollrathco.com).

# # #