



HEATED DISPLAY CASES



HALO HEAT® – CLEVERLY DISGUISED



Halo Heat is a brand trademark that's become synonymous with Alto-Shaam's Cook and Hold and heated holding cabinet technology. Alto-Shaam built it's brand and reputation upon it's Halo-Heat technology, revolutionizing the foodservice industry. Should it surprise anyone that the same proven heating technology can also be found in Alto-Shaam's heated display merchandisers? Through this gentle and consistent heating technology comes Alto-Shaam's ability to display food at peak "just out of the oven" quality levels, while maintaining that perfect balance of temperature to keep the food moist and fresh while at the same time extending heated holding/display life. Halo Heat has many benefits that you might not expect to find in a display case, including:

- **Improved food quality** - The gentle Halo Heat heats evenly and precisely, with no hot or cold spots. This keeps food at optimum temperatures, without drying food out.
- **No water** - For years the industry has been told and convinced that you need steam in display merchandisers to keep food moist, when in fact steam does nothing to maintain food quality or shelf life. Not to mention the host of other problems and challenges that water inherently creates with installation, cost of operations, maintenance and sanitation.
- **Environmentally-friendly** - Lower utility consumption and the elimination of water supply and drainage are just a few of the reasons why Alto-Shaam Heated Display Cases are environmentally friendly. Halo Heat and Alto-Shaam Heated Display Cases are a great match.



MODEL EU2SYS-48 BACK VIEW
SHOWN WITH 750-TH-II COOK AND HOLD
OVEN AND OPTIONAL CASTERS

YOU CAN SEE CLEARLY NOW, THE STEAM IS GONE

If you really think about it, doesn't it seem kind of silly to try to hold food behind glass with steam? Not only are we trying to hold food above cooking temperatures, but it's true that all that steam is actually drying out your food. It's also true that we "eat with our eyes" and if your customers can't see through the fogged glass, how can you expect to generate sales? So much for an attractive and effective display! Alto-Shaam realizes one of the core basics of displaying hot food—If you're going to sell it, you've got to be able to see it. Alto-Shaam heated display cases use Halo Heat to keep food warm, not steam. You'll notice the difference right away because:



- Food kept warm with Halo Heat is kept at a constant temperature with little fluctuation. This keeps food from drying out, extends shelf life, and yields better quality food and sales!
- You know that cloud of steam you see every time someone removes a pan from a steam table? It's usually one of the reasons your employees don't like changing steam table pans. With Halo Heat, that blast of steam will be nothing more than a blast from the past.
- When you eliminate the steam, you eliminate the problems! No steam means reduced construction and installation costs; no water supply or drainage cost; elimination of water quality related service, maintenance and sanitation; and best of all, a safer and better way to maintain food quality and presentation to grow your sales.

EFFICIENCY IS ON DISPLAY

Anyone who is concerned with environmental responsibility and reducing costs can appreciate efficiency. With rising costs and falling profit margins, efficiency is a welcome addition to any food service operation.



MODEL TY2SYS-72



Alto-Shaam's heated display merchandisers set the industry benchmark for efficiency.

- Our exclusive Halo Heat technology uses significantly less electricity than calrod-based warmers.
- The water-free heating technology means you won't have to pay for water or drainage and you won't need caustic chemicals to de-scale the equipment. Halo Heat is a clean, straightforward way to keep food warm.
- With Halo Heat's precise temperature settings, your food will remain at optimum temperature, without continuing to cook or drying it out. More of your food is sold, and less ends up as waste.

GIVE THE FRONT GLASS A LIFT

The front glass on any enclosed display case is designed to be a "window on the world" of food. A dirty display not only creates a poor consumer perception, but can also negatively impact sales.

The "lift up" tempered, front glass can be lifted to a 90° angle for easy cleaning and safe and efficient loading or unloading of the merchandiser. It may seem like a trivial feature, but try it once and you'll ask yourself, "Why don't all enclosed display cases do this?"



CHOOSING THE RIGHT DISPLAY FOR YOUR APPLICATION



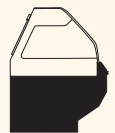
MODEL ED2SYS-48/2S

How much room do you have? What variety of menu do you want to display? These may be two of the most critical questions you need to ask yourself when deciding what size and type of heated display merchandiser you need.

Certainly options abound with Alto-Shaam heated display systems, ranging from full to self-service, to cases designed to match profiles with most of the industry's top selling refrigerated display units, creating a "case match" concept. The choice is up to you!



EU2SYS



ED2SYS



TY2SYS



HN2SYS



PD2SYS



EC2SYS



TRY IT BEFORE YOU BUY IT AT OUR NEW CULINARY CENTER

“Hands-on” product demonstrations are available at more than 60 authorized training centers throughout the U.S., including our new Culinary Center, as well as in key locations throughout the world. Call us or visit our web site for details.

ASK OUR CHEFS

Wondering which piece of Alto-Shaam equipment is best for your menu? Looking for new serving suggestions or recipes? Visit the “Chef’s Table” section of our web site (www.alto-shaam.com). Post your question and one of our staff chefs will respond promptly with an answer.

WORLDWIDE SALES & SERVICE

Alto-Shaam truly is a global company. You’ll find Alto-Shaam representatives throughout the U.S.A. and distributors in more than 50 countries offering complete sales and service support.



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