

# Press Information

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RE: For immediate release/new product, deli, hot food express merchandising

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## Going mobile: The new Express Profit Center from Henny Penny **Low energy solution displays hot food for hours anywhere in your store.**

EATON, OH—How do you display quality pre-packaged hot foods in more places in your store without enlarging its environmental impact? That question is answered by equipment manufacturer Henny Penny Corporation with a completely new approach to heated express merchandisers. The company announced the release of the first model in its new line of Express Profit Centers on September 10, 2007.

The idea behind the EPC-2 was to create a lightweight, portable, low-energy merchandiser that deli operators can locate and *re-locate* easily, anywhere in the store. This compact, attractive self-serve unit is designed primarily for use at or near checkout areas to stimulate impulse purchase of pre-packaged hot deli favorites, such as rotisserie chicken, pizza slices, chicken tenders, Asian and more. What makes the EPC merchandisers different and important is the new application of various proven technologies to create a portable, low-energy environment that can display hot foods at safe and palatable conditions *for more than four hours!*

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## **Air curtain technology**

The Henny Penny EPC is designed for grab-and-go self service, but has no doors, flaps or other hard barriers to open, clean or allow clearance for. Instead, the unit relies on air curtain technology to “secure” the heated climate inside the unit. Conventional open front express units lose heat to the outside and must continue to work to heat cool air that enters from the store. The “heat” curtain in the EPC creates a thin wall of moving air between your store and your hot food items. This enables the independently controlled heated shelves to warm foods evenly and efficiently.

## **LED lighting—a brilliant environmental solution**

Hot food items on display in the Henny Penny Express Profit Centers are brilliantly lit with rows of recessed LED lights. This technology has been developed to provide a bright, warm, inviting look while reducing your store’s impact on the environment. Using only a fraction of the energy of even long-lasting fluorescents, the LED lighting means you will never have to replace and dispose of a single bulb or tube, or the packaging it came in.

## **Plug in and display**

The EPC-2 comes with locking casters and a 120 volt power cord (230V for international destinations) that plugs into any standard power outlet in your store. The unit has a narrow facing with a heated deck and two deep adjustable heated shelves, angled for easy customer access.

Optional baskets for cross-promoting various dry products are fitted for the sides and top of the

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unit. The Express Profit Center EPC-2 merchandiser is available for shipping as of September 21, 2007.

Henny Penny continues a 50-year tradition of innovation that began in Eaton, Ohio USA with the first commercial pressure fryer in 1957. Today, Henny Penny offers a wide range of high quality foodservice equipment designed for easier operation, greater flexibility and lower operating costs. Product lines include pressure and open fryers, combis, rotisseries, holding cabinets, display merchandisers, and blast chiller/freezers. These products and complete start-up, service, training and technical support, are available through Henny Penny's exclusive worldwide distributor network.

[END TEXT]

[CAPTIONS:]

1. The new Henny Penny Express Profit Center EPC-2
2. Recessed LED lighting for bright, environmentally friendly display

1.



2.

