

# FAGOR NEWS



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**Kepa Bedialauneta**  
Managing Director, Fagor Industrial

**“ We are making our own personal contribution to Spanish haute cuisine by providing the ideal conditions and most efficient solutions through Fagor Industrial’s wide range of products for the catering business. ”**

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Interview with Iwao Komiyama  
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FAGOR FOCUS

# HOTEL PORTA FIRA

EDITORIAL



Kepa Bedialauneta  
Managing Director,  
Fagor Industrial

# Witnesses to the success of Spanish haute cuisine

Spanish cuisine is going through one of its best moments: we're already aware of that. But having four of our country's restaurants in the world's top ten establishments is a culinary accomplishment never before attained. It's something to be proud of indeed, and Fagor Industrial, merits aside, is a first-hand witness to this success, as I'll explain further on.

This culinary success has recently been acknowledged on the list of the fifty best international catering establishments published by Restaurant Magazine (The San Pellegrino World's 50 Best Restaurants), backed by the opinion of over 800 renowned international chefs, top-class restaurant critics and prestigious restaurant owners and gourmets.

The elBulli chain of restaurants in Girona, run by Ferrán Adrià, and El Celler de Can Roca, run by the Roca family, figure on the list together with Mugaritz in Guipúzcoa, managed by Andoni Luis Aduriz, and San Sebastián's classic Arzak, which rigorously maintains its top-class level.

As I mentioned earlier on, we are direct witnesses to the success of the third and fourth establishments on this privileged list, as we supplied all the equipment for these restaurants, most recently for Mugaritz, which reopened in June. We sincerely wish them the best of luck in the forthcoming season and we are sure they will remain at the forefront of world haute cuisine for many years to come.

may not be enjoying its most buoyant economic situation at the moment. But in fact these circumstances should help us to make the most of this moment in time, without excuse, and to continue innovating in our projects, providing efficient responses for customers, distributors and professionals, and, in short, to find the way to excellence so that we can successfully compete on a constantly evolving market.

**“We are making our own personal contribution to Spanish haute cuisine by providing the ideal conditions and most efficient solutions through Fagor Industrial’s wide range of products for the catering business.”**

It is true that the origin of much great culinary art is in the outstanding skill of the masters of cuisine and the first-class ingredients they use for their creations. But we too make our own personal contribution to this remarkable combination by providing the ideal conditions and the most efficient solutions, through Fagor Industrial's wide range of products for the catering business.

And, as has been the case up to now, that can only be achieved through a joint effort and teamwork, with a view to increasing our international presence but without neglecting the Spanish market of course, which we head and are proud of, even more so on this occasion on receiving this excellent news on the quality and good taste of Spanish haute cuisine. We are a personal guest at this culinary celebration.

The catering sector, together with the hotel industry, has become a catalyst now that summer is here with the arrival of all those who will be spending their holidays in our country, even though it

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### FAGOR INDUSTRIAL RATIFIES ITS QUALITY, SAFETY AND ENVIRONMENTAL MANAGEMENT COMMITMENT WITH AENOR CERTIFICATION

Fagor Industrial has reaffirmed its commitment to quality, safety and environmental protection after the audit performed by the Spanish Association of Standards and Certification (AENOR), which has guaranteed the company will continue to hold the ISO 9001:2008 Quality certificate, the OHSAS 18001:2004 Health and Safety certificate and the ISO 14001:2004 Environmental certificate until May 2011.

Fagor Industrial was one of Spain's pioneer companies in focusing its manufacturing criteria on fulfilling these highly prestigious international standards. In 1991 it received the Quality Management System certification, and has since renewed it every three years. In 2006 it was awarded the Environmental Management System certification, obtaining the Occupational

Health and Safety certification the following year. Its management systems also comply with the guidelines of the Fagor Industrial Management Model, defined and implemented according to the Business Excellence Model (EFQM), which obtained the "Gold Q" Award from the external entity Euskalit in 2004.



### FAGOR INDUSTRIAL LAUNCHES A NEW BLOG WITH INFORMATION, INTERVIEWS AND PRACTICAL ADVICE ON TODAY'S CATERING SECTOR

Fagor Industrial has launched its corporate blog – [www.fagorindustrial.com/blog](http://www.fagorindustrial.com/blog) – designed as a source of highly interesting news and information, not only on the company but also for the restaurant and catering sector worldwide.

The blog will combine the latest sector news with features on important figures in the restaurant and catering world, many of whom equip their establishments with Fagor Industrial's products.

The blog will also deal with practical issues, providing professionals with tips on a variety of subjects such as self-service restaurant block distribution, the basic keys to energy saving in washing and cooking processes and the requirements to be taken into account when supplying equipment to the health sector.

The comments section is one of the most highly valued aspects of Fagor Industrial's new blog. The blog also includes a plug-in allowing it to be read by iPhone, with a special presentation adapted to this mobile format.

The blog also gives readers with a Facebook profile the possibility of including its content on their wall, through the "I like it" application appearing in each post. This function, together with the development of its new Twitter channel, with an ever-growing number of users, shows Fagor Industrial's firm commitment to being present in all aspects of the living, growing communication environment represented by social networks and 2.0 technology.



### FAGOR INDUSTRIAL PRESENTS ITS LR RANGE OF FAST SPIN WASHING MACHINES

Fagor Industrial has presented its new LR Range of fast spin washing machines, with capacities of 10, 13, 18 and 25 kg. The range is basically geared to the self-service sector, due to the time and energy savings it provides in the washing and drying process and the features it offers, comparable to those of other higher range models.

The increased spin speed is the most outstanding feature of these new washing machines, as the Fagor Industrial technicians have succeeded in providing them with an extraction force of 200G, 25% higher than other equivalent models on the market; the effect of this water extraction difference on the speed of the wash process enables time and power savings on drying.

The LR Range's precision as regards power and consumption of the different wash cycles is guaranteed by its electronic micro processor, which has 16 standard wash programmes and water levels, configurable to an index of 10%, as well as the possibility of changing the times and temperatures

of each wash phase. The entire range is constructed in stainless steel and includes functions such as a door safety lock, rear connections enabling automatic product dispensing without opening the door and a drum that can be removed through the front of the machine.

With new LR Range, Fagor Industrial has succeeded in increasing the wash process speed to the level of other models in higher ranges. This makes them excellent value for money and particularly appealing for the lower-priced end of the market, and on the more developed markets they are very suitable for the self-service sector. The launch of this new line completes Fagor Industrial's range of washing machines, making it one of the widest offers on the market.

The new LR Range will be officially presented at the forthcoming Hostelco 2010 Trade Show, to be held from 5 - 9 November, although they will actually reach the market in the next few days.



## FAGOR INDUSTRIAL PRESENTS ITS ECO-DESIGN INNOVATIONS AT THE FOURTH ENVIRONMENTAL PRODUCT & BUILDING INNOVATION CONGRESS

Fagor Industrial took part in the Energy Products Forum (Electrical/Electronic), presenting its new eco-design solutions, which include dishwasher design and feature modifications to achieve more rational consumption.

One of the new innovations is the inclusion of a double wall on the appliances, enabling lower power consumption while noise and heat loss to the exterior are reduced and an even smaller tank and totally redesigned sprinklers provide more water savings. Another of the new savings solutions is improved water pre-heating through exchange with the rinse water in the tank. In addition to this, the consumption can now be more accurately controlled as the thermostatic temperature sensors have been replaced by more precise electronic models.

The laboratory results for this series of innovations yield some notable figures: 13.3% less power consumption and 6.1% less water consumption during use, together with a 6.7% reduction in the overall environmental impact, without affecting the appliance's performance, which reaches 360 dishes an hour on some of the models tested.

Fagor Industrial intends to gradually include all these innovations to its entire ADVANCE dishwasher range, with the aim of marking a turning point in environmental protection applied to industrial dishwashing.



## THE JÚBILO GROUP AWARDS A RESIDENTIAL MANAGEMENT PRIZE

**The Júbilo Group, a multimedia firm forming part of the Planeta Publishing Group, held a presentation gala for the 2010 Awards for Excellence in Residential Management on June 16. The event took place at the Sanyres-Aravaca residence and was presided by the Secretary General for Social Policy, Francisco Moza Zapatero. Fagor Industrial received the 2010 Award for Excellence in Residential Management as the best equipment supplier company.**

Leading figures attending the event included the Regional Labour and

Welfare Minister of the Galician Regional Government, Beatriz Mato, who received the Autonomous Community award; the Secretary for Personal Autonomy and Dependence of the Valencian Community, Joaquín Martínez; the Managing Director of the City Council of the Community of Madrid, José Ramón Menéndez Aquino; the Social Services Manager of the Castilla y León Regional Government, Milagros Marcos; and the Managing Director of the City Council of the Community of Madrid, Florencio Martín Tejedor.

This is the seventh time the N&G Awards have been held. Fagor Industrial

received the 2010 Award for Excellence in Residential Management for the best equipment supplier company, for the total outfitting of the Quirón Group hospitals in Málaga and Bilbao, for which it supplied the machinery for the kitchen, cafeteria, laundry and mortuary areas. The outfitting included the chamber, cold room, preparation, cooking and washing installations and providing an all-round solution to meet the demands of one of the top-level technology installations in the Spanish health environment.



# OF INTEREST

## ABADES AND ARAMARK AT THE LUCENA SHOWROOM

On 9 and 10 March two demo sessions were held in Lucena, by Abades and Aramark.

The Abades demo, directed by its Operating Manager Maudilio Sánchez, was attended by 18 chefs from its most representative areas (services, restaurants and conference centres). The Aramark demo was directed by Regional Education Manager Juan Lorenzo Cone and Regional Health Director Oriol Valdana



and was attended by 22 people, mainly centre managers and chefs.

Both events began with a visit to the Fagofri and Coreco Industrial factories, guided by Antonio Sánchez, Fagofri's manager. The demonstration then took place, with much involvement and interest from the participants. At the two

demos the clients expressed their satisfaction with the event and its content, and in the case of Aramark they showed particular interest in the subject of the regeneration being carried out on a daily basis in the school canteens.

## NEW DEMO ROOM IN MADRID

A small-sized demonstration and training room was opened in Madrid in the month of June. The opening event was attended by clients, bloggers and media representatives.

The room will be used for product demonstrations (Fagor Cooking Experience), culinary workshops and training seminars. Fagor Industrial will include this space in its distribution network offer, and it encourages its distributors to use it with their end customers whenever they wish.

With the idea of catering for all the distribution areas in Spain, the new showroom and demo hall that is currently being built in Oñati will cater for customers from the North area, and the recently opened Lucena room will offer its services to the South area.



## COOKERY BOOKS

Fagor News has a new section. It's all about the latest cookery books published. Books with recipes of all kinds just waiting to be tried out. On this occasion we

have chosen books that deal with ideas for a balanced diet, tapa creation, recipe books for all levels, select haute cuisine dishes, easy recipes, points of view on optimum

nutrition, cheap and cheerful cooking and the use of herbs and spices.

### 'Cómo como y qué sano: 370 recetas sanas y sabrosas' ('Great eating: 370 tasty, healthy recipes')

Larousse.

Synopsis: A balanced diet and healthy, delicious cooking with imagination thrown in. This is the idea behind this book, which provides recipes for cooking up original dishes from a careful selection of 110 healthy foods, detailing their dietary advantages and giving advice for their correct conservation. It contains useful charts with recipes for combating different health problems such as diabetes, cholesterol or osteoporosis.

### 'Recetas sencillas para novatos y cocinillas. Cocina española' ('Easy recipes for novices and cookery buffs. Spanish cuisine'.)

Everest.

Synopsis: In this book, Xavier Gutiérrez interprets recipes from traditional Spanish cuisine with a handful of ideas based on almost a thousand good old recipes, some with variations, some adapted to suit our times, and with a fun, personal touch throughout. All the recipes are easy to follow and fun to make.

### 'Tapas en estado puro: revisión actualizada de la tapa tradicional' ('Tapas in their purest state: a up-to-the-minute review of the traditional tapa')

Synopsis: Paco Roncero offers a whole host of hot and cold tapas, bocadillo sandwiches, toastlets, salads, rice and meat dishes and confectionary, along with dishes such as pickled anchovies, paté on spiced bread, octopus brochette, tripe Madrid style, ham croquettes, tiger prawns, beef tenderloin, leek and brie toastlets or eel and pineapple salad.

### 'Cocina Selecta: Recetas de Gourmet explicadas, paso a paso, con sencillez' ('Select Cuisine: Simple step-by-step explanations of great Gourmet Recipes.')

Alba.

Synopsis: Graciela Bajraj proposes some elegant, refined cuisine with select ingredients, well-presented dishes and bold combinations. In short, select cuisine recipes that are easy to prepare and sure to be a success.

### 'Atrévete a cocinar: más de 500 recetas para todos los niveles' ('Who dares, cooks. Over 500 recipes for all levels').

Larousse.

Synopsis: With clear, detailed explanations to ensure success for newcomers to the culinary world. Over 200 photographs illustrate a book that provides a standard recipe for each product plus two variants for cooks to make a success of any situation. The book deals with the different cooking modes and their uses, tips to make dishes more appealing and step-by-step explanations for creating sauces, pastries and spreads.

### 'No sólo sal' ('Not just salt'.)

Salsa Books.

Synopsis: Authoress Cris Lincoln takes us on a journey to the wonderful world of spices. An interesting introduction on the origins and varieties of spices and their use in cooking gives way to a selection of recipes including sauces and dressings, described down to the finest detail.

### 'El libro de la nutrición óptima' ('The optimum nutrition book.')

Robinbook.

Synopsis: Patrick Holford gives full practical advice on the keys to living a long, healthy and happy life thanks to the latest nutritional research for achieving an optimum state of physical and mental health.

### 'Comer bien en familia por menos de nueve euros' ('Eat well with your family for under nine euros.')

Salsa Books.

Synopsis: Pep Nogué suggests some affordable dishes for four people. A highly practical recipe book to help prepare no-fuss dishes that will delight the whole family, such as soupy rice with pork ribs and turnips, mussel soup with saffron, or bean omelette with pork tripe sausage.

# OF INTEREST



## BURNT RICE PUDDING

WWW.ELMONSTRUODELASGALLETAS.COM

### Ingredients for 6:

1 litre of milk  
Stick cinnamon  
Lemon peel  
Orange peel  
125 g sugar, plus a little extra for burning  
150 g rice (round grain)  
Salt.

### PREPARATION:

First blanch the rice in boiling water for 3 minutes. Strain and rinse well in cold water, and set aside.

Pour the milk into a pan with the cinnamon and the lemon and orange peel, tied together to make it easier to remove later on. When the milk comes to the boil, leave to infuse for a few minutes. Add the rice, boil for 10 minutes, then add the sugar and wait until the rice softens, stirring continuously.

Pour into individual bowls and cool in the refrigerator. Just before serving, sprinkle with sugar and burn with a blowtorch. Then add a little ground cinnamon and serve.

## GOOD FOOD FILLS THE BLOGOSPHERE

Fagor Industrial uses the new 2.0 technology and we are now in the blogosphere, not only with our new corporate blog ([www.fagorindustrial.com/blog](http://www.fagorindustrial.com/blog)), but also as gastro-bloggers.

"El monstruo de las galletas" and "Recetas de rechupete" are two good examples of blogs for enjoying good cooking online. In "El Monstruo de las galletas" ("The cookie monster") (<http://www.elmonstruodelasgalletas.com>), cooking fan Dani delights us with simple step-by-step explanations of how to cook up some tasty recipes, accessible to any enthusiast.

In a fun, friendly style with some humour thrown in, Dani starts off by telling us his own experience or an anecdote a particular recipe

brings to mind. He then lists the ingredients, and the rest just follows suite. Then all you have to do, in Dani's words, is to "eat the result!".

"Recetas de rechupete" ("Finger-licking recipes") is a recipe blog written by Alfonso López (<http://www.recetasderechupete.com/>). His recipes are based on the typical cuisine of his homeland, Galicia, and are a starting point for offering us a huge variety of different possibilities. He includes hints of other cultures and new fragrances and flavours, and turns traditional formulas into something new and quite original.

An interesting aspect of Alfonso's blog are the 'Recetarios gratuitos de Rechupete' (Free Finger-licking Recipe books'). They are

in pdf format and can be downloaded to easily share your favourite recipes with friends and family by e-mail, or for printing and storing so that you'll always have them at hand in the kitchen. Books currently available on the site are recipes with chocolate, Galician cuisine and sponge cakes.

But the delicious world of online cuisine doesn't end here. If you need to consult some tasty recipes but haven't too much time on your hands, just visit the Twitter channel <http://twitter.com/microrecetas>. These tweets consist of "micro-recipes" written in just 140 characters. There's no excuse for not cooking now. Enjoy!

## HAM AND EGGS "FERMÍN ARREGUI" STYLE

WWW.RECETASDERECHUPETE.COM

### Ingredients for 4 people:

1 k of Galician potatoes (7-8 potatoes)  
6 large eggs  
2 large onions  
Salt and pepper (to taste)  
Olive oil  
3 slices of serrano ham  
4 piquillo peppers  
Chopped parsley for garnish

### PREPARATION:

Peel the potatoes, rinse in cold water and cut into slices about ½ cm thick. Dry with kitchen paper and set aside.

Pour the olive oil into a large frying pan and place it on the heat. Heat up the oil, add one slice of potato, and when it begins to



bubble, add the rest. Fry on medium heat for approximately 10-12 minutes. The potatoes should not be too crunchy or too soft, so prick them with a fork to see if they are cooked through. Lift the potatoes out with a slotted spoon and drain well. Sprinkle with salt and pepper and set aside in a bowl.

Caramelize the onion with a little honey, to give it a slightly sweet flavour, as follows: Peel the onion and slice very thinly. Pour a little olive oil into the frying pan used to fry the potatoes, add all the onion and fry at a low heat. When it begins to soften, turn up the heat a little to brown it. Lower the heat, sprinkle with salt and pepper, stir with a wooden spoon for about 5 minu-

tes and add a spoonful of honey. Stir-fry to caramelize the onion. When you can see the honey is sticking to the onion, set aside.

The eggs are the key ingredient in this dish. In the same frying pan, add a spoonful of the oil used to fry the potatoes and fry the eggs, but do not allow them to set as they should be very lightly done (the yolk should be liquid). Add the onion and the potatoes and break the eggs with a wooden spoon.

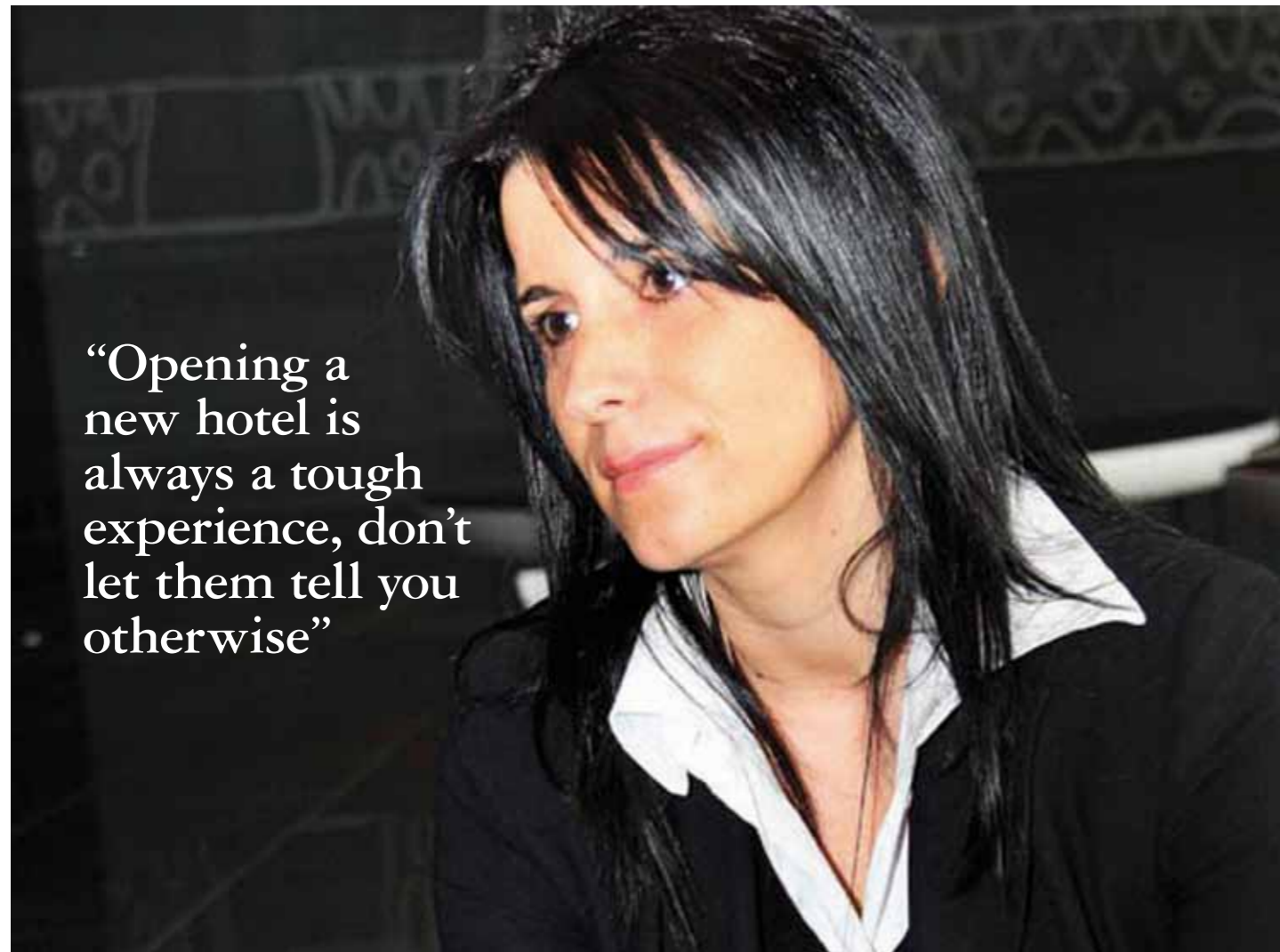
Finely dice the slices of serrano ham and place it in the microwave for 30 seconds on a high setting, for a crunchy effect.

Open a tin of piquillo peppers (in garlic sauce in this case). Slice the peppers for garnish. Serve these Fermín-style eggs on a large plate sprinkled with the crunchy ham. Garnish with the sliced peppers and a little diced parsley.

# FAGOR FOCUS

## HOTEL PORTA FIRA





“Opening a new hotel is always a tough experience, don’t let them tell you otherwise”

## FEATURE

Surprising on the outside and surprising on the inside. The Porta Fira’s lobby is buzzing with all the activity you would expect at a hotel with 320 rooms on 24 floors: guests coming in and going out, suitcases waiting, people talking, cellphones ringing... But there’s also something rather special going on: photographers, professional and amateur, are all busy snapping the inside and the outside of this unique hotel. Some of them walk in, take a few photos and then walk out again. They’re not guests, they’re not even tourists: they’re just passers-by who can’t resist taking a souvenir snap of one of the most spectacular buildings to have appeared in Barcelona during the last year.

When the Santos Hotel chain decided to extend its offer and build the Porta Fira hotel in Barcelona, its idea was to offer future guests something extraordinary in every way. First of all it chose the setting for its new hotel in one of the city’s most upcoming districts: just opposite the Fira Gran Via trade fair centre, easily accessible

from both the city centre and the airport; secondly, there was the fantastic original design of the building: an impressive 110-metre high tower designed by Japanese architect Toyo Ito, inspired on the shape of a lotus flower; and thirdly, the high quality it demanded for its installations and the companies supplying them, as it only worked with state-of-the-art companies offering the best possible guarantee. The works lasted four years and as always it was a race to have everything perfect for the day of the hotel’s official opening, February 1.

### No nerves on opening day

“Opening a new hotel is always a tough experience, don’t let them tell you otherwise”, Mónica Alcoriza says. Mónica is not only the Hotel Porta Fira’s Managing Director, but also Operations Manager for the Santos Hotel Group in the Levante area, which means she was involved in managing three hotels before the Porta Fira. Comparing her own experience with others, she readily tells us that “we haven’t had any problems with the installations in

general, or with the structural response. And as regards service we’ve worked with a very stable team, with very little turnover. It’s been one of the smoothest openings I’ve ever been involved in, and I’ve certainly seen a few!”.

When the Santos Group decided to open a hotel in Barcelona, it already had five hotels in its chain; it now has eleven, and a new establishment in Malaga will be added to these in 2012. “But we had Barcelona in our sights right from the start, when we decided to expand”, Mónica Alcoriza recalls. “And we aimed for that target until this hotel was built, just opposite the Fira de Barcelona”.

### Guests of all types

The Porta Fira’s location makes it a prime choice for business guests. However, Mónica Alcoriza distinguishes between “the individual corporate guest, the guest from a company, who is here to attend a trade fair obviously, and the guests who are here for conferences, congresses and incentive meetings, another area we have carefully



focused on and for which we’ve provided the hotel with a basic infrastructure. We have a beautiful conference hall, 800 square metres in size and with ceilings five metres high, as well as nine smaller halls that help us attract this type of guests”. Other extras geared to corporate guests of this type include WiFi throughout the entire hotel, and the top four floors, with suites designed for top-level managers to stay in. “Our aim was for both trade fair guests and top executives to have their own space and feel at home in this hotel”.

Leisure guests will also find a warm welcome at the Porta Fira: “We have facilities specially geared to guests who are here to visit Barcelona. I think one of the things that sets us apart from the rest is that we are very flexible, and that we adapt the hotel’s facilities to the guests who use them. I think it’s a hotel everyone feels at home in, whatever they’re here for. And as the different areas are well-separated – the spa, for example, is on the 17th floor – business and leisure guests don’t even catch sight of each other in most cases”.

### Cutting-edge cuisine

On choosing the suppliers for the new Porta Fira, the Santos Hotel Consortium aimed to maintain the same high quality levels it had applied to the design and building of the hotel. And one of the chosen suppliers was Fagor Industrial,



who took charge of installing all the kitchen and food storage services. This was a huge responsibility for the Mondragón firm, as the hotel wished to offer guests modern, highly varied cuisine requiring complex installations at several levels, and the first acid test was the reception and gala dinner the consortium organised to present its new installations: the event was attended by top figures of Catalan politics, together with leading representatives from the supplier companies, including Fagor Industrial, which was represented by Raúl Sanblas and Antonio Castañer.

The success of the dinner marked both the launch of this new hotel and the proof of the high quality of Fagor Industrial's installations, which will be providing a full restaurant service, not only for the 640 guests who may be staying at the hotel at any one time but also for the organisers of the events held in its different rooms and diners visiting the restaurant or the innovative first-floor Japanese garden, nine metres above ground level.

"Our first-floor banqueting hall has direct access to the garden; it's an original space and it really offers something special, with a garden nine metres above street level where you can hold a cocktail party,

a coffee break or a dinner, and that's something people appreciate in the city", Mónica Alcoriza says. "We also have a ground floor restaurant where we offer a daily set menu and à-la-carte specialities with a mix of international and market cuisine".

#### **They're not suppliers, they're collaborators**

Summing up the hotel's relationship with its suppliers, Mónica Alcoriza does not hesitate in defining it as "basic!", but she insists that the term "supplier" is evolving: "the word exists, and that's how things have to be, but I ultimately believe we're all collaborators. These relationships between collaborating companies have to be a priority at the moment; the time has come when the crisis has helped us to understand this "win-win" relationship, which is more important than ever today".

The question arises whether in an economic situation like the current one, locating your business in a building that attracts people's attention from near and far is sufficient to ensure success in the hotel and catering field. But Mónica Alcoriza says this is simply not so: "Quality is extremely important, and excellence in customer

service. It's something on everyone's lips, but today it's more important than just about anything else. Dynamism and flexibility are key words in our sector". So it's not just a case of feasting your eyes on the building: on the inside too, the whole internal structure of the Hotel Porta Fira matches up to the standard of its impressive outer façade. We can quite literally say in this case that it's not just a front!

## FAGOR INDUSTRIAL FITS OUT THE HOTEL PORTA FIRA IN BARCELONA

On choosing the suppliers for the new Porta Fira, the Santos Hotel Consortium wished to maintain the same high quality levels it had applied on designing and building this establishment. And one of the chosen suppliers was Fagor Industrial, who took charge of installing all the kitchen and food storage services.

The design and construction were carried out jointly with the building's owners for reasons of use and availability of the spaces in such a complex project, carried out in 2008-2009 by the Catalonia Regional Government, for defining the requirements and work concepts, above all, although work was also done with a team in charge of professional management, design, architecture and engineering. "The client needed one kitchen for a restaurant and another smaller kitchen for the banqueting hall, in addition to a staff canteen, bar, store room and cold chambers", explains Antoni Castañer, Fagor Industrial's Regional Manager for Catalonia.

The main conditioning factor on carrying out the work was the unique, impressive design of the building with its rounded forms and a concrete core supporting the entire structure, with a façade of red aluminium pipes. Fagor Industrial provided a complete project starting from zero, taking in the building's irregular forms. Major difficulties included fume extraction in a 26-floor hotel complex, and the fact that there was a helicopter landing

pad on the roof of the building, but this was overcome by a carefully detailed design of the fume extraction from the various kitchens to the roof.

Fagor Industrial's involvement in the project included totally fitting out all the catering areas; for the first-floor restaurant kitchen it installed a 900 range wall-mounted kitchen, a washing area with pass through dishwashers, cold chambers and a staff utility room, while the main kitchen consisted of a conveyor belt, pass through dishwashers for the restaurant service, a 900 range restaurant kitchen, a staff utility room, etc. Perhaps the most impressive element of all is a spectacular oval-shaped bar designed to the guidelines of Japanese architect Toyo Ito.

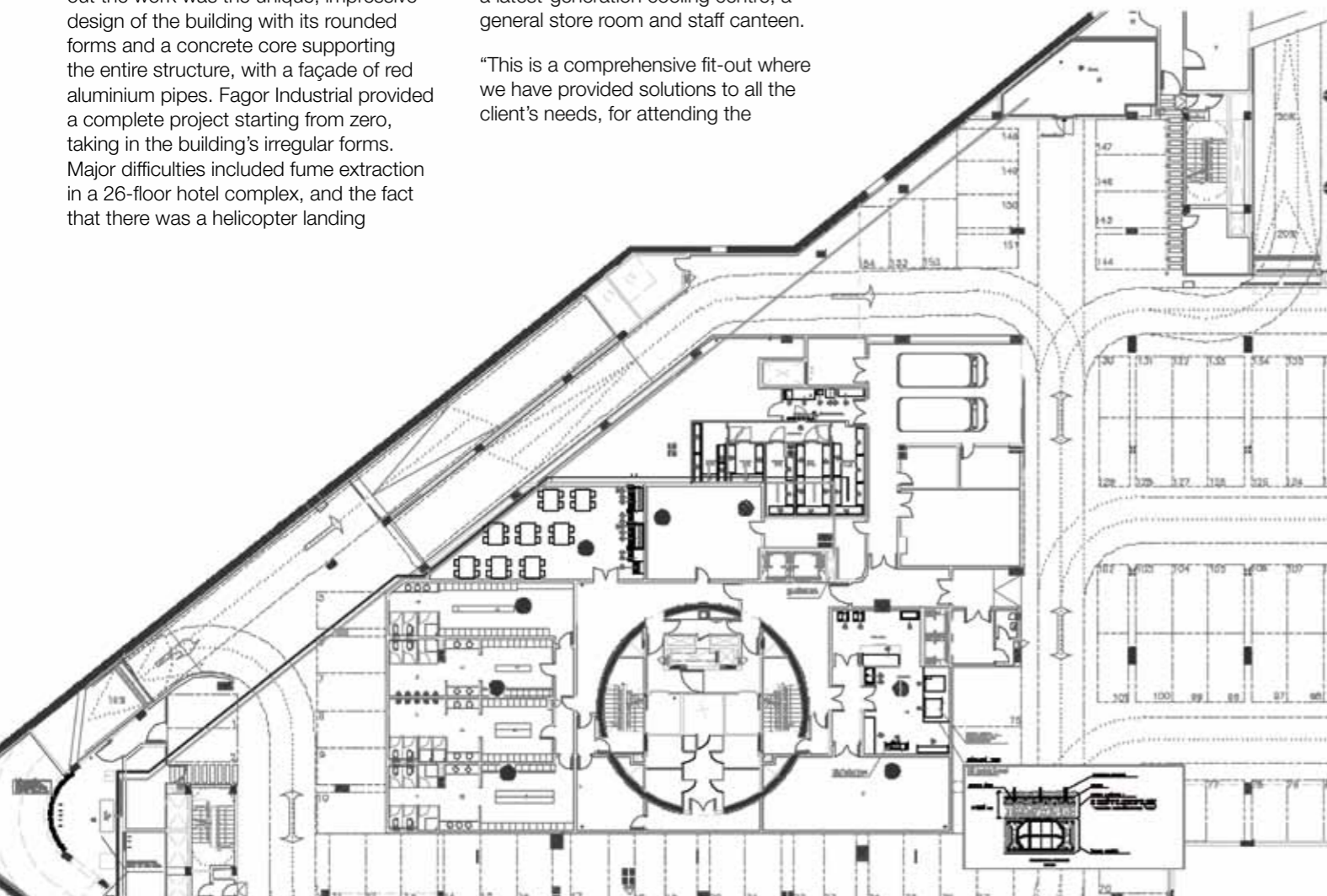
The banqueting area was equipped in collaboration with the Paradis chain. The equipment consists of two conveyor belts, a finishing kitchen and a staff utility room with a cold chamber for drinks, while on the basement floor general cold chambers have been installed with various compartments, a latest-generation cooling centre, a general store room and staff canteen.

"This is a comprehensive fit-out where we have provided solutions to all the client's needs, for attending the

**"This is a comprehensive fit-out where we have provided solutions for all the client's needs"**

à-la-carte restaurant, the banqueting halls or the staff canteen", Castañer says.

The installation took over a year. The first stage consisted of creating the fume extraction chimneys; during the second stage the cooling and cold chamber installation was completed in the basements; and finally the kitchens were fitted out.



## CASE STUDIE

### TECHNICAL SPECIFICATIONS

#### TYPE OF INSTALLATION

4-star hotel opposite the Barcelona Trade Fair Centre

#### LOCATION

Hospitalet, Barcelona.

#### DATE OF WORKS

2008 - 2009.

#### OFFICE IN CHARGE OF THE WORKS

Catalonia

### FAGOR EQUIPMENT

#### BASEMENT FLOOR AREA:

General cold chambers with various compartments. Latest-generation central cooling unit, general store room and staff canteen with self-service restaurant.

#### MAIN KITCHEN AREA:

Conveyor belt, pass through dishwashers for the restaurant service, 900 range kitchen for restaurant, staff utility room

#### BANQUETING HALL AREA:

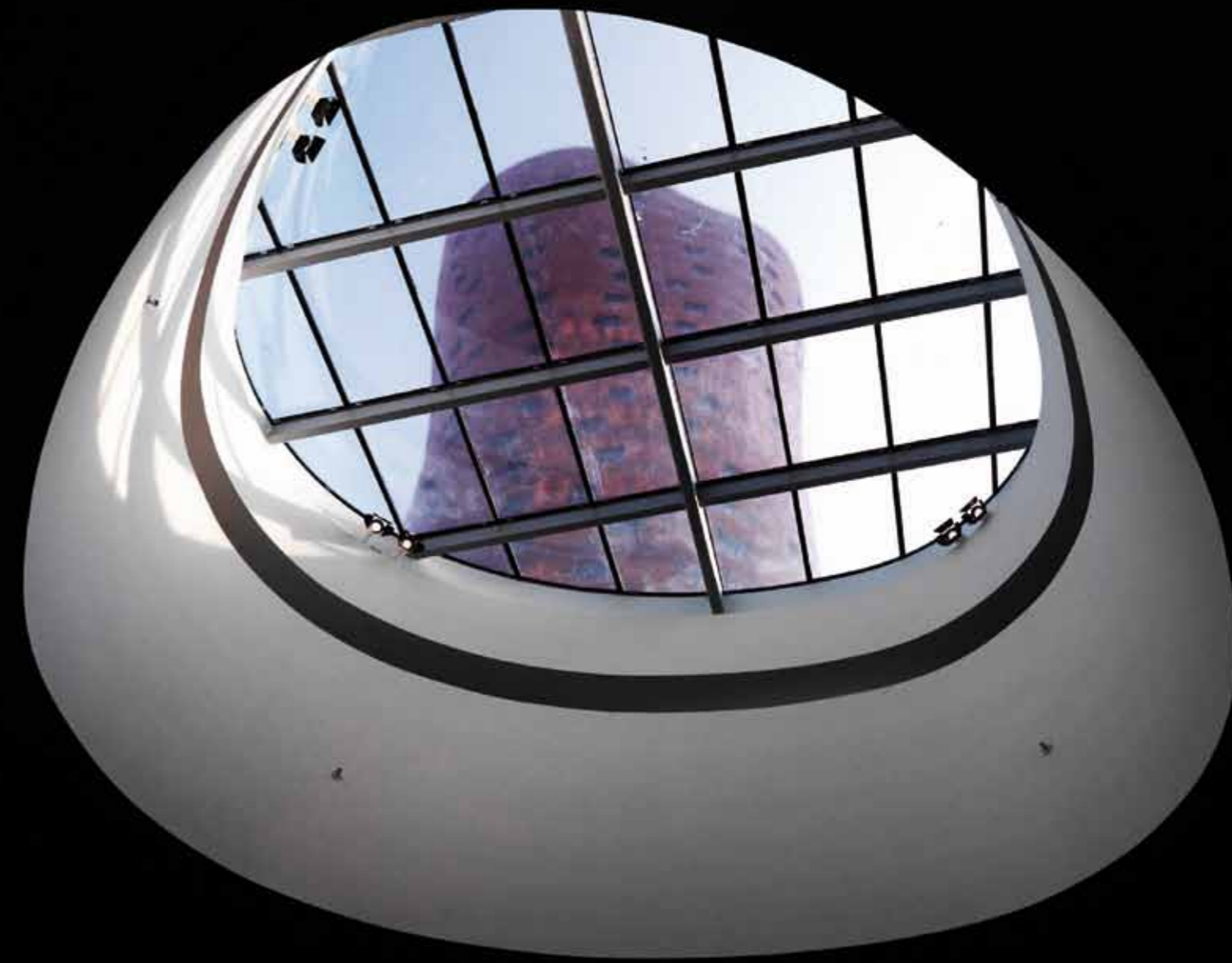
The kitchen in this area was installed in collaboration with the company Paradis. We installed 2 conveyor belts, a finishing kitchen and a staff utility room with drinks chamber in this area.

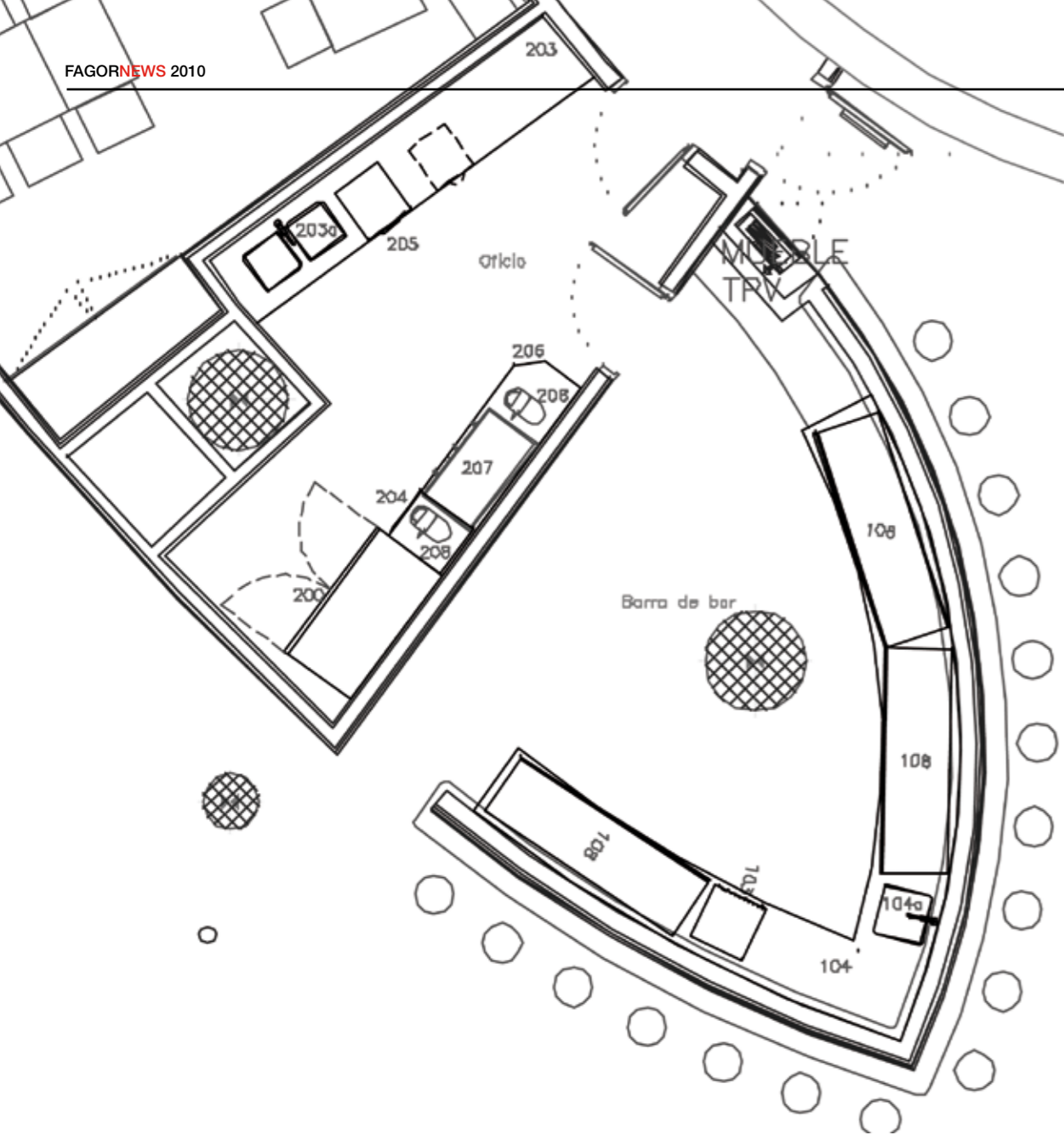
#### FIRST FLOOR RESTAURANT KITCHEN AREA:

900 range wall-mounted kitchen, washing area with pass through dishwashers, cold chambers and a staff utility room.

#### BAR BESIDE MAIN ENTRANCE AREA.

Spectacular oval-shaped design by Japanese celebrity architect Toyo Ito.





**“It’s very gratifying to see solutions being found for the enormous problems created by a building of this kind”**

Power and innovation characterise the cooling centre installed in the basement, which provides an interesting solution for ventilation to the outside of the building without affecting its appearance. “We looked for solutions for conveyance through the installations that would not affect the fire sectors or the core of the building. These were large-scale works and we have had to make a great effort to meet the needs of both our client and the executive management”, Castañer tells us.

A bar installation in the form of a lotus petal for attending the public, with such a unique shape that the work team needed the skills of precious metal craftsmen in their work with stainless steel. As regards safety elements in the kitchen, the cooking areas were protected with separate automatic fire prevention systems connected to the building’s central alarm unit.

Fagor Industrial has once again provided a top-level response, providing all-round

solutions to its clients’ needs. They have done a great job on a project that was totally out of the ordinary, having to invent solvent, effective solutions to first-time problems arising from the unique nature of the building itself.

“It’s been a highly enriching experience for everyone, on both a personal and professional level, and it’s very gratifying to see solutions being found for the enormous problems created by a building of this kind”, Antoni Castañer concludes.

“This is a comprehensive fit-out where we have provided solutions for all the client’s needs”



# FAGOR PEOPLE



Tecnisur

## Q & A

### FAGOR PEOPLE

#### Can you tell us about Tecnisur's beginnings? Tell us something about their history.

Tecnisur started out in summer '99 as planning counsellors for totally fitting out all the installations of a 503-room hotel, in Playaluna, Roquetas de Mar (Almería).

#### You're from Vitoria but you've ended up in Roquetas de Mar... why was that?

This project for the hotel in Roquetas meant we had to travel to Almería a lot. Our contact with the different groups of professionals involved (architects, technical architects, engineers, builders, etc.) and our in situ experience showed us that the province of Almería was really taking off. Agriculture, tourism, construction and the Macael marble quarries (the main driving forces of Almería's economy) were generating business turnover and a lot of employment.

While we were developing the Hotel project, other major Catering and Laundry projects came up and we had to attend to those too. It was a period of frenetic activity for us as it coincided with the last project we carried out in Vitoria-Gasteiz in Spring 2000, the reform of the "ZALDIARAN" Restaurant.

#### That's a project you're especially fond of, isn't it?

Yes, it is. The Zaldiaran is totally fitted out with Fagor equipment, by the way, and we're particularly proud of that fact because it was definitely a major step in the boost given to the restaurant by its manager Gonzalo Antón with a view to winning the only Michelin star that has been awarded in Vitoria, which he later

achieved. And the most prestigious chefs from Spain and abroad have all cooked at the Zaldiaran Restaurant, at its cuisine conferences: Arguiñano, Subijana, Arzak, Arbelaz, Adriá, Michel Guérard, Lluís Cruanyes, Oyardibe, Adúriz, Michel Trama, Didier Oudill, Jenaro Pildain, Michel Bras, Berasategui, Santamaría, Roca, Carme Ruscalleda, Arola, Dani García, Joël Robuchon, Arbelaitz, Jacques Chibois, Carlo Cracco, Fermin Arramdibe, Gerhard Schweiger, Urdiain, Harald Wohlfahrt, Jonnie Böer, Dacosta or Anatoly Komm. After that project was successfully completed, we were able to go to live in Roquetas de Mar in 2001, to work on all the projects that were coming up there.

#### How many people work for the firm?

We currently have a team of 9 people: technicians and administrative and sales staff, which means we can serve the whole province of Almería.

#### Tecnisur distributes catering machinery, but you also create projects, don't you? What are the services you offer your clients?

We are a company specialising in all-round projects: we design the installations (kitchen, dishwashers, cold chambers, buffet, bar, laundry, etc.), we supply and install the materials, we counsel the clients and we offer an after-sales service, both a technical service and advice for optimising and improving the use of the installations. We consider the after-sales service vital. As an example of improvement of the client's installations, and thanks to Fagor's new showroom in Lucena, we have been able to provide our clients with a demonstration of the advantages of combined use of the ovens and the blast chiller, away from their day-to-day environment.

#### What kind of machinery do you distribute?

Our basic sector is Catering and Laundry, and with Fagor and Edesa we cover practically the entire range of products required.

#### What are your short- and medium-term goals?

Our short-term goal remains the same: to continue providing a quality service at a competitive price on this market, something we have seen to be productive after 10 years working in Almería, as our clients come back to us for their new projects.

In the medium term, we want to continue consolidating our firm as a specialist Catering and Laundry sector company. We also have several complementary business channels which we are now incorporating to our company's work, and which we want to develop.

#### How do you see the sector? How has the current situation affected your company?

Spain's recent socio-economic problems have had a negative effect on business activity in general and on the catering industry in particular. On the coast, business greatly depends on tourism, and the catering sector depends on the profit made in Easter week, first communions, summer, local festivities, Christmas, etc., and investments are made accordingly. Inland in the province, more specifically in the marble area, business has almost ground to a halt with the crash in the construction sector and the lack of business activity. This has had a considerable effect on the catering industry, which has a lot of work at weekends but not so much during the week.

A positive fact is that Tecnisur is well-positioned as regards projects for installing



elderly people's homes. However, there is a huge amount of competition and sometimes it's unfair competition, which hinders the good results.

#### How does Tecnisur promote itself?

Through advertising in magazines brought out for the local festivities, the Yellow Pages, the Internet, visits to official entities, and so on. Also, the official opening events for all the facilities we have equipped our company, and, above all, through our clients. They have helped our promotion work no end by recommending our services to others.

Ah! And local events, of course. We met Juan Manuel Reche, the manager of Gerial S.L., at the Veractiva trade fair (held in Almería's Levante area) in 2003, and since then we've fitted out 5 elderly people's homes and 1 restaurant.

#### When did you start to work with Fagor Industrial?

Oh, a long time back. 35 years ago!

#### What do you remember about that first contact between the two firms?

I found out about the product through the Fagor sales and distribution people in Álava, and as we won the technical and commercial tender for equipping the Basque Autonomous Police Academy in Arkaute (Vitoria), that put me directly in touch with Fagor Industrial through José Enrique Eladio and Ángel Codón, among others, and as a result of that meeting the first group of students at Arkaute ate food cooked with Fagor equipment. It was

definitely a key moment in this business relationship that has lasted so many years now.

#### What has Fagor Industrial offered you, for you continue working with them so closely after all this time?

Well first of all, and fundamentally, they have always offered us good products. And stability and continuity. And we've always managed to solve any little problems that have come up over all these years. The range of products has grown tremendously, which means we can provide the market with a varied, competitive home-produced product, much more than other Spanish and foreign brands can. The motto for the latest Hostelco trade fair, "Fagor, a sure value" is spot on. That's certainly what we think of them, and that's what we put across to our clients.

#### What does a manufacturer have to provide for you to fully trust in them?

Professionalism, product guarantee, a variety of ranges, spares, competitive prices, good discounts and technical and commercial counselling.

#### You have recently fitted out the Virgen de la Esperanza Elderly People's Home in La Vega de Acá. What did the project consist of? What equipment have you installed?

It was a project for the Design, Supplier Management and Coordination, Supply and Assembly of Kitchen Appliances, Dishwashers, Cold Chambers, Storage Spaces, Utility Rooms and Laundry. There was a huge need for the home in

La Vega de Acá as there were so few vacancies in elderly people's homes in the city of Almería. On our first contact with the temporary joint venture FACTO-GERIAL in March 2009, we were informed that it was going to be a model home and so the project was very important and we really had to make a perfect job of it.

That was an incentive for us, as it didn't just mean supplying materials: we also had to design the reception and arrival flow of the food to the home, rubbish removal and the spaces required for the different kitchen and laundry areas had to be perfectly designed so that everything would work as well as possible, observing all the regulations for an installation of this kind.

In the end they preferred our project to those of the competition and we were allocated the supply. So we then supplied the technical plans for the installation for the builders, plumbers, electricians, gas installers and so on, and we spent months supervising the development of the works and managing them so everything would be installed just as it had been designed. We worked with Fagor Industrial for the kitchen and laundry equipment (Cooking unit, Tilting Bratt Pan, Cookers, Griddles, Deep-fat Fryers, Bain Marie, Ovens, Blast Chiller, Cold Slabs, Washing Machines, Tumble Dryers, Mangle, Ironing Centre), with Edesa Hosteleria for the tables, sinks, shelves and auxiliary appliances, and with Kide for the cold chambers.

#### How long did the works last?

The building work took almost 2 years, and we worked for 15 months.

# FAGOR PEOPLE



Iwao Komiya

## Q & A

### FAGOR PEOPLE

Alejandro 'Iwao' Komiya (Buenos Aires, 1967) is a world-famous chef. As a top-class ambassador and pioneer of Japanese and Asian cuisine in Argentina – he started cooking this style of dishes when he was a child – he currently runs a catering company, has his own TV programme and provides technical counselling to entrepreneurs wishing to start up their own restaurants, apart from teaching his speciality. His star dishes include fish and seafood.

**You are considered a great itamae, but I suppose it wasn't easy to get where you are today. How long did you have to study and what kind of training did you need to become such a prestigious itamae?**

I've worked professionally since I was 12 and I think I've been cooking ever since I was born! When all the other little boys were playing with toy cars I was playing with a wok, a cutting board and a kitchen knife. I'm from a family of cooks, I lived behind a restaurant and I used to play at cooking with my grandmother. That's how the story goes from my childhood right up to now. It's a way of life for me.

**To get a doctorate degree in Japanese cooking, do you need anything a Western chef doesn't have? What type of skills are required?**

No, nothing special. Just a love of cooking. Love conquers everything because it's the key to success: love for the product, the care you take in handling it, and how you cook it. The great masters of the culinary world keep on learning all the time.

**When did you decide you wanted to become a professional chef? Did that happen in Japan in your grandmother's restaurant?**

Yes, that's right. I loved cooking even when I was a little boy. There were three things I liked, and it was like being in love with three different women at the same time and having to make a decision! I love cooking, I love music and I also loved sport. I had to give up music for lack of time, and I had to give up sport, I studied architecture and I never became an architect, but today I think there's a bit of all that in me. I cook dishes with quite an architectural composition, I design the presentation and I put a lot of love and care into it.

**What do you think is the secret of your great success?**

I don't know whether it's a secret or not, but I think it's the love, dedication and hard work I put into it. I work long hours. People think I take some photos, do the shoot and that's it. But my days start at nine in the morning and end at 12 o'clock at night. I work hard, but that's because I like my work: if I didn't like it I don't think I'd even be able to work six hours.

**What advice would you give to budding chefs so that they can attain their goals?**

If they like what they do, they should work hard, keep on learning and be humble. Perseverance and humility enable them to learn. If you don't listen, you won't learn.

**“Nowadays in Argentina they eat their meat raw, and their fish too”**

**What restaurants do you own now in Argentina? What are your future projects?**

I don't have any restaurants at the moment. I had my first restaurant over twenty years ago. What I run at the moment is a catering company. Apart from doing the TV shows and teaching, I work in providing technical counselling for people who want to set up restaurants. I train people, I set up restaurants and when they're functioning, that's my work over and done with. And that's what I most like doing.

**What future projects do you have in mind?**

At the moment I'm working on setting up a Cookery School, as I teach cookery in different places all over the world, but I don't have a place of my own to provide the training in. That's my big project, and it's already begun.

**Do you plan to do anything specific in Japan?**

I went to Japan last year, and I received an award. I've been named Best Japanese Chef in the World Outside Japan and they invited me to be the ambassador for everything concerned with the Spanish-speaking world. I'd love to do that, to teach my cooking all over the world with the Japanese Embassy. People talk a lot about Asian cooking, but there are good things and bad things.

**What are your specialities as a chef?**

Japanese cooking, sometimes, and Asian cooking. Fish and seafood, above all. How have you integrated the flavours of Argentinian cooking and Japanese cooking? They're so different...

People always talk about differences but I



can't find that many. I think it's a question of putting things together, taking the good and leaving aside the bad. I took the good things from Argentinian cooking, and what didn't fit in, I didn't use in my own cooking. It's like trying to make a roast with sushi: that's impossible, but if you cook the fish as the Argentinians or Westerners do... for example, I like fish semi-raw on the inside, but slightly sealed on the outside.

**How does your kind of cooking go down in Argentina?**

People really like it. When I started out there were only three Japanese restaurants here, and there are now over two thousand. And Argentina was a place where people didn't eat fish and meat was eaten cooked, but now they eat their meat raw, and their fish too. I succeeded in selling fish – and raw at that – in a country where they ate meat, and they ate it cooked. At the time they said I'd never manage it.

**Would you say that the popularity of sushi in the West is masking the rich variety of Japanese cuisine? (I mean that Japanese cooking has many more dishes than just sushi).**

Well that's true in part, because sushi represents just 20% of Japanese cuisine. There's a lot more you can show, but you have to start somewhere, and sushi's a good ambassador. Apart from sushi, I cook a wide variety of Japanese food and people really like it. It's a question of time. Over the last few years creative sushi has come into fashion, with many combinations and new ingredients. Where are the trends in this area heading? Are there any limits? I always say that evolution is good, but confusion is bad. I'm not a great believer in fusion cuisine, because there's more confusion than fusion.

**What do you think of the growing**

**proliferation of Chinese restaurants reconverted into Asian restaurants, including Japanese dishes? Do you think they could lower people's quality expectations with regard to Japanese food?**

There's a bit of everything, because people have different tastes. Those with a discerning palate go to eat elsewhere, and they pay for that. There are all-you-can-eat buffet restaurants, and people who go to them, because they appreciate quantity more than quality, and that'll also continue to exist. But those who really know what good food is also know they'll have to pay for it, because if that wasn't so there would be no Arzaks and no Adriàs. I prefer to eat three good dishes than eat five hundred and end up with indigestion, but it all boils down to opinion.

**What has your TV experience been like? What has it given you as a chef?**

It's given me something very important. Above all, I've been able to promote my cuisine, and people have accepted it. I owned a restaurant that was very well-known but very local, and a certain kind of people came to it, but not the masses. Having had a TV programme that's lasted for 10 years and people accepting what I do and trying it out for themselves is the most important thing. I want people to try everything that's different. There's an Argentinian chef who used to say 'Fish: well-cooked' and I used to say to him, 'Yes, like everything you eat'. And people used to think I'd gone slightly mad here in Argentina!

**How do the clients respond to your catering company? Is it a success?**

People like it a lot, but the problem is that I can't spend too much time on it because I just haven't got that time. But I like it because it gives me the chance to be

creative. I do theme events, which allows me to expand my creativity depending on the event, and the good thing is that I get paid for it! It lets me create and feel the adrenaline of cooking. If you like that it's wonderful, but if you don't it would be madness.

**What's your star kitchen utensil, the one you couldn't cook without?**

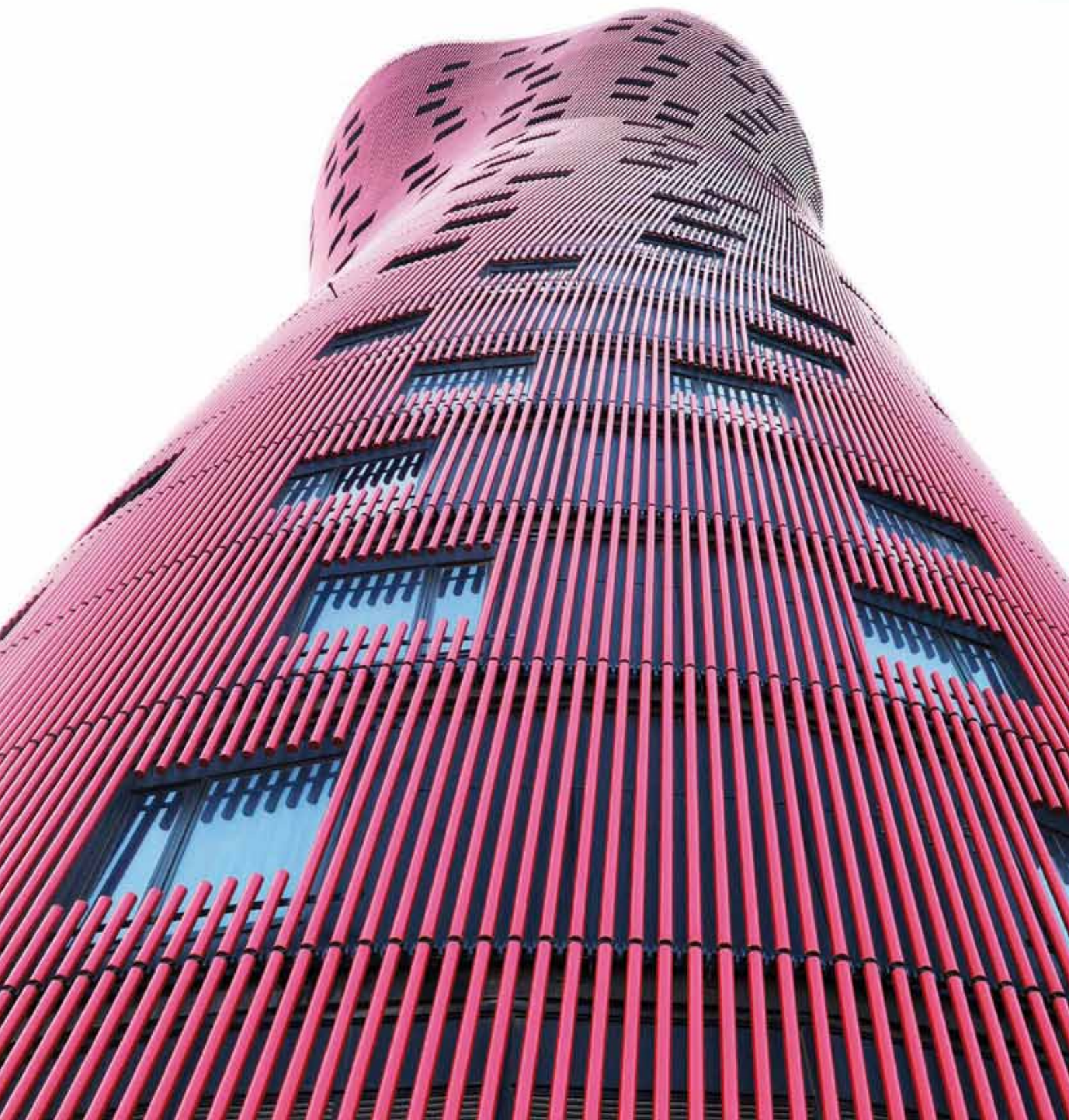
A knife and a chopping board. With those two things I think I can do just about anything.

**What type of catering equipment do you need for your type of cuisine? Is it very different from that of a conventional restaurant?**

No, not at all. I need a kitchen with two great virtues: ring power on a high heat and ring power on a low heat. Rings with very low settings and very high ones. A wok is like having a really powerful car that you can tame. Having a good kitchen is like having a Ferrari that you can drive either in a village street or on the motorway.

**What do you value in a catering equipment supplier?**

Apart from the equipment itself, the after-sales service. A team with respect for what it sells you. If anything happens to go wrong they should offer you good service, they should be able to solve the problem. It's not just the purchase itself, it's your problem being solved if things go wrong. And that's a lasting trademark. It's just as important as the quality, it's a feeling of protection.



**FAGOR**   
FAGOR INDUSTRIAL

B° Santxolopetegi, 22  
Aptdo 17 - 20560  
Oñati (Guipúzcoa)  
Tel.: +34 943 71 80 30  
[www.fagorindustrial.com](http://www.fagorindustrial.com)

# FAGOR NEWS

