

MAGAZINE

GRUPO 
Infrico®

Nº 13th March 2024

INFRICO IN THE CANARY ISLANDS

DICAFRI
A NEW BRANCH

NEWS

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MEETING
NATIONAL AND EXPORT SALES

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FROM STUTTGART TO RIO

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PRESENT &
FUTURE
OF INFRICO

WHAT'S NEW



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Cocktail

BARTENDING A NEW CONCEPT

REPRESENTATIVES' MEETING





NATIONAL AND INTERNATIONAL SALES REPRESENTATIVES' MEETING:

boosting innovation, collaboration and commitment to excellence

At the end of February and during the second week of March, **the facilities of Grupo Infrico, in Lucena, became the epicenter of the company's global collaboration.** Two significant internal events set the agenda for 2024 with the international and national sales representatives' meetings. These encounters were not only an opportunity to share some knowledge and best practices, but to present the latest product updates and strategies for this year.

The dynamic industry of commercial refrigeration, where competition is fierce, and customers are increasingly demanding, **companies are constantly looking for ways to stay on the cutting edge and thrive in an ever-changing environment.** In this context, the sales representatives' meetings emerge as a fundamental foundation for the success of any company. These encounters are not

mere routine events: they are true catalysts that boost innovation, strengthen commitment, and encourage team collaboration.

Grupo Infrico's sales representatives' meetings provide a space for teams to connect, share ideas and work collaboratively towards common goals. Gathering the sales representatives of different geographical areas, departments, or business units facilitates networking among people who belong to the same organization but, otherwise, would not have the opportunity to interact with each other.

Additionally, these meetings offer the perfect opportunity to communicate the company's vision, set clear goals and define the strategies to achieve them, all while being a favorable environment for the generation of new ideas and the exploration of innovative approaches in search of the company's success.



The international sales representatives' meeting, held from 20th to 24th February, was a five-day event that gathered sales representatives from all around the world. From America to Asia, the sales representatives of different regions congregated to exchange ideas and immerse in the latest updates from Infrico, Infrico Supermarket, Impafri and Fribuffet.

The days were characterized by intensive working sessions focused on innovation and the commitment to offering the highest quality to customers. In addition to presenting the latest products and catalogs updates, the importance of teamworking and international collaboration to boost Grupo Infrico's global success was also stressed.

On the other hand, the national sales representatives' meeting, held during the second

week of March, gathered representatives from all over Spain in the factory located in Lucena. Over these days, new products, catalogs, and goals were presented. These meetings served as a platform to strengthen the synergies between national employees, emphasizing the importance of joint work to continuously improve the services offered by Grupo Infrico in the Spanish market.

One of the main highlights of both meetings was the presentation of the new catalogs of Infrico, Kitchen Line, Impafri and Fribuffet for 2024. These catalogs reflect the company's commitment to innovation and excellence in the design and functionality of its products. From refrigeration solutions to kitchen equipment and specialized furniture, our catalogs offer a wide range of options to satisfy the needs of our customers in different sectors.



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As well as the presentation of new products, the sales representatives received comprehensive training on the new products from Infrico, Infrico Supermarket and Impafri. This training not only provides the sales representatives with the necessary knowledge to commercialize and use efficiently the products of the company, but also promotes a greater commitment and work satisfaction by offering new professional development opportunities.

The yearly sales representatives' meetings were a complete success since innovation, collaboration and commitment to excellence were boosted in all aspects of the business. These events have marked the beginning of a new year full of goals and laid the foundation for a bright and prosperous future for Grupo Infrico and its employees throughout the world.



Infrico revolutionizes the world of cocktail
bartending with the new

Bar Station

In the hospitality industry, cocktail elaboration is an art that requires skill and efficiency. Although it is fundamental to have a specialized person preparing the cocktails, it is equally indispensable to have the best Bar Station, the place where all the utensils to prepare a cocktail are placed. **In this respect, Infrico, as a model in the refrigeration industry offering innovative solutions for its customers, presents its Bar Station.**

This avant-garde cocktail bar is prepared to redefine the standards of cocktail service thanks to its elegant design, modular characteristics, and exceptional functionality, which adapt to a wide range of establishments and events, from pubs and restaurants to weddings and parties.

In the vibrant hospitality world, every detail counts. From the ambience of the place

to the quality of the cocktails, each element contributes to make the customer experience worth it. **With this backdrop, Infrico presents its last innovation: the Bar Station, a revolutionary tool designed to polish the art of mixology and transform the way cocktails are served in pubs, parties, weddings and all types of establishments and events.**

Refrigerated containers for ice and ingredients, available in different sizes.

Infrico's Bar Station is much more than a simple cocktail bar. Available in three sizes (1200 mm, 1600 mm, and 2000 mm), this new product adapts to the needs of any space, offering refrigerated and neutral options to satisfy the preferences of every customer. Its avant-garde and modular design, along with its exceptional functionality, redefines the efficiency in the bartending service, providing an ideal environment for the creation and presentation of premium cocktails.

One of the most remarkable characteristics of Infrico's Bar Station are its dividers for ice cubes, included as standard, for different types of ice, which guarantees each drink will be served in accordance with its cocktail. In addition, it has mini containers that allow you to have all the necessary ingredients on hand, as well as decorations to give a final touch of elegance to each cocktail.

The mixer tap, adjusted height-wise for cocktail glasses, and the glass rinser are details created to ensure a flawless service at all times. Not only the bartender's experience has been considered, but also the customer's: the Bar Station is designed with high quality materials, like AISI 304 steel, which makes it hardy, durable, and easy to clean. Even the cutting board, made of nylon, has been designed with hygiene and comfort in mind.

Comfort, ease of use and accessibility.

The ease of use is another highlight of the Bar Station since its castors allow it to move anywhere in the establishment. This provides convenience to the staff and opens new opportunities for pubs and restaurants that wish to expand their cocktail services keeping costs low.

Moreover, the integrated ice and fruit containers, which are refrigerated, ensure that the ingredients are kept fresh and ready to be used at any time. Thanks to this, Infrico positions itself as a reference in the refrigeration industry. With everything within hand's reach, the Bar Station makes the preparation of premium cocktails accessible to anyone, providing a comprehensive solution for establishments wishing to offer an exceptional experience to their customers.

Cocktail services are becoming increasingly popular in all kinds of events, from weddings to private events, adding a touch of distinction and elegance. **The Bar Station is designed to work in harmony with bartenders, offering all the necessary components for a quick and quality service.** The possibility of mixing cocktails in front of the customer enriches their experience and adds a dash of entertainment and show to any event.

Infrico's Bar Station represents an evolution in the way cocktails are served, offering a unique combination of style, functionality, and ease of use. In a national booming market, where the demand for cocktail services is increasing, the Bar Station emerges as the perfect solution for those who are looking to stand out in the hospitality industry, offering an unrivalled experience to their customers.

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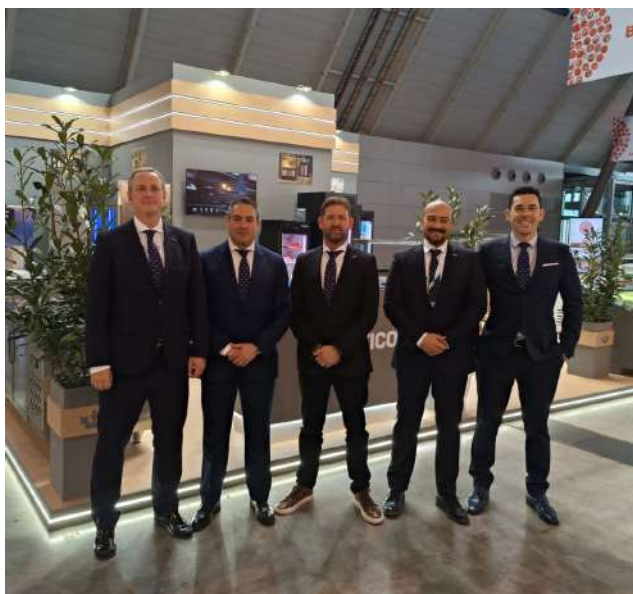


INTERGASTRA

Leading trade fair for the hotel & gastronomy business

We were present in Stuttgart

 **Infrico**



INTERNATIONAL TRADE FAIRS:

Grupo Infrico's strategic investment to increase its global presence

For a benchmark company in the refrigeration industry as Infrico, the participation in international trade fairs is more than a marketing strategy: it is a fundamental opportunity to present its new products, connect with potential customers and keep abreast of the latest trends in the market. The presence in this kind of events strengthens Infrico's position in the industry and boosts, at the same time, its growth and global expansion.

One of the first events where Infrico was present in this 2024 was **INTERGASTRA 2024**, the most important hospitality trade fair in Germany, held from 3rd to 7th February in Stuttgart. On this occasion, Infrico presented its latest innovations, including the Juliet display case and the new Bar Station, which is created to improve service in pubs and events and stands out for its versatility, ease of assembly and state-of-the-art design.



SRE

SUPER RIO EXPOFOOD



34ª EDIÇÃO | 19 A 21 DE MARÇO | RIOCENTRO

We were in Rio

 **Infrico**
Supermarket



Recently, Infrico Supermarket embarked on a trip to Brazil to participate in Super Rio ExpoFood, from 19th to 21st March. This trade fair, recognized as one of the largest in Latin America, gave Infrico Supermarket a platform to present its products to the Latin American market and explore growth opportunities in the region.

Moreover, Latin American market experts had the opportunity to know the latest refrigeration trends in Europe thanks to the presentation conducted by Víctor Roldán, director of marketing and product in Infrico Supermarket, where he addressed key issues such as energy efficiency, sustainability, and customer experience.

As for the future, the Infrico USA branch has its eyes set on NRA Show 2024, which will be held from 17th to 20th May in Chicago, USA. This fair, the largest one of the industry in Chicago, attracts professionals from more than 100 countries and offers an unparalleled platform to make contacts and explore new business opportunities.

The participation in international trade fairs like this one not only allows Infrico to show its commitment to innovation and excellence in refrigeration, but also offers the opportunity to establish strong business relationships, explore new markets and stay ahead in the industry. In an increasingly globalized world, these fairs are crucial to Grupo Infrico's success and growth.





Interview

CARLOS VEGA: Infrico Sales Representative in the Canary Islands

LUIS RIVAS: Infrico National Sales Manager





According to you, what are the main opportunities and challenges that the refrigeration and hospitality market must face in the Canary Islands nowadays?

CV: Both the challenges and the opportunities will be focused on two important sectors in the islands. On the one hand, the renovation of the lodging options in the Canary Islands, which demand more and more specific, customized products whose efficiency and energy classification play a major role. On the other hand, there is the food retail sector, where supermarkets are in constant search for energy efficiency, caused by the changes in the F-Gases regulations and a more visible presentation of their products.

From your perspective as National Sales Manager, how do you see the role of the Canary Islands branch within Infrico's general strategy and what kind of specific support is being provided in this region?

LR: I think this branch plays an essential role in our global strategy. The Canary Islands, thanks to their geography and economy, represent a unique and diverse market, and offer significant opportunities to the expansion and consolidation of our presence in key sectors such as the restaurant, catering, hotel, and food retail industries.

The singularity of the Canarian market, with its specific challenges such as the insularity, demands an adapted and specialized approach. For this reason, we have assigned a specific logistical support for the islands.

Related to the singularities of the **Canarian market**, how does Infrico adapt to the specific needs of the island customers?

CV: In this context, Infrico is changing constantly with new product lines such as Fribuffet, thanks to which we gained space within hotel establishments where we were more limited some time before, or Waterin, refrigeration systems with individual R-290 units condensed by water, which provide energy solutions in supermarket chains.

With the recent renovation of the office and the warehouses in the Canary Islands, what improvements have been implemented and how do you expect them to affect the operational efficiency and the customer satisfaction?

CV: It was evident that, if our products are progressing, our Canarian facilities should too. We have optimized the storage spaces, and the offices are more comfortable and versatile, where both the customer and our workmates can find themselves at ease, all of this with a new corporate image.

Is insularity a disadvantage when offering an Infrico product?

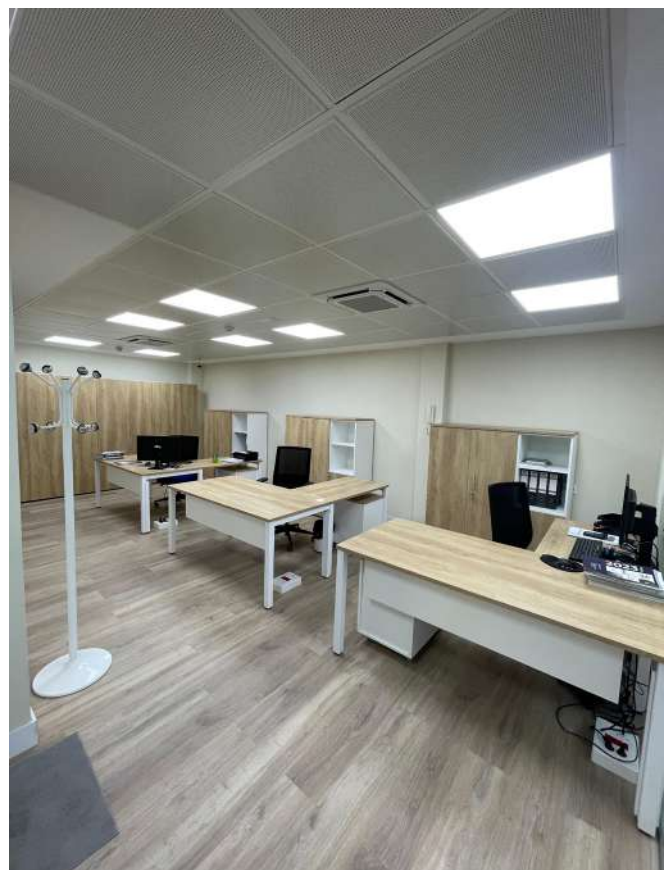
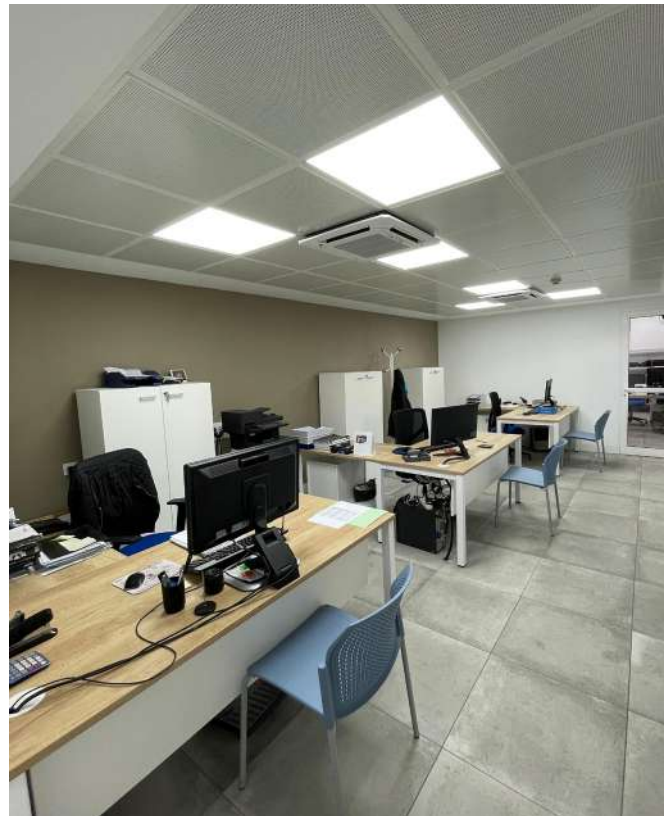
CV: It is obvious that insularity will always be a disadvantage, not just when offering an Infrico product, but any product. We are in a market dynamic in which customers search for swiftness and flexible solutions, hence the importance of ensuring a minimum stock with our own warehouse in the islands, and manufacturing and logistical processes that allow us to offer that service.



The Canary Islands are very important for the national tourism. Do you think this affects positively to the industrial refrigeration sector of the islands?

LR: The importance of the Canary Islands as a market for Infrico goes beyond sales numbers. It reflects our ability to respond to the demands of an extremely competitive and constantly changing market. Our commitment to the Canary Islands is proof of our long-term vision to be at the forefront of the refrigeration and hospitality industry, not only in Spain, but globally.

Grupo Infrico has always backed firmly the Canary Islands and we are thankful for the acceptance and trust they have placed in our range of products.





Azerbaijan

PRESENT AND FUTURE OF INFRICO

The expansion of Grupo Infrico in Azerbaijan is a meaningful milestone in the business career of the company. **This strategic movement represents an opportunity to settle in a country with significant room for growth and a further step in the organization's internationalization strategy.**

Azerbaijan, with a growing economy and a strategic position in the Caucasus region, offers a promising market for Grupo Infrico. By establishing itself in this country, the organization increases its international presence, diversifies its customer base, and strengthens its position in the global market.

The decision to expand to Azerbaijan is based on its economic growth, their infrastructure in constant development and their growing demand for high quality products. As a model in the refrigeration equipment sector, Infrico is well positioned to satisfy the needs of an important market such as Azerbaijan, offering innovative and avant-garde solutions which comply with the most demanding standards.

In addition, this expansion reflects Grupo Infrico's commitment to its plan of reaching all corners of the world. **The adaptation to the Azerbaijani market requires an in-depth understanding of the needs and preferences of local customers, as well as the compliance with the regulations and commercial standards of the country.** However, with its experience and its ability to innovate, Grupo Infrico is well positioned to succeed in this new market.

AZERBAIJAN



Nowadays, Infrico's products are renowned and appreciated around the world, which demonstrates their quality and reliability in any environment. About this new positioning, Grupo Infrico's management stated: **"This decision proves our firm commitment to Grupo Infrico's progress around the world and in key markets, just as the expansion of our brand in such a competitive and increasingly global industry. We are sure that, with this decision, we will succeed in connecting with new customers who look for innovative and prime products, such as the ones offered by Infrico".**

Furthermore, it is important to highlight that Infrico's distributor in Azerbaijan is PROFETECH, a company with more than 20 years of experience and based in Baku. This key collaborator plays an important role in Grupo Infrico's expansion strategy in the country,

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ensuring an efficient distribution and a top-quality service for local customers.

Choosing Azerbaijan as an entry point in the Caucasus region is a strategic movement that emphasizes the company's long-term vision and its commitment to a sustainable expansion that



respects the distinctive features of each market. By cooperating closely with local partners such as PROFETECH, Grupo Infrico ensures an in-depth understanding of the dynamics of the local market, which is fundamental to adapt its products and services to the specific needs of Azerbaijani customers.

This strategy results in two key points for the company: to strengthen Grupo Infrico's presence in the global market and to contribute to local economic growth by promoting the development of commercial infrastructure and generating employment opportunities.

In summary, Grupo Infrico's decision to settle in Azerbaijan is a bold step towards the future and an indication of its ability to identify and capitalize growth opportunities in emerging markets.

This expansion will increase the company's turnover and contribute to the economic and commercial growth of Azerbaijan, establishing a mutually beneficial relationship between Grupo Infrico and the country.

“The quality and design of Infrico's wide range of products allow us to expand our product and service catalog with a leading company”.



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