



guide to heated holding shelves



HEATED SHELVES = HAPPY CUSTOMERS



Before leaving work, Deron orders burgers, chicken, and pizza for his family through the Big Yumz Burgers and More app.



Deron is on E and has to stop for gas. Then he encounters heavy traffic on his way to Big Yumz.



Having been delayed 25 minutes, Deron is worried that his family's dinner order is getting cold.



Thankfully, Big Yumz has streamlined their to-go ordering setup with an FWE Heated Holding Shelf to ensure the best food quality possible.



To his shock and surprise, his order is still hot and delicious! Deron is now a happy and loyal Big Yumz customer.



Why People Love Our Heated Holding Shelves

Hot & Ready to Serve

Delivering precise and consistent heat from the radiant elements, our shelves provide uniform warmth for all food and containers.

Grab 'N' Go

Adapts the traditional foodservice setting into a modern grab 'n' go market. Shelves are naturally open, providing quick and easy access.

Quick Heat Up Time

Outpacing other food warmer product lines, heated shelves heat to a factory preset of 175° F (79.5°C) in under 15 minutes.

Safe and Secure

With brackets on the wall-facing side of the shelves, you will never have to worry about shifting or moving.



HOPDODDY BURGER BAR, INC.

Rates FWE Heated Holding Shelves 10/10



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With the growth of off-premise business in the fast casual sector, we knew we needed to equip our stores to accommodate this expanding vertical, and FWE provided an amazing solution with their holding technology. We have seen increased holding times and improved food quality across the board. We had issues with food timing and meeting the needs of both delivery drivers and guests coming to claim their food. The heating shelves have allowed us the luxury of time, it provides a wider window for holding our product to our standards.

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MATTHEW SCHWEITZER JR. / Senior Director of Culinary Operations





Does Heated Holding Matter?

52% of customers said they would not use a delivery service again if their order arrived at the wrong temperature.

Stats from The NDP Group/Delivering Digital Convenience Report, 2018

Who Wants Quick Service?

79% of millennials have ordered takeout via app or website.

Stats provided by The NDP Group

60% of U.S. consumers order delivery or takeout once a week.

Stats from Poppinpay



Why Go Mobile?

30% revenue growth on average when using an online service.

A Recent Study Commissioned by GrubHub

67% of customers who have placed an online order will become a more frequent visitor.

Stats Provided by Pizza Magazine Quarterly

34% of diners reported spending more per order online than they would in person.

Stats Provided by 7Shifts Blog



Today there is a growing demand for online to-go and delivery ordering. However, by the time the customer gets the food, it's usually lukewarm or cold **How do we approach the growing market for to-go and delivery service?**

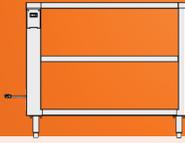
Meet the Heated Holding Shelf

This revolutionary product adapts the traditional foodservice setting into modern Grab 'n' Go market. Our shelves are easy to operate and allow for frictionless loading/unloading. They also heat up faster than heated cabinets, reaching 175°F (79.5°C) in less than 15 minutes.

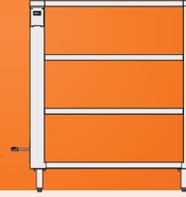
STANDARD OFFERINGS



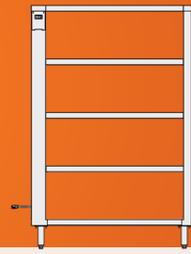
HHS-213-2039



HHS-313-2039



HHS-413-2039



HHS-513-2039



Concealed Adjustable Temperature Controller
(Remove On/Off Switch Panel to Adjust Temperature)



HHS-413-2039

STANDARD FEATURES

- ✓ Heats Up in Under 15 Mins
- ✓ Uniform Radiant Heat
- ✓ Concealed Adjustable Temperature
- ✓ All Stainless Steel
- ✓ Tri-directional Cord
- ✓ Adjustable Legs
- ✓ Two Year Limited Warranty

MODEL NOMENCLATURE

Heated Holding Shelf Clearance Between Shelves (inches)

HHS - 4 - 13 - 20 39 - Shelf Width (inches)

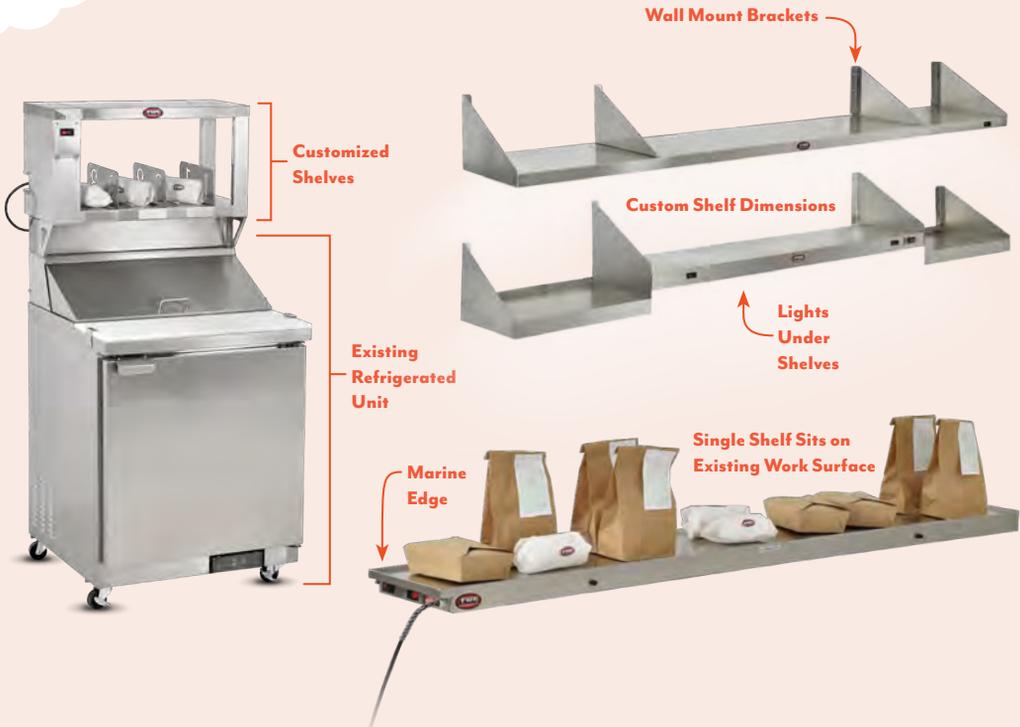
Number of Shelves Shelf Depth (inches)

If you can dream it, we can build it.

FWE is the master of customization. We strive to meet the individual needs of the customer, and will even design a tailored solution that is perfect for your unique needs. Below are examples of custom designs. The back of this pamphlet lists a menu of common accessories and color options.

CUSTOM SHELVES REQUIREMENTS

- 1-6 Shelves - 20amp Plug
- 7-9 Shelves - 30amp Plug
- Min of 3" Between Shelves
- Set Temp Between 90-215°F (175°F Default Setpoint)



Optional Accessories



**INDIVIDUAL
POWER SWITCHES**



**CUSTOM SHELF
SIZE & SPACING**



**LEGS WITH
FLANGED FEET**



**ENCLOSED ON
THREE SIDES**

Elevate your design.

Customize the look of your shelves with these powder coating options.



**POWDER COAT
OPTIONS AVAILABLE**



Premium

Ultra-Premium

Need a custom heated holding shelf?

Call 800-222-4393 today! An FWE representative would be happy to assist in providing you with the best options. FWE can customize a solution to fit your unique needs.



VERSION 003

MANUFACTURING FACILITIES

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