

Cool as you like

Iglu is a leading specialist in the production of professional refrigeration equipment for fine food and wines, for all versatility and profitability needs. Managing director and owner Giacomo Ruzza discusses how hotels can use bespoke displays to enhance guest experience – and keep drinks cool.

How have you seen the attitudes of hotels change over the years when it comes to the importance they place on the look and feel of their catering environments?

Giacomo Ruzza: The trend towards more FOH catering environments is not so much a fashion, but rather an ongoing revolution. As a consequence, we have more catering equipment that needs to transform themselves into 'architectural' and 'selling' devices.

A wine display, for instance, can be a wall partition, or a central column, and it must be integrated perfectly into the look and feel of the rest of the environment; it must get attention; it must capture the eyes of the clients and generate appetite for what it contains, and admiration for its sheer beauty, while at the same time perfectly fit into the hotel's style.

Do you think these hotels are opening their eyes to the impact this can have on enhancing the guest experience?

Most definitely yes; we do see an increase in this general concept of bringing beverage, food, even ingredients, in front of the clients' very eyes – in the forms of finished goods, and of food cooking and preparation. Visually stunning kitchens are now almost a must for five-star hotels, at least in their top restaurants, as well as lively preparation islands in all-day-dining areas.

I am sure that hotel chains have got all their selling statistics to support this FOH boom, and I suppose that top clients by now almost expect spectacular solutions for food and wine in hotels of a certain calibre.

What would you say makes Iglu products stand out from the rest?

FOH refrigerators, whether refrigerated counters in a show-kitchen, or spectacular displays in dining areas, must be even more perfect than any professional kitchen equipment, because they are always under the eyes of clients. Any defect or shortfall is painfully visible and can become detrimental to the status of the hotel; to see a wine display with half the lights down, no-longer-aligned doors or in a general shabby condition, conveys exactly the opposite message from the one that was intended when that marvellous 3m-high and 5m-long wine display was conceived.

Nobody wants to make an important investment in a delicate FOH area and get it wrong. At Iglu, we are aware of what is at stake, what is requested, what is expected; we are used to working in the only way acceptable by the top people in our



Stunning and stylish, Iglu refrigerated displays also excel at their primary function: keeping products at their optimum conditions.

industry: maximum flexibility in the building capabilities, maniacal care for the smallest details, impeccable execution.

When designing an installation, what is the most important part of the process?

Reliability is seen as a given by our clients, but we never forget that the first function of a refrigerated display is to keep its content at the perfect conditions of temperature, humidity, ventilation – these are all the technical details that our clients are very happy to leave entirely to our know-how.

Have you ever been surprised by anything that a hotel wanted to put on display?

When we started working on FOH displays ten years ago, there was always a surprising request coming; today, we think we have already seen quite a lot of non-common applications, like displays entirely dedicated to vodka or macarons. But we are far from believing that we have seen it all; actually, we are always pleasantly entertained by the creativity of our clients, because 'we like to make it strange'. We are currently making a refrigerated display for live orchards. ■

Further information

Iglu
www.iglu.it

