



# Press Information

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RE: IMMEDIATE RELEASE:

COMPANY: Henny Penny Corporation  
P. O. Box 60  
Eaton, OH 45320  
800 417-8417  
[www.hennypenny.com](http://www.hennypenny.com)

CONTACT: Jason Moles, Henny Penny, (937) 456-8444, [jmoles@hennypenny.com](mailto:jmoles@hennypenny.com)

## Henny Penny Introduces Smarter, Environmentally-Conscious Merchandising

**New Express Profit Center 3- and 4-foot (100 and 120 cm) merchandisers offer extended holding times and multiple configuration options**

EATON, OH—Henny Penny Corporation is pleased to announce the launch of its new 3- and 4-foot (100 and 120 cm) Express Profit Center (EPC) Merchandisers. With multiple width and height profiles and innovative technology designed to reduce waste, labor costs and environmental impact, EPC-3 and EPC-4 merchandisers from Henny Penny offer extended holding times and a smarter, environmentally-conscious way to merchandise.

“We are excited about the value the EPC line brings to our retail partners,” stated Henny Penny President, Rob Connelly. “This product is about eliminating waste through significant performance enhancements. Dramatically improved hold times minimize the potential for food waste, while unique LED lighting attracts new consumers and reduces the amount of landfill waste from traditional merchandisers.”

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## **Enhanced environmental appeal through LED lighting**

Express Profit Center Merchandisers leverage LED lighting for a longer bulb life, reduced labor costs associated with bulb replacement and less impact on the environment. In addition to these benefits, LED lighting creates superior visual appeal for the food product on display, helping to drive incremental sales.

## **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, clear or allow clearance for, ensuring that customers have easy access to the food product on display. Extended holding times of up to four hours under ideal holding conditions\* are made possible through an innovative air curtain that “secures” the heated climate inside the unit by creating a thin wall of moving air between the store and your customers. Henny Penny is one of the first manufacturers to offer air curtain technology in the United States.

## **Improved incremental sales**

Basket merchandising accessories for cross-promoting dry food products, adjustable shelving, and multiple wiring and cord exit options offer improved incremental sales through expanded merchandising flexibility. Henny Penny EPC merchandisers are one line in a total

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equipment solution for retailers including rotisseries, combi ovens, and merchandisers designed to enhance revenue from in-store sales.

## About Henny Penny

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, combi ovens, 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.

\* Henny Penny EPC merchandisers are climate secured with air curtain technology for up to a 4 hour safe hold time under the following ideal holding conditions:

- Ambient temperatures ranging anywhere between 70° to 74°F (21° to 23°C)
- Merchandiser holds 3.0 to 3.5 lb. (1.36 – 1.59 kg) chickens in domes [Pactiv CNC-6007]
- Shelf heat is set per recommendation in the Operations Manual
- Merchandiser is operated at rated voltage
- Chicken enters the merchandiser between 180° to 190°F (82° to 88°C)

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[END TEXT]

[CAPTIONS:]

1. The new Henny Penny Express Profit Center EPC-3 tall merchandiser holds up to 40 chicken domes at maximum capacity.
2. LED lighting conserves energy and reduces labor costs associated with bulb replacement

1.



2.

