

GFEN Technology Spotlight – Market Forge

“110 Years of Continuous Innovation!”

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Market Forge knows a thing or two about steam. After all, they've been around for over 110 years. Founded in 1896 in Boston, the company originally built meat racks for the historic Quincy Market. By the 1920s, Market Forge was committed to improving the foodservice industry as a whole. The manufacturing company emerged as a national entity, specializing in meat racks and refrigeration equipment. Towards the end of the decade, Market Forge began to fabricate products out of stainless steel. One of their new products was a cast iron vegetable steamer, which was the first modern steam cooker.

In the 1970s, Market Forge sold many of its divisions and focused on becoming the premier steam equipment manufacturer in the world. By adding products to its line such as steam jacketed kettles and tilting skillets the company was well on its way to completing its mission. Confirming their employee's passion for their work, the company was collectively purchased and converted into an ESOP, effectively making every worker a fractional owner. Today Market Forge has over 350 models of steam equipment, more than any other company in the industry. With so many models, it's not about selling to the customer; it's about fitting the customer. That's the Market Forge advantage.

Cooking has evolved...Have You?

Steam cooking has been used for decades by institutions ranging from schools to sports arenas to produce large amounts of food quickly. This history has led many to believe that steam is simply about volume. But myths are being dispelled, mentalities are evolving, and the future of steam is bright. Many top restaurants around the country have discovered that steam cooking isn't just about cooking quickly; it's about cooking well. And as more chefs and restaurateurs discover the advantages of steam, they're discovering Market Forge. With over 350 different models, Market Forge is uniquely positioned to fit your needs. So whether you need to cook fresh lobster bisque or a plethora of hot dogs, the Market Forge lineup will meet your demands.

The Industry's FIRST Energy Efficient Steamer...

The Eco-Tech Plus is a past winner of the GFEN Blue Flame Award. This high tech gas fired steamer comes with bragging rights as the first atmospheric steamer with a self-contained water filtration system and also boasts an indicator that tells you when to change the cartridges. No more confusion about where to put the filter or when to change it. And if that innovation isn't enough, Eco-Tech Plus also gives you a steam-on-demand feature as well as a steam-and-hold mode. And as with all Eco-Techs, the Plus uses a unique closed-loop design that drastically reduces the amount of water needed, resulting in huge savings of

water and energy. The 10-pan unit, for example, uses about 14 gallons of water per hour, as opposed to a conventional unit's 100-plus gallons.

Since the 1970's, Market Forge has been a leader in the commercial food service industry and has led most major advancements in steam cooking equipment. Their product line includes the cooking basics for virtually every type of foodservice application. Let's take a quick look at some of Market Forge's leading products...

High Pressure Steamers...

These machines are the first and final choice when output and speed are the main objectives. Operating at 15PSI, high pressure cookers cook food at 250 degrees Fahrenheit (121 Celsius). The Market Forge Steam-It is the fastest steamer on the market, and has a variety of power options.

Low Pressure Steamers...

Low pressure steamers operate at 5PSI, and are popular for high volume applications such as schools. As with the high pressure steamers, these steamers are not ideal for a- la-carte cooking, but the boilers last longer than pressureless. Operation occurs at 5PSI. Market Forge A-Cooker is available with a number of compartments and options.

Convection / Pressureless Steamers...

These are great tools for those who not only need food cooked fast, but those who need to preserve a variety of flavors. Because the steam does not build pressure, these machines do not create taste transfer between different foods in the same compartment. Additionally, they are great for a-la-carte cooking; open the door and the steam will turn off. Open it and the steam will instantly regenerate.

Pressure / Pressureless Steamers...

These are ideal for those who want the benefits of pressure steamers as well as convection steamers. Based on the popular A-Cooker, the A-Plus and A-Plus 2 cookers from Market Forge have either two or three compartments depending on the specification. Either one or two compartments (again, depending on the specification), that can serve as a pressure or pressureless cooker.

Atmospheric steamers...

These are a step forward from convection/pressureless steamers in the minds of many food service professionals. Emphasizing efficiency, these machines use far less water as well as energy than traditional steamers. For the ultimate in innovation, be sure to check out the Steam Tech Plus.

Convection Ovens & Dual Function Units...

Steamers are excellent tools for cooking everything from vegetables to meats, but when it comes to baking most professionals choose ovens. And with both countertop and full size models of convection ovens, Market Forge is well suited to fit your needs. For those who are looking for more than just an oven, be sure

to check out the new Purr-fect height steam shell griddle and convection combo or the Reliable Combination.

Steam Jacketed Kettles

Market Forge steam jacketed kettles offer ultra-efficient heat transfer, uniform heating and superior product handling. Steam jacketed kettles offer faster cooking times because two thirds of the cooking surface comes into contact with the product at a much lower temperature, as compared to stock pots that use a much higher temperature aimed only at the bottom of the pot. In addition, accurate temperature controls eliminate constant monitoring and resetting. Foods won't burn or scorch and you can hold product at a simmer without over cooking. Tilting models makes product handling simple. Clean up is easy since food isn't burned or over cooked when using stock pots. The tilting models make pouring safe and eliminate heavy lifting and carrying hot stock pots. And since kettles use 35% less energy than stock pots on an open burner, your kitchen stays cooler which means more comfort for your cook staff.

Tilting Skillets

You won't find a more versatile piece of equipment in any kitchen. Tilting skillets, also known as "braising pans" can do it all, from grilling and braising meats to steaming vegetables and rice, simmering soups and sauces to frying chicken. You can cook almost any menu item in this one type of equipment, instead of needing, three, four or more different kinds of kitchen appliances. What makes this workhorse special is its combination of large griddle surface and liquid capacity along with the easy to tilt pan body with a spring assisted vented cover. Braising pans can perform the same functions as a stock pot, range, kettle, steamers and ovens. The versatility allows it to be used as a griddle for foods such as bacon, eggs, hamburgers, chops and grilled cheese or as a backup for your existing griddle. You can simmer and boil soups, stocks and sauces or even shallow fry chicken, fish and other meats. And steaming vegetables and rice with perforated steamer inserts or braising large quantities of meats couldn't be easier. Tilting skillets are big time savers too because they can cut your cooking and preparation time in half or more by preparing one large batch instead of multiple smaller batches as compared to range top cooking. And like steam kettles, worker safety is improved as the tilting pan design allows you to pour directly into serving pans, thus eliminating lifting heavy pots and pans. The solid state thermostat controls use only the proper amount of energy for each batch, making this equipment more efficient than open burner ranges.

So, whether you're looking for a steamer, tilting skillet, steam jacketed kettle, oven or even a range, you'll find them all at Market Forge. For more information about how a Market Forge product can be a good fit for your foodservice establishment, contact their Customer Service Center by phone at (866) 698-3188 or log onto their website at www.mfii.com. You may also email at CUSTSERV@mfii.com and learn how Eco-Friendly Market Forge products are "saving our resources, one product at a time".