

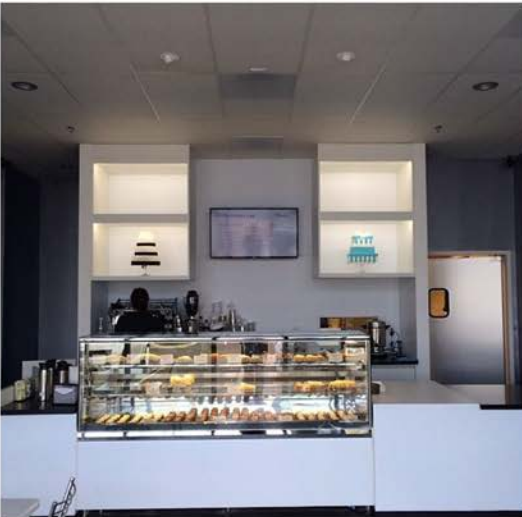


## The Journal



# Dessert Lab setting a new trend

## Newport Beach location exquisite dessert experience



Oscartek Diamond Model at the center

Newport beach California February 22, 2014; A new sign has been put up at a strip mall along MacArthur just a few clicks south of John Wayne Airport. It says, quite intriguingly, "The Dessert Lab."

What is it? Well for a start, The Dessert Lab is redefining desserts with exceptional quality and unique flavors perfected to create both new and classic premium desserts. Through experimentation and attention to the purity of their ingredients; they aim to create an exquisite dessert experience.

Known for their cheesecakes, they conceive the richest and most indulgent cheesecake with flavor profiles that have never been seen and will keep you craving for more. Examples of unique flavors they have created include: Saffron, Pistachio, Rose, and French Toast with Bacon.

The brains behind their delicious creations is the Director of Research and Development, Vijay. Formerly a successful software engineer, Vijay brought her keen innovation, creativity, and commitment to excellence into the kitchen. For over thirty

years, her cheesecakes have been adored by friends and family. Now The Lab wishes to share this fantastic experience with everyone.

Their specialty is cheesecake: in numerous flavors and sizes: French Toast with Bacon, Saffron, Rose, Peanut Butter and Jelly, and Chocolate Chipotle (to name a few). Using EXPERIMENTAL top secret methods, The Dessert Lab has created the smoothest and most delectable texture a cheesecake can have; combined with true and natural flavors and a petite size...their cheesecakes are lite and rich in taste, not guilt.

Also unique to The Dessert Lab is their line of health conscious desserts. Examples include: Vegan Cheesecake (rich in soy tofu), Whey Protein Scone, and much more.

For more information please visit [www.dessertlaboc.com](http://www.dessertlaboc.com)



# Hydrocarbons a viable solution for supermarkets

## Hydrocarbon products on display;



First-ever European market maps:  
480,000 hydrocarbon plug-in units today

EuroShop 2014, which took place from 16 – 20 February in Düsseldorf, Germany, featured a substantial number of hydrocarbon units for food retail applications. Since the last EuroShop three years ago, there has been a significant increase in not only the number of hydrocarbon products, but also the number of companies involved in the use of hydrocarbons as a natural solution in commercial refrigeration.

Notable about EuroShop2014 was that hydrocarbons are no longer only applicable in small units such as bottle coolers, ice cream displays and vending machines. Several suppliers are now developing and marketing larger units using hydrocarbons as well. While there is a visible shift in Europe focusing on hydrocarbon use in smaller express and convenience stores, EuroShop 2014 also proved that hydrocarbons provide a viable solution for supermarkets.

AHT: Among the myriad of energy efficient, environmentally friendly refrigeration and freezing units showcased at the AHT booth were two new products, the Sydney plug-in chiller and freezer and the Vento plug-in multi-deck chiller, both of which use R290 (>150g/150g, respectively). The Sydney can be used for deep-freezing as well as normal cooling/chilling purposes. It has a special feature that displays the temperature and information about which mode the cabinet is in, as well as an indicator light to signal the cabinet is working properly. The Vento requires only a power supply (no refrigeration installation), is versatile and comes in a number of variants to suit customers' needs. Its compact dimensions allow for application in a range of store formats, from supermarkets to filling stations. AHT confirmed that hydrocarbons are the biggest trend in the food retail industry, simply because they are inexpensive and the energy savings are high. In addition, AHT noted that there is significant interest coming from the United States for larger hydrocarbons cabinets.

Carrier: U.S Carrier showcased an innovative line of self-contained plug-in units using hydrocarbons as the refrigerant. These products have the flexibility to be used not only in convenience stores, but in larger applications as well. The Optimer 1946 LG, for example, is an upright cabinet featuring a large display area, suitable for storing a variety of food retail and beverage products.

Arneg: Arneg's booth featured hydrocarbon cabinets and display cases ranging in all shapes and sizes. Larger applications equipped with R290 included the Brioni 2BT, the Dione Glass (both upright cabinets), the Gaia and the Urano 2 Maxi.

Fricon: Fricon, a Portuguese refrigeration systems supplier, displayed its sizeable SMR Series reach-in unit, which can be used as a stand-alone unit or arranged in a row or as an island.

JBG-2: JBG-2's comprehensive line of hydrocarbons products was released in 2011. The company began producing natural refrigerant-based products in 2008, and in 2010 launched its "Green Technology Concept." The Polish company supplies systems to stores ranging in size from convenience stores to hypermarkets. In addition to smaller island units, the MixMNY, a large combination cabinet, was also showcased at the booth.

Mafiro: As a company dedicated to "BeinGreen," Mafiro was proud to debut at EuroShop 2014 Bartolomeu, its first system using R290. Mafiro confirmed that it is planning to develop more natural refrigeration systems, as the benefits thereof are apparent.

True: True presented a wide range of products at its booth, from light commercial products to large upright freezers. True confirmed that the company has developed a hydrocarbons system for a popular pizza chain.

UGUR: In addition to a wide range of smaller refrigeration cabinets, Turkish company UGUR also presented some larger units, including the Bodrum 1850, a reach-in cabinet, and the USS 1500 DIK upright freezer, both versatile and ideal for application in supermarkets.

Compiled by Oscartek™ – Food Service Equipment Display Company [www.oscartek.com](http://www.oscartek.com)



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