

MAGAZINE

GRUPO 
Infrico®

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NEWS

Infrico Group &
ENVIRONMENTAL
MANAGEMENT

PRODUCT

FRIBUFFET:
THE NEW RANGE BY INFRICO

TRADESHOWS 2023

FRANCE SPECIAL REPORT

Interview with
BRANCH MANGER

MIGUEL PRIETO

Sirha · Nafem
EUROSHOP

EDITION

Merry
christmas



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INFRICO BRANCH IN France

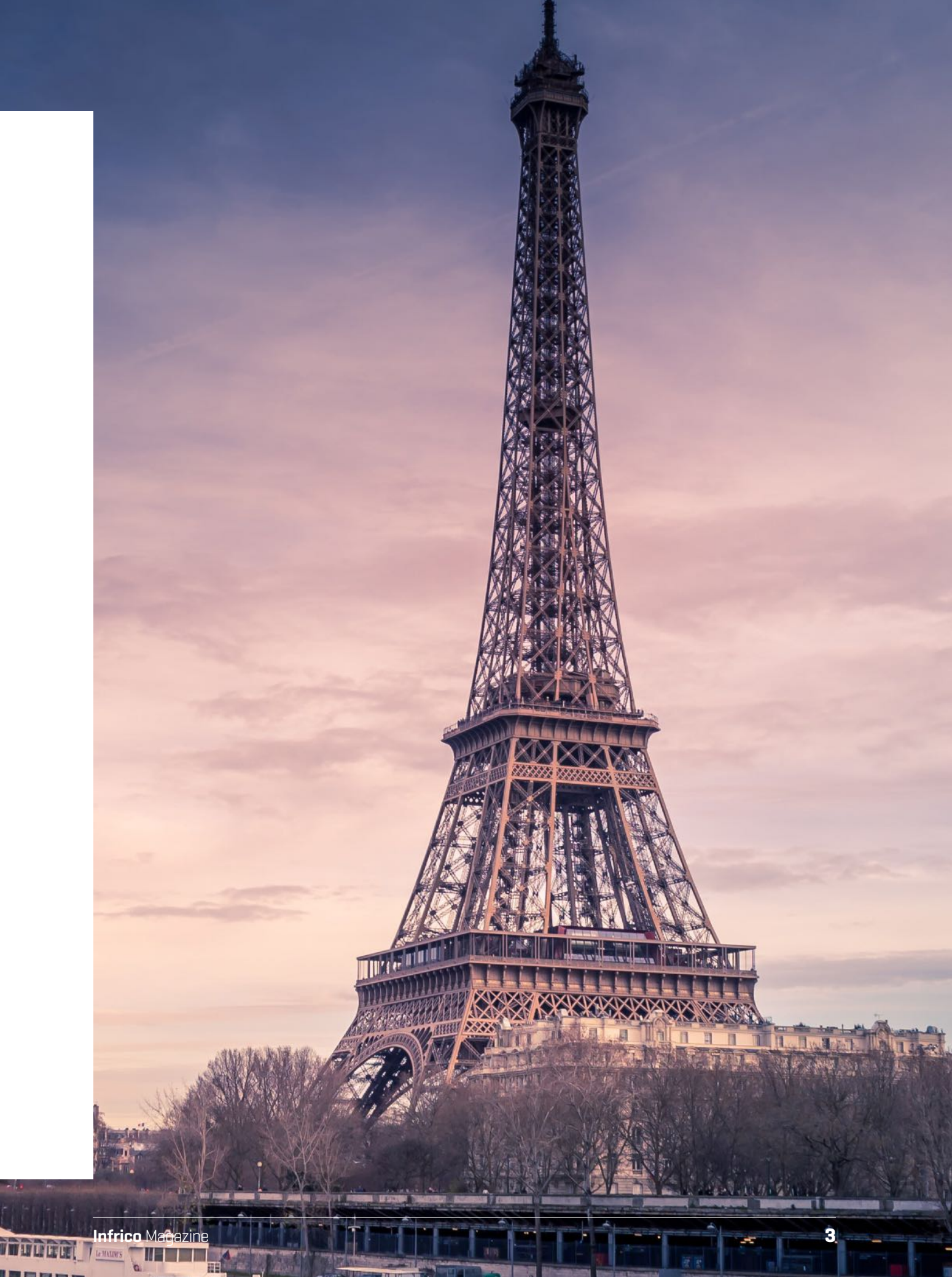
ALREADY WORKING FOR 28 YEARS WITH MORE TO COME.

Infrico arrived in France in 1994 thanks to an exclusive distributor, Michel Goyer, who created the MG distribution company, which is in charge of distributing Infrico material exclusively in France. The company is located in Le Mans. At that time, the Infrico range was mainly bottle racks, tables and cabinets. Little by little the display cabinets are incorporated, and the range grew.

In 2013, Michel Goyer retired, and the Infrico Group bought the company, which went from being a distributor, to being the Group's French subsidiary. At that time, José Maria TORRES was in charge of the company, who was managing it from Spain with regular visits to the delegation, and Virginie Mogis who was in charge of the commercial direction of the agency.

At the end of 2018 Miguel PRIETO joined the management that continues in the position today.







The team is made up of 6 sales representatives in different sectors. France is divided into four quadrants that correspond to 4 sectors and these 4 sectors are joined by the Paris region (IDF) and the DOM TOM (or overseas territories: Martinique, Guadeloupe, Guyane, La Reunion and New Caledonia mainly)

The commercials that are in charge of each sector are:

- DAVID SIMON – Central Paris
- JEROME CRESPEL – Northwest
- JEAN BERNARD FLORINE – Noretheast
- VINCENT LE COCQ – Southwest
- PIERRE TAGOURNET – Southeast.
- SOPHIA CHOUKRI – Overseas territories

Each sector has a person in the Back Office who is in charge of managing the entire administrative process of the sale, as well as managing orders with the factory, forwarding material to customers, etc...

The commercial assistants are:

CLOE (Paris), DONIA, (Southwest), ALICE (northwest), CLAIRE (southeast) and SOLENE (northeast) and form a pairing together with the commercial of the sector.

In the accounting department there is VALERIE SIMON and SAFAA who oversee the billing and accounting management, as well as all administrative procedures that do not have to do with the commercial part.



Regarding the technical service (SAT) we have Stephane VIVET (who has been working in the company for more than 20 years) and Miguel BURGOS in the technical part, Gaetan BENETEAU in the management of spare parts and parts and PIERRE who is in the warehouse managing loads, preparation of orders, shipment of units and spare parts, etc.

Finally, we find the marketing and communication department, where we find Analtina who is in charge of coordinating all our marketing actions with the support of the group's central service in Lucena.

The direction of the agency has been under the supervision of Miguel PRIETO for 4 and a half years.

In addition to all this staff, the group has an export manager in Spain (Teresa Espino) who supports the agency, mainly the back office and Elisa in the spare parts part.

At Impafri we have Ruben in the back office, and Rozenn in the commercial area, as well as Maria Zurita, Impafri's export manager.

At Infrico supermarket there is Miguel HERNANDEZ who monitors and supports supermarket operations in France from Spain.



Good health & Merry Christmas



INTERVIEW WITH

Miguel Prieto



DIRECTOR OF THE FRENCH BRANCH

To start with a general idea, tell us how the delegation has evolved from its origins to today.

France was Infrico's first export experience in the 90s, in 1994, by Michel Goyer, a distributor who was granted exclusivity at that time and helped a lot in Infrico's product development during these years. The French market is very demanding, and the needs that it constantly posed to the factory have allowed us to move in the right direction for product development.

Michel Goyer positioned Infrico as a quality brand in a very demanding market. If today Infrico in France is a brand recognized for its quality and value for money, it is thanks, in large part, to our distributor and, of course, to all the gear that the Infrico group represents, who knew how to keep up. and they did a good job of branding at the time.

Once the delegation was bought in 2013 by Infrico, and already working as a subsidiary, it was a period of consolidation, prices were frozen because the margins in France were not important, there was a change in philosophy and the French company went from being an instrument to earn money in France, which is the goal of every distributor, to be an instrument for the group to serve its customers and develop commercially. During these years prices fell, they were subsequently frozen for years and they began to work with purchasing groups, something that had not been done until then. Today we are referenced in the main purchasing groups in France and we continue to work with the small installer simultaneously. That is our strength, we are faithful to this traditional channel, we believe in a short channel (manufacturer - installer - end customer) where the manufacturer provides the product and the installer provides sales and service to the end customer.

In the last 4 years, since I have been in charge of the delegation, we have grown in sales, we have consolidated our position in the market, we have grown in personnel, capacity, stock, customer service and we are ready to face the new challenges of a sector in continuous changes especially in recent years.

Between 2018 and 2022 we have grown in France by more than 65% and our market position in the high-end field is more than consolidated

What can the French customer find at Infrico? What is the main differentiating element?

Despite being a very fragmented market, with many competitors, Infrico has different, interesting elements for customers. In France there are very few local manufacturers, and most are not very competitive in quality-price, but in France there is the whole world. The market is important because France is a country where culturally the restaurant is part of its philosophy of life, the kitchen is a “national emblem”. It is a highly touristic country, Paris is the most visited city in the world and other areas such as the Mediterranean coast are holiday areas with cities like Nice or Saint Tropez that are among the holiday cities for high purchasing power, which means that be an important country for a Spanish group like Infrico.

The French client looks to Infrico for quality and an enormous depth of range, and values our product for its durability, in the world of the circular economy, recycling, etc. Having equipment with as long a useful life as possible, and in good operating conditions, allows a better amortization of the investment.

Are there differences between the French client and the client from other neighboring countries?

The French customer is a demanding but serious customer. For example, we have very few unpaid problems and very few technical incidents, and I think this is because we work with serious installers who know how to do their job well, essential for our brand image.

The French customer likes the Spanish product, and if the product doesn't work, the market itself will take it out. That's to say if the product is not up to the market's requirements, the market will remove it. In France, for example, there is a purchasing group that has eliminated Asian references, the only one I know of. There is a market for this type of product and things must be very clear to take such a step, but they have done it.

What has differentiated you from your competition in all these years and what has kept you as a benchmark in the market?

There are no manufacturers that manufacture our range with the depth that we have and with the quality standards that we offer. French clients know and recognize this.

“In France, all installers know our material, we are a recognized and respected brand for our products, for our competitors, and for the market in general.”

Since the agency in France became a subsidiary, relations are more fluid, and we are capable of making tailor-made products for French clients; customize a range of products; adapt more easily from manufacturing to delivery because we are companies of the same group; share, for example, the software of our factories, having in France access to the same information as in Spain, the central services of the factory are ours and they respond to us in the same way as to a commercial in Spain. The Group is getting stronger.

During Covid we didn't close the factory for a single day due to lack of raw materials, and there are very few manufacturers that have done so; We have not had stock breaks, neither of finished product, nor of raw materials. We are a very reliable manufacturer.

With a wide catalogue of refrigeration furniture, which are the ones that are the most popular today? What characterizes them or makes them more popular?

Our table is the bestselling product. We have a table that is possibly the best on the market and it is by no means the most expensive. A completely injected table, with the part of the refrigeration group also injected to protect it from heat transfers that are very common in a professional kitchen and increase its useful life. In a product as common as a refrigerated table, we have been able to differentiate ourselves sufficiently, to provide added value to the final customer, a plus that others do not give and that we offer as a whole at a very competitive price.

What is your strategic vision for the development and growth of the Infrico Brand in France?

In Francia today, we commit to the tradition channels,

“We understand that our product is a product aimed at professionals, that it must be installed by professionals, that both the sale and the installation must be directed by professionals.”

and, in this sense, the goal is to work with the most professional installers that we can, because they are the ones who in the end are going to allow our end customers to have no problems and give our brand the best image possible.

Our channel in HORECA is the installer and in this sense, we will have eliminated in 2023 in France from our client portfolio all the companies that sold our material online. It is not our channel, and we have to be respectful and consistent with it. Quality material will always be sold through installers who are capable of advising the client, adapting the installation, installing correctly, providing maintenance service and intervening when there is a breakdown.

If you had to say why you must buy Infrico, what would be the main reason?

Simply because Infrico offers the best value for money on the market today. It is the best investment in material, and if I also have a trusted installer, I think it is the perfect match to avoid having problems with my material and enjoy it for many years without huge costs. It is a quality material, with excellent finishes, ergonomic, with low temperature consumption but with sufficient refrigerating power to guarantee excellent conservation.

Various studies predict an economic recession in mid-2023. Although it is difficult to predict its duration and global impact.

How can it affect the business? Does Infrico have enough structure and capacity so that a possible negative impact at a global level is slightly affected by the company?

Infrico has the capacity to face the crisis; It has done so in the 2008 crisis and it will do it again if there is one in 2023, I have no doubt. The symptoms of the recession are being felt, I think that a time of price adjustments is coming and some competitors may have a hard time. Fortunately, we have a large range and refrigeration is necessary. When the restaurants closed, there was a greater need and demand in supermarkets or for our refrigerated medical range.

There is a very good team with great professionals, both at the factory and here in France, that can handle almost anything. I am proud to belong to this family that is Infrico.



 **Infrico** ARRIVES AT
Sirha
Lyon 2023

CONTINUING TO CONQUER THE
FRENCH MARKET THANKS TO
COMMERCIAL REFRIGERATION.



Sirha, one of the most important catering and hotel events worldwide, is held from January 19 to 23, 2023 at Euroexpo Lyon.

Sirha Lyon returns, an essential restaurant and hotel event, which celebrates its 40th anniversary in the 2023 edition. For this year, the Infrico stand, as in previous editions, has the fervent objective of continuing to conquer the French market thanks to the equipment of commercial refrigeration and the continuous innovative advances.

Undoubtedly, it is one of the most important catering and hotel events worldwide in France. This event is held in Lyon (France), from January 19 to 23, 2023, with an offer of 4,000 exhibitors and brands from more than 30 countries in 140,000 m2 of exhibition space, in addition to a complete program that includes conferences, demonstrations, presentations and international competitions.

Sirha, the International Hotel, Catering, Restaurant and Food Show, will take place at Euroexpo Lyon and will show a wide and diverse offer to professionals in the HORECA sector: food products, bakery, pastry and confectionery, kitchen equipment and table service, restaurant equipment, technology for the hotel industry, cafes and bars, transport and services for the hotel and restaurant industry.

The Sirha show usually welcomes more than 250,000 professional visitors interested in the latest trends in the Horeca channel. The fair is held every two years, although it is true that

between the last edition and that of 2023 only a little over a year has passed. Initially, the previous one was scheduled for January 2021, but the Sirha Lyon organization had to postpone the edition due to the health crisis, finally being held at the end of September.

Finally, it should be noted that France is one of the main European destinations for Infrico's exports, where, precisely, since 1990 Infrico has had distribution and since 2013, Infrico has its own headquarters for its French delegation, made up of a highly specialized team, in ZAC de Portes d'L'Océane, in the Saint Saturnin area, with its own showroom so that customers can see first-hand the latest new products from the company.

Infrico will be present at Sirha in hall 5C, stand 138, showing its commitment to innovation and design, offering the usual quality to continue consolidating itself in a strategic market for its global growth.



MERRY CHRISTMAS





FROM THE

GRUPO 
Infrico®

WE WISH YOU ALL A VERY

Merry
christmas



This year has been very special for the Infrico family. A year for internationalization, and the launch and implementation of new catalogues was celebrated. In addition to seeing many friends and professionals again at the different fairs we have attended.

A year in which the Group has made an effort to involve all workers and their families, from the youngest with newborn welcome kits, to the older ones, with the different sports tournaments and activities that we have been carrying out throughout the year.

In addition, we have participated in different employment and training fairs because we know that training is very important to continue advancing. Throughout this year we have travelled to different cities training our customers, with special training days bringing the Infrico product closer to the customer and highlighting our after-sales service.



In the Group we try to promote a relaxed and professional work environment. That is why we wanted the great Infrico family to join in different activities.

We have held a Christmas postcard contest where almost a hundred children have participated, sharing the illusion and spirit during these festive dates.

The 3 Kings' Royal Messengers have come to our offices to congratulate them and announce the winner of this contest.



From the Infrico Group we hope that you all spend happy holidays surrounded by those who love you, family and friends. We hope that in 2023 all your wishes come true and that we continue to celebrate next year together.

Finally, from the Management of the Infrico Group we want to thank all our customers for the trust they have placed in us for another year.

We wish you enjoy a holiday with your family and friends. May 2023 bring you everything you desire. Merry Christmas!



Infrico Supermarket

WILL BE AT

Euro Shop 2023



THE MOST IMPORTANT RETAIL
TRADEFAIR TAKES PLACE IN EUROPE



The world of retail dresses up to celebrate EuroShop 2023, the most important event in the sector that is held in Düsseldorf, Germany, from February 26 to March 2.

This appointment is marked in red on the calendar of the big brands, which take advantage of this event to show the latest news and review the trends that lead retail with the aim of responding to the demands of the new consumer.

Infrico Supermarket will be present in Düsseldorf for the second consecutive time. The growth and development of the company in recent years is reflected in a greater weight and prominence at the fair: more exhibition space to be able to show all the new products.

For this new edition, the main novelties that will be shown are:

- **Showcases and Semi-showcases Compact VCT and SVT Series** All the possibilities of customization for the exhibition of prepared food in a refrigerated, hot or neutral environment.

- **Experience Innovation.** The new generation of murals from the experience line with more efficient furniture and with a greater role in the visibility of the presented product, both for remote installation and with a built-in group.

- **VSS and SVS Vision Series Promotional Range.** Transparent showcases for the sale of the promotional product in the sales area. With a built-in group, it allows you to optimize impulse sales by highlighting at the point of sale:

- Wherever you want: because it does not need a refrigeration installation.

- As you want: personalizing your brand image.

- Whenever you want to attract your sales.

- **Minimurals Experience MMDG.** A different, large-capacity design for refrigerated products with visibility of the sales area.



EuroShop is the most important International Retail Trade Fair in the world and with the widest range of products and services, of maximum innovation and quality. The latest innovations and trends in the field of store design and equipment will be on display. As a sign of its importance worldwide, the attendance and countries present in the latest edition confirm this: almost 100,000 visitors and a total of 2,287 exhibitors from 56 countries.

At Euroshop 2023 you can find the latest innovations and trends in the retail sector, as well as a wide range of networking and professional training opportunities.

“Being present at EuroShop is extremely important because it reinforces our brand and allows us to become visible and continue to grow internationally.”

affirms the Marketing and Commercial area of Infrico Supermarket about the presence in EuroShop. “It is a platform to present our products, our brand and our work philosophy, also allowing us to communicate with other companies and markets around the world. It is a way to exchange ideas, knowledge, to continue improving and, of course, to continue expanding our brand image”.

During the five days that the fair lasts, Infrico Supermarket has the opportunity to receive a large number of potential customers from all over the world.

“We have the opportunity to show our products and our brand to customers looking for quality, design, innovation, visibility and efficiency in their refrigeration displays.”

EuroShop 2023 presents eight different areas, and, within this framework, **Infrico Supermarket will be included in the Refrigeration & Energy Management area (halls 14, 15, 16 and 17) and located at stand C01 in hall 17.**

The organization will offer to all attendees in each of the eight areas presentations and debates with participants of the highest level that will focus on the most recent developments, innovative trends and examples of good practice. The stages will be located in the centre of the fair and will be free for all EuroShop visitors without prior registration. Without a doubt, EuroShop is the perfect setting to talk about technology and food retail trends and to grow internationally.



THE WORLD'S NO. 1 RETAIL
TRADE FAIR 26 FEB – 2 MAR 2023
DÜSSELDORF, GERMANY

STAND C01 · HALL 17



AMONG THE SPANISH FIRMS PARTICIPATING
IN THE U.S. TRADE SHOW

THE Nafem Show

ORLANDO
FLORIDA
2023



The Nafem Show, one of the largest hospitality trade shows in the United States, which is organized by the North American Association of Food Equipment Manufacturers, is held from February 1st to 3rd in Orlando.

Infrico adds a new international appointment to the calendar. On this occasion, the company will be present, following the trends of the sector and thanks to the collaboration of the Infrico USA team, at The Nafem Show in Orlando from February 1st to 3rd, where it hopes to receive numerous American citizens and visitors at its stand from all the world. The Nafem Show, one of the largest hospitality trade shows in the United States, is organized by the North American Association of Food Equipment Manufacturers (Nafem).

Infrico is present at this international event at stand 623 of the Orange County Convention Centre in Orlando, the venue for the fair and where ideas and experiences will be exchanged, as well as presenting the trends of the sector and company products in the latest developments in industrial and commercial refrigeration. There, Infrico, led by the US delegation, will be able to show the US market its latest innovations in hospitality equipment, including equipment that provides high energy efficiency, intelligent connected machinery that applies Internet of Things technology, or solutions that guarantee food safety, among others.

The Nafem Show is a fair of special interest for Spanish manufacturers, since the United States is the main non-European destination for exports from the Spanish hotel equipment industry.

With the support of the Horeca Equipment from Spain, the Spanish pavilion is gaining more and more weight at this trade fair specializing in hospitality equipment. The number of participating Spanish firms grew by 45% in the last edition and Infrico, in this sense, will continue to be one of the companies present.

The United States is a strategic area for Infrico, which, for more than eight years, has had its own delegation located in Miami. The Infrico USA delegation has more than ten people between the sales force and technical service. In addition, Infrico has an important network of local representatives in the United States that covers 80% of the American territory.

One more year, the Infrico Group teams will seek to leave their mark on the North American market thanks to the great exhibition during The Nafem Show 2023 fair held in Orlando. In this way, the presence in events around the world reflects the vocation of the Infrico Group for expansion and internationalization.





THE NEW RANGE OF INFRICO

friBuffet

We present the new brand of the Infrico family: Fribuffet. One of our pillars has always been innovation, seeking solutions to the different needs of our clients, always taking care of design, efficiency and care for the environment.



Currently the HORECA sector (Hotel, cafeteria and catering) is undergoing a renewal process and we are committed to it.

Fribuffet, our new brand, is focused on improving the buffet service and food prepared for hot, neutral and cold food preservation, always committed on maintaining the quality and food properties.

In addition, we are committed to the comfort of end users thanks to the design of the different types of furniture.”

At Infrico we have created different furniture to meet the needs of each establishment. That is why we find hot or cold elements and a wide variety of elements and accessories that complete this new line. With the main mission of

maintaining the integrity and qualities of each food, as well as exposing them in the most appetizing way. All this always with the highest quality and technology of the Infrico Group.

Fribuffet is a safe commitment to innovation and design with a Spain brand, inspired by the highest standards of quality, energy efficiency and care for the environment, as well as ergonomic design designed for the user.

At Infrico we are committed to society. For this reason, we have invested a lot of effort in R+D+I, applying the latest technology in the manufacture of commercial refrigeration equipment that offers different solutions to market needs. Grupo Infrico, being a global company, allows serving companies spread all over the globe, providing service on all continents and covering the needs of the most demanding customers.





GRUPO INFRICO AND

ENVIRONMENTAL Management

At the Infrico Group we are fully aware of the importance of taking care of everything that surrounds us. That is why as we carry out our work, we pay special attention to the fight against climate change, having taken various measures with the aim of reducing our carbon footprint as much as possible.



We have a Quality and Environment Department that oversees managing risks and minimizing the environmental impacts of manufactured products. We are aware of the role that Infrico should have in environmental management.

Infrico's role in environmental management

Our environmental management system meets all the requirements derived from the implementation of the ISO 14001:2015 standard, covering all of our activities. We implement these actions:

- Collection and treatment of waste by authorized managers.
- Control and reduction of consumption (water, energy and fuel).
- Minimization of waste generation.
- Carrying out environmental audits.

- Achievement and maintenance of environmental certifications.

Infrico in environmental management focuses on certain factors. One of them is pollution, managing not to generate a significant impact in terms of emissions into the atmosphere. In addition, the Environmental Management System aims to promote the circular economy, also committed to reducing the impact of the waste generated thanks to its collection, transport and correct treatment.

The organization also implements measures with the aim of making the most of available resources, highlighting the fact of working with more efficient materials when it comes to optimizing the use of raw materials.

Energy efficiency is another of our goals. Some of the guidelines are changing the roof in the main building, installing LED lighting and switching office lighting on and off by presence. We are also aware of the importance of investing in renewable sources.

We do it with an electrical supply through them and studying the future implementation of photovoltaic solar energy for energy production.

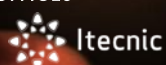
Finally, in environmental management, Infrico attaches great importance to the protection of biodiversity. Our facilities are located in a rural environment, so our activity is carried out in a space that respects biodiversity as much as possible.



GRUPO Infrico®

 Infrico  Infrico  Infrico  Impafri  Infrico  Infrico  BU YOU
medicare Supermarket France USA

PARTICIPATING



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