

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



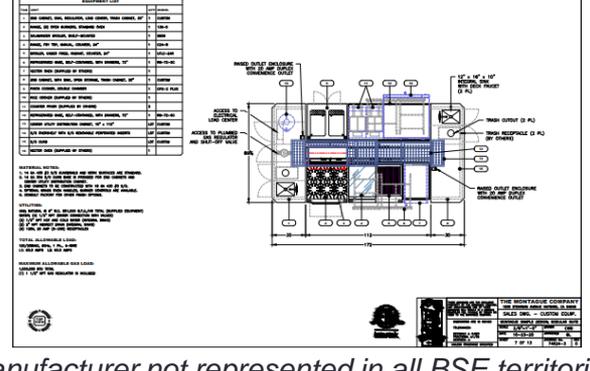
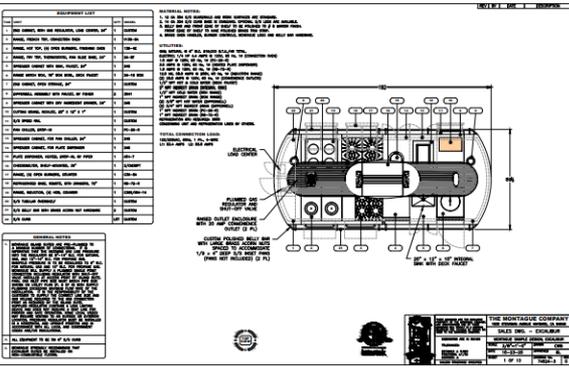
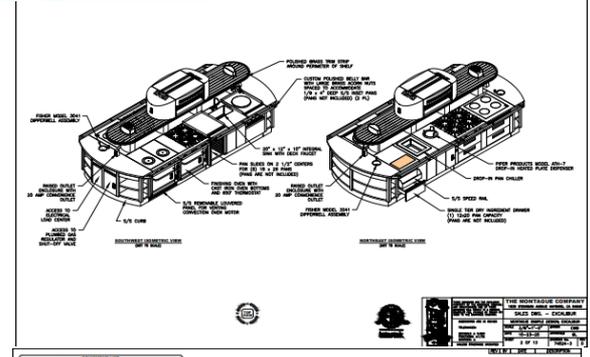
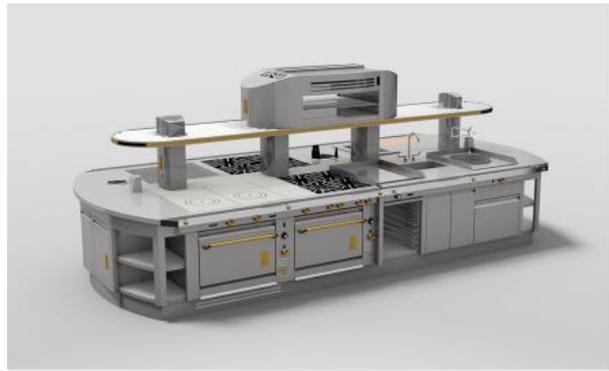
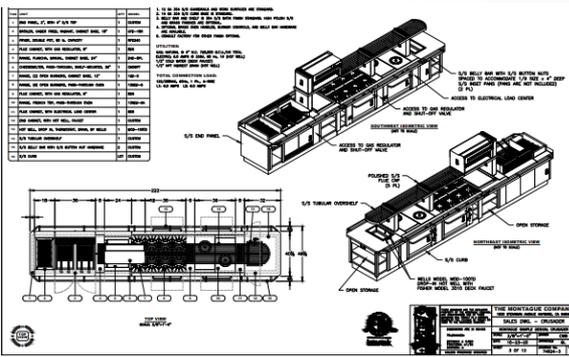
NEW JERSEY DEMO KITCHEN

EXCALIBUR

THE ULTIMATE CUSTOM SUITE

Requested and respected by chefs world-wide, Montague's industry-recognized Excalibur Cooking Suites feature heavy-duty quality and a sleek appearance. Individual Montague cooking components combine to create a unitized singular cooking suite with concealed center flues. The Excalibur can be configured with a variety of efficient options including convenient Pass-Thru Ovens, Vectaire Convection Ovens and One-Piece Seamless Top and Guard Rails to contain spills and simplify cleanups. Controls can be positioned on either side of the island suite and Cook Top options can include induction, open top grates, French top, Even Heat Hot Top, Plancha Grills and more

Create the Ultimate Cooking Center with your choice of equipment, accessories, and functionality!



*Manufacturer not represented in all BSE territories

A banner image showing several hands clasped together in a circle, with a blue and orange arc overlaid. The text "PRESS RELEASE" is written in large, white, uppercase letters across the center.

PRESS RELEASE

Unified Brands is pleased to announce their partnership with BSE Mid-Atlantic as representatives in Virginia, Maryland, and DC (MAFSI territory 5). The partnership extension became official on January 17, 2022. “We’re thrilled that BSE Mid-Atlantic was eager to represent Unified Brands in this additional territory,” said Mark Lang, Unified Brands Vice President of Sales – East Region. “As our current representative partners in MAFSI territories 2, 3 and 4, BSE has a proven dedication to and long-standing knowledge of the Unified Brands product portfolio. Their new Mid-Atlantic branch makes them a perfect fit for this territory extension, and we know they will be an excellent resource for local customers.” BSE Mid-Atlantic is an extension of the BSE rep group family, which collectively stretches the eastern coastline from upstate New York to Virginia. Their full team consists of 16 sales reps, 7 chefs and 6 distribution specialists. The Mid-Atlantic team will host local customers in their new Hanover, MD, and Mechanicsville, VA, partner test kitchens. BSE also offers a mobile training experience in MEL, their mobile equipment lab. They have been a resource to the foodservice industry since their inception in 1925.



KICK-OFF YOUR YEAR WITH RPI INDUSTRIES!



Our dynamic and intuitive products are designed to cater to **all types of food storage and service.**

Whether you are storing hot and cold foods, need a quick turnover on snacks and beverages, or are just searching for a creative solution for your business, **RPI Industries has you covered.**

FROM STADIUMS TO RESTAURANTS AND EVERYTHING IN BETWEEN!



**VIENNA SERIES
GRAB
AND GO**

**VIENNA SERIES
COLD
DISPLAY**

**VIENNA
PRO SERIES
HOT, COLD,
& AMBIENT**



CLICK HERE

To view our a full list of our products

PRODUCT SHOWCASE

PICKUP LOCKERS

OPEN DOORS TO NEW OPPORTUNITIES!



ONDO (DIVISION OF RPI INDUSTRIES) ONDO TEMPERATURE CONTROLLED SOLUTIONS

Meet ONDO! ONDO is a patented, technologically advanced, temperature-controlled food delivery system that will add excitement to mobile ordering and earn you repeat customers. Each locker within the ONDO unit can be individually temperature controlled (hot, cold or ambient) with the touch of a button to optimize enjoyment of the food and support safety. With optional, motorized, touchless doors, ONDO can provide a truly hands-free experience your customers will love. Powered by Panasonic technology and a mobile app, the ONDO system is customizable and adapts to any food service environment. Email sales@hello-ondo.com to learn how you can ONDO!

KEY FEATURES OF ONDO:

- Our patented technology switches between hot, cold, and ambient temperatures at the click of a button
- Simple onboarding for the back of house staff
- Contactless order and pickup system
- Adapts to any food service environment
- Customized design capabilities to match your branding
- Option to integrate P.O.S system



Some Units Slice, Some Core, Others Wedge BUT

THE TITAN MAX-CUT™, DOES IT ALL

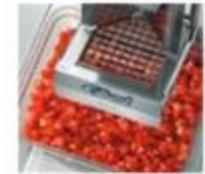
12 OPTIONS - 1 MACHINE



- All Stainless Steel Construction
- One Machine that Dices, Slices, Wedges, Cores and Cut Fries
- Quick and Easy Changeable Cartridges
- Dishwasher Safe
- One Year Warranty
- Choose from 3/16", 1/4", 3/8" or 1/2" Slice
- Choose from 1/4", 3/8", or 1/2" Dice
- Choose from 6 or 8 section Corer or Wedger



Cores



Dices



French Fries

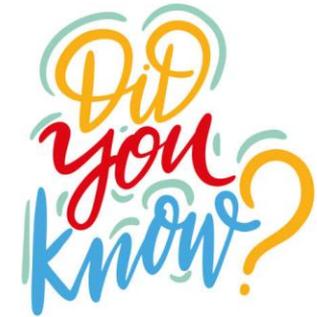


Wedges



Slices

Marra Forni



One of the most frequent topics of conversation about ovens is the fact that they are under-utilized. This is not just a Pizza oven, Marra Forni is a cooking dome, a wood fired oven, the oldest form of cooking known to man....

Whole Fish, Steak, Sautee, Breakfast, Stir-Fry, Chicken Wing...endless possibilities



- All hand made
- Incredibly smooth cement finish, for tiling - hand tiled
- Control boxes assembled in house
- Oven can be put on stand
- A lot of pride and love goes into this oven, all hand done, like in "Roman Times."

Spec sheets for our newest innovation, the **Electric Stackable Oven Series** are now available on AQ or by clicking the picture below



2022 PRICE INCREASES

February 2022

- Ice-o-Matic

March 2022

- Alto-Shaam
- Champion
- American
Panel Blast
Chillers
- C.A.C

April 2022

- Kitchen Aid
- Mars
- Marra Forni

May 2022

- Victory
- Dormont

**Manufacturers not represented by BSE in all BSE territories*

(Jeff's Thoughts continued...)

My big question is who is coming to large trade shows now and in the future? This is not a COVID question, but a question about a change in the buying process driven by younger generations, with pandemic simply expediting the change in paradigm. As the generations of decision makers get younger, will they just look at the screen and decide, after going to some online service for real operator reports and experiences on the product? It has been researched intensely, that most of the “younger” generation has already decided what to buy with Web research, before ever talking to anybody from that brand. Has the need for trade shows changed, been de-valued or have yearly trade shows potentially become a thing of the past? Has that need at least created an environment where we could go to ONE industry trade show every 3-4 years? We are supposed to visit trade shows to absorb new ideas and solutions which help solve workplace challenges, but can we really expect to see new solutions every year? Maybe the food people need more shows than our segment, as it is tough to enjoy a flavor profile on a smart-phone. Think about it, the archaic marketing tool we call a trade show was here long before e-mail, Internet, Tic-Toc, Zoom, Yelp, Screen sharing etc. Have we, driven by the younger generation, learned a better way or at least a different way, to provide solutions to the challenges and changes in the foodservice equipment industry? At what point does the “new way” replace the old way, as opposed to simply adding further cost and time expenditures?

My brain tells me that we are losing the real need for “break the budget” trade shows. My brain tells me we can reach who we have to reach, visit more factories and educate more people with that very same budget, but to a greater degree. My emotion tells me that I want to see everyone a few times per year. My emotion tells me to continue the tradition, as I have been an NRA visitor since 1984. In the end, we have to use common sense and ask ourselves if it is worth it? At some point, someone has to make the tough decision and reverse the trend. Now may be the time, as most manufacturers are selling all they can produce right now, so we are going to trade shows to sell more? Is the only reason for NAFEM and NRA is that both NAFEM and NRA need the show generated profits to keep their respective organizations financially viable? Local shows are just about a thing of the past; do national shows follow in some way?????

Mixed feelings but it is not like we have not seen this coming for years. Local trade shows were the canary in the mine. Trade show attendance has been down for years prior to Covid, so what makes us think “the new reality” brought back trade show attendance? Heck, we can party anywhere! For years, I thought trade shows were a reason to eat well and drink a tad too much, while having fun with so many friends. How about an industry convention, combining “The Five Families” of CFESA, FCSI, NAFEM, MAFSI and FEDA where we have conventions within conventions, shared costs, shared speakers and shared revenues, while still having some the ability to separate for our individual meetings and activities. Do we need the equipment and cost thereof, or do we all just need to get together to network and learn? Over the past few months, I have visited several manufacturers, to grow relationship and learn new product.....it is fulfilling, relationship building, more efficient, less cumbersome and it works!!!!!!!!!!!!

Would love your comments back to jhessel@bsereps.com