

BSE | MARKETING KEYSTONE NORTH MID-ATLANTIC

Representing **MAFSI**
Manufacturers' Agents Association for the Foodservice Industry

Regions 2 , 3 , 4 , 5

Offices opened in Richmond, VA and
Baltimore, MD in November of '21



Region 2

New York (Upstate)

New York (Newburg and North)



Region 3

New York Metro

New York (Poughkeepsie And South), New York City Metro, New Jersey, (North of Trenton), Connecticut (Fairfield County)



Region 4

Keystone

Pennsylvania (Except West of State College and Pittsburgh), New Jersey (Trenton and South), Delaware



Region 5

Mid-Atlantic

Maryland, Virginia, Washington D.C.

[Visit Our Website](#)



NEW YORK DEMO KITCHEN



MEL our MOBILE
EQUIPMENT LAB



NEW JERSEY DEMO KITCHEN

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2022 BSE ROSTER

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ZUMMO

Squeeze the perfect juice!



1

The fruit drops from the basket to the cup.



3

Each cup houses one half of the fruit and continues to rotate up to 180°.



2

The cups rotate 90° around their own axis, and the fruit is cut vertically.



4

The cut fruit is pressed vertically against the balls and the juice is obtained, which goes directly to the receptacle.

Stocked at BSE Marketing in
New Hyde Park, NY

Click below to view our
Zummo product videos



VICTORY

Solutions for Daily Service

Victory offers optimum performance and efficiency to meet the demand of any educational setting.



K-12 Educational: FULL RANGE OF UNITS TO HANDLE SCHOOL MEAL PREP AND SERVING CHALLENGES

Milk Coolers

- 8, 12, and 16 crate capacities in single and dual access models
- Flexible compression door gaskets ensure a tight seal for added temperature control
- Coolers hold milk between 36°-38°F for maximum refreshment
- External digital thermometer
- Reinforced floor for maximum support
- Epoxy coated, steel wire racks included for floor protection
- Bottom drain for connection to drain hose and easy cleaning
- Modern beveled edge
- Full stainless steel
- Cylinder Locks

Merchandisers

- Modern, beveled glass door on a stainless steel door frame
- Stainless steel exterior
- Chrome lift-off hinges
- Stay-open feature for easy loading
- Mechanical door lock standard
- Low-profile door handles
- One piece, snap-in, magnetic door gasket on the doors
- Refrigeration system automatically adjust for the proper amount of refrigerant needed for faster recovery

UltraSpec

- Stainless steel exterior and interior with aluminum interior options
- Doors have a one-piece, snap-in magnetic door gasket, and cam-lift hinges
- Low-profile handles and cylinder lock
- Full electronic control with touchpoint interface
- 20-gauge stainless steel doors
- Variable speed compressor
- Expansion valve technology automatically adjusts for quicker recovery
- Adaptive defrost coil sensing technology

Elite Series

- Victory Elite available in refrigerator and freezer models, with solid or glass doors, in full or half door configuration, and multiple finish options
- High performance refrigeration system with an electronic control
- Coated Evaporator Coil, Located Out of The Food Zone
- Hot gas condensate evaporator
- Snap-in, Magnetic Door Gaskets Adaptive Defrost
- Heavy-Duty Cam Lift Hinges
- Cassette style refrigeration system build reduces downtime for servicing

[LEARN MORE](#)

With over 130,000 schools serving 30 million meals daily, schools are tasked with providing students a diverse, nutritious dining experience. Victory offers a wide range of high-quality, spec line equipment for both the kitchen and cafeteria areas. Featuring school milk coolers, glass-door merchandisers, reach-in refrigerators and freezers, warming cabinets, pass-thru, roll-in, or roll-thru models, Victory has a solution for any K-12 setting.

**This manufacturer not represented by BSE in all BSE territories*

Edlund NEW! Edvantage® EDVG Series Meat Grinders

TIME TO LEAVE THE OLD GRIND BEHIND!



All grinding components are mounted externally for quick and easy removal. No wormhole to cleanout



Large blower fan keeps unit cooler. Bright blue fan indicates cooling fan is running



Completely sealed gearbox with hardened gears in oil bath eliminates potential leakage in interior

- 3 Models available
- New! Ultra-Modern Design
- Heavy-Duty anodized aluminum housing
- Ventilated motor for longer, cooler operation reduces overheating
- Hermetically sealed gearbox with oil bath gears eliminates splash back or leakage

- EDVG-12SS features stainless steel propeller and feed chute
- Stainless steel feed pan and plastic pusher included
- Forward/reverse switch
- Exclusive! Built-in storage drawer for knife and blade
- Exclusive 2-year warranty!

SimpleSpec packaged hoods provide a complete solution!



unified brands



SimpleSpec units are available as box, pizza, fryer, dishwashers and broiler hoods.

Box style Hood Package Features:

- All 430 stainless steel construction
- UL Listed globe style light fixtures on 36" center lines
- 3" rear air space
- Concealed grease trough
- Removable grease cup
- Fixed location hanger brackets
- Exhaust collar installed
- 18" top enclosure covers up to a 120" ceiling
- Stainless steel rear wall panel, length of hood x 78" tall
- IMC 2006 auto start temp sensor fan delay interlock
- UL Listed baffle style stainless steel grease filters



Click pricing button below to access our Avtec Interactive Price Book

PRICING

ALTO-SHAAM



Our 2022 “Taste of Alto-Shaam” schedule has been released!!!

Once you've seen the power of our commercial foodservice equipment, you'll know why foodservice operations around the world rely on Alto-Shaam to serve their customers.

To learn more about our versatile product line, choose and register for a date below.

**Click the combi to view
our full product catalog**



BSE is also excited to have a full calendar of LIVE EVENTS for our clients to truly 'TASTE' a Taste of Alto-Shaam. Click [HERE](#) for a complete list by territory of live events in your area!

Click picture link below for a 60 second video summarizing our event



Virtual Taste of Alto-Shaam Events (via Zoom)

All events are at 10AM

Register for event by clicking “January” below



SCHEDULED PRICE INCREASES

December 2021

- Ice-O-Matic
- Edlund
- Champion & Bi-Line
- Perlick
- Aero

January 1, 2022

- ACP
- Alto-Shaam
- Channel
- Equipex
- Salvajor
- Victory
- Unified Brands
 - Randell
 - Groen
 - PowerSoak
 - Avtec

February 1st, 2022

- Ice-o-Matic

March 1st, 2022

- Alto-Shaam
- Champion



Wish I could say I am glad 2021 is behind me but I believe 2022 will be even more “strain on the brain.” Price escalations will continue to be fluid and short notice. Supply chain will continue to be a challenge. If the supply chain fixed itself in 24 hours, most manufacturers are booked for about 60% of 2022 capacity already, so it will feel like we are experiencing supply chain issues for all of '22. A surging inflation will see some tense moments for credit analysts and accounts receivables, as lines of credit and funding gets squeezed.....remember 2008. A bright spot is we are all busy and escalating pricing has not quelled the operator thirst for expansion, so we are all realizing more gross dollars, just with more angst. Another bright spot has been the ability for American manufacturers to be able to compete with imported goods, due to freight cost, lead time and existing tariffs, which are keeping US manufacturers quite relevant. A last hope which I am hearing more and more of is the 80/20 rule, meaning factories may start trimming their offering to the 80/20 rule, as a response to the labor and material challenge. The 80/20 offering doesn't mean less forward thinking, just more standardization. Labor will be a constant issue as Americans have taken to the mind-set that personal and family time is more important than wealth, as date and many recent articles have anecdotally supported. Adding to the quality labor availability is the notion that working from home is “the solution” to child care, commuting and family time. Tough to build commercial foodservice equipment from home.....

How do we try to make it a tad easier on all of us? There are industry challenges we cannot have an impact on, as they are global economic forces bigger than FEDA, NAFEM, FCSI, CFESA and MAFSI. I have long wondered where the term “free freight” came from? Nothing is free as somebody pays for it; just a matter of whether it is the dealer or the MFR. In the end, the operator pays the freight as nobody really “eats the cost”, which is built into the selling price. Free freight is a great “hoax”. Freight is one of those costs which is fluid, unpredictable and impacting the need for constant and short notice price adjustments. When I entered the industry, “shortly after Central Air-Conditioning”, there was no such thing as free freight. Everything was FOB and we spent a lot of time figuring freight costs for dealers. Today, there are multiple programs which calculate for us. If all sales reverted back to FOB, for everybody, pricing fluidity would somewhat stabilize and we just may see an improvement in predictable margins. If everyone is charging and paying freight, from manufacturer to distributor to dealer etc, the entire playing field may just get easier to navigate and forecast. Call me crazy.....many people have.

To a fabulous, safe, happy, healthy and fun 2022 for all of us and our loved ones. Look for next “thoughts” on Trade shows, “or not.”

- Jeff Hessel