



Supermarket  
Solutions

**HENNY PENNY**  
*Global Foodservice Solutions*



## Growing Demand

As consumers' busy lifestyles leave them with less time and inclination for cooking at home, they search out alternative options for great-tasting, nutritious, fresh-from-the-kitchen meals. That's why over the past 10 years, there has been a growing trend among supermarket customers toward Home Meal Replacement (HMR). When it comes to HMR, today's consumers are hungry for more variety, and those supermarkets that offer the most comprehensive menu options will be rewarded for their efforts with a growing revenue base of dedicated, frequent customers. Savvy deli managers recognize the profit potential this market segment has created, and turn to Henny Penny for comprehensive solutions to help them capitalize on this increasing demand. Whether you're looking to add a single piece of equipment or develop a fully integrated HMR operation, Henny Penny offers you the highest quality products and market expertise to meet the challenges facing your operation:



- Food quality and consistency
- Economic savings
- Labor efficiencies

## Superior Food Quality Starts With Superior Equipment

Because HMR consumers have so many options readily available to them, outstanding food quality is the key to differentiating yourself in the marketplace and gaining the loyalty of your customers. This means it's crucial that your menu offerings taste better and stay fresher longer

than the competitors'. Visual appeal is also of the utmost importance, because supermarket customers often make impulse purchases based on their initial reactions while browsing your store. With Henny Penny, you'll find everything you need to prepare, hold, and display the best-tasting, best-looking products on the market. This not only gets customers to try your in-store deli, but keeps them coming back for more.

## An Investment In Your Success

When it comes to investing in your supermarket's success, the long-term impact of purchasing new equipment goes well beyond the initial cost. Factors like ability to meet a surge in demand and flexibility to expand and adapt your menu to changing tastes are important in determining the sustained profitability of your HMR venture. Likewise, concerns about equipment durability, energy efficiency and methods of reducing wasted product have a direct bearing on keeping your operational costs as low as possible. No one understands these intricacies and does more to offer a wealth of solutions than Henny Penny.

## Helping You Work Smarter

While labor is an essential component to your HMR operation, it can also be one of the most difficult aspects of your business to control. Henny Penny equipment is designed to utilize your workforce in the most efficient manner, requiring minimal supervision and training while guaranteeing food quality and consistency. By engineering our equipment to be easily operated and easily cleaned, you'll enjoy the benefits of increased productivity and reduced labor costs without any sacrifice to your final product.



## Rotisseries



Customers are able to see and smell food during cooking, and our patented THERMA-VEC® even heat process combines infrared heating with gentle cross-flow convection to ensure a moist and delicious product that delivers upon customer expectations. In addition, the holding option allows birds to be kept in the rotisserie for up to 4 hours after cooking.

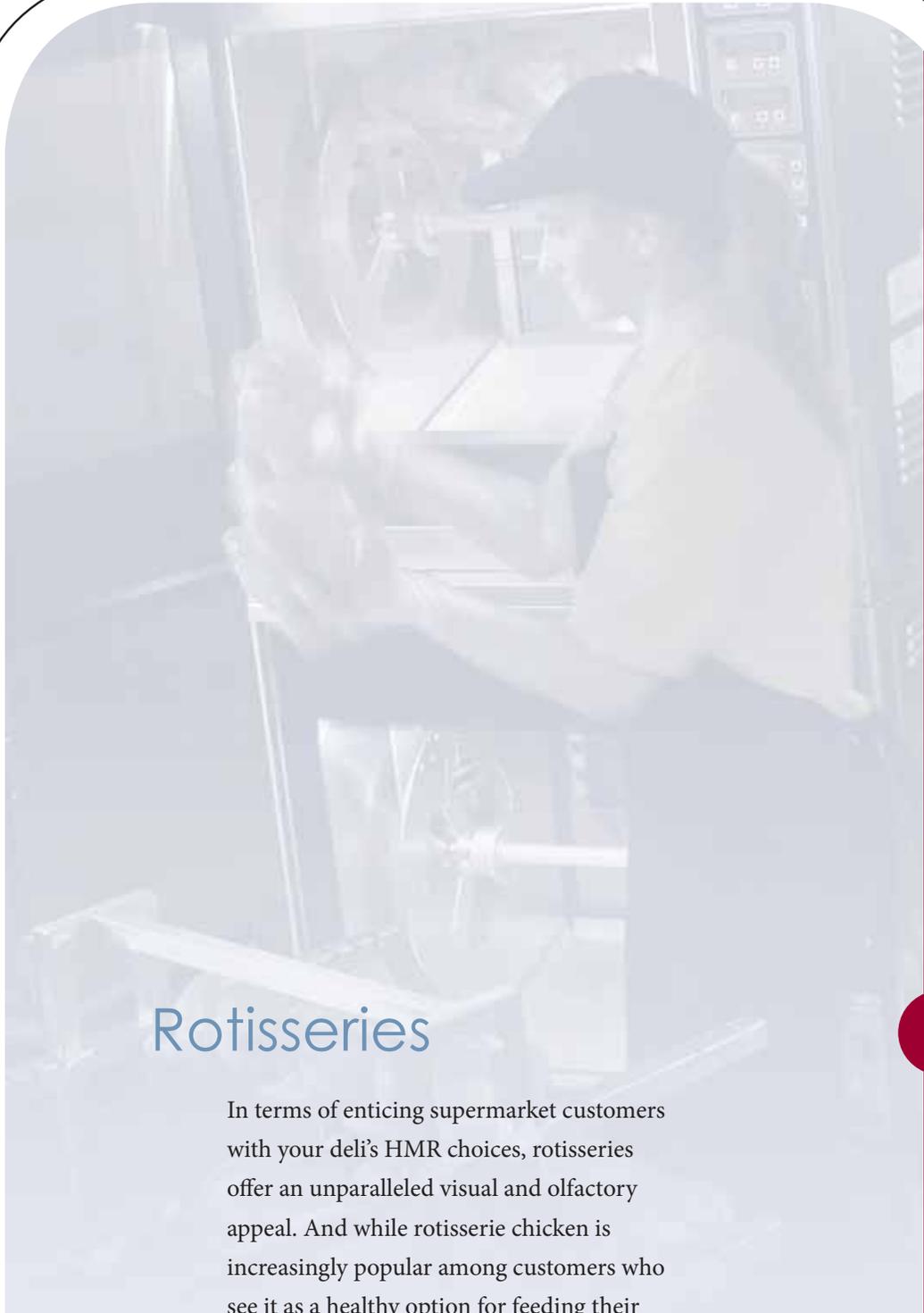


With one of the fastest cooking times on the market, Henny Penny rotisserie units can cook a full load of chickens in a shorter amount of time, giving you the ability to prepare more meals faster.

For ease of both operation and training, temperature probes and programmable controls allow you to customize your settings for superior taste and consistency, regardless of operator.

Easily removable stainless steel parts and optional Teflon® coating make Henny Penny rotisseries easy to clean and keep maintenance to a minimum, saving both time and labor.





## Rotisseries

In terms of enticing supermarket customers with your deli's HMR choices, rotisseries offer an unparalleled visual and olfactory appeal. And while rotisserie chicken is increasingly popular among customers who see it as a healthy option for feeding their families, rotisseries also give you the ability to expand your breakfast, lunch or dinner menu and offer a diversity of items such as kebabs, ribs, roasts and pastries.





## Combi-Ovens

When it comes to expanding the capabilities and revenue opportunities of your supermarket's HMR operation, no single piece of equipment can match the versatility of combi-ovens. Using both moist heat and dry heat, separately and in combination, a combi-oven can replace your need for a traditional grill, steamer and convection oven. What sets Henny Penny's SmartCombi™ apart from others on the market is our Advanced Steam Technology.™ This patented technology utilizes an integrated heat exchanger to heat water before it flows onto a fan wheel where a specialized rim and high rotation speed split the water into tiny droplets that quickly evaporate throughout the cooking chamber. Henny Penny's quality design and construction means a combi-oven that delivers better food quality at a lower cost of ownership. And with the optional Crosswise Plus pans, you can increase SmartCombi™ capacity by 50 percent without sacrificing taste.



Programmable controls and an integrated temperature probe make the SmartCombi™ simple to master, regardless of your experience with the technology.



SmartCombi™ Ovens



Unmatched flexibility means roasts, frozen entrees, side dishes, appetizers and even baked goods are all prepared perfectly, and the added convenience of being able to cook multiple different items at the same time leads to increased efficiency.



Henny Penny's WaveClean™ system thoroughly cleans our SmartCombi™ ovens automatically, requiring no supervision. Simply load a cleaning cartridge and push a button.

## Open and Pressure Fryers



For a better-looking, better-tasting product, rectangular fry pots on our fryers promote random tumbling and turbulent action for more even cooking.



Built-in filtration in less than four minutes makes the process faster and safer, reducing labor costs as well as worker frustration and making your downtime almost negligible. Unlike other fryers, this feature is standard on all Henny Penny open and pressure fryers.

Proven shortening management technology, including built-in filtration and strategically engineered placement of burners and cold zones protect the flavor of your food, extend the life of your shortening and reduce costs.

The Auto Lift option on our open fryers lowers and raises loads automatically, improving both consistency and efficiency. This can be invaluable for supermarket delis where employees are often in charge of both food preparation and waiting on customers.



## Breadings, Seasonings and Breading Systems

When it comes to the flavor of your fried and roasted foods, nothing is as important as the breadings, seasonings and marinades you use. That's why the in-house chefs at our Food Quality Institute have developed over twenty exclusive recipes to satisfy the entire spectrum of customer taste preferences — we can even customize recipes for the local palate of your customers. Whichever options you choose, you can

be confident that Henny Penny breadings and seasonings will consistently deliver the best in color, texture and flavor. And with our hand breading stations and automatic breaders, you can streamline the breading process depending on your volume and workforce.



## Open and Pressure Fryers

Regardless of how consumer tastes change, there will always be a demand for delicious fried foods. From preparing timeless favorites like fried chicken and French fries, to other menu options such as tenderloins, onion rings and zucchini, Henny Penny fryers allow you to make the entrees and side items that many customers crave from their Supermarket deli. Henny Penny pioneered the first commercial pressure fryer in 1957, so you can rest assured knowing we've spent 50 years perfecting the art of crisp, moist, delicious fried foods with the most trusted premium fryers on the market.





## Merchandisers

With a premium placed on both presentation and freshness in the HMR market, quality merchandisers are as important as any other piece of equipment in your deli. Since frontline merchandising capabilities are essential for showcasing your menu variety and driving customer sales, Henny Penny offers you a wealth of options. You can choose from units with 3, 4, 5, 6, or 7 individually heated wells, four different glass profiles, optional shelving configurations, and almost any combination of full-serve and self-serve sections. In addition, you can expand your HMR offerings beyond the boundaries of your in-store deli with island merchandisers and hot express cases specially designed to promote impulse purchases anywhere in your store.



## Merchandisers

Enhance your deli's overall aesthetics and match the look of your current lines with a variety of configurable bases and glass cover options.

Customers are able to see and smell food during cooking, and our patented THERMA-VEC® even heat process combines infrared heating with gentle cross-flow convection, ensuring food quality by allowing for longer hold times while retaining peak flavor and presentation.

Control over individual heat wells lets you hold different menu items in the same merchandiser, each under optimal temperature conditions, to maximize freshness and customer satisfaction.



## Accessories

In addition to the major equipment required to build your HMR operation, Henny Penny also offers all of the additional accessories you may need to keep your in-store deli running smoothly. From heated holding cabinets, integrated racking systems, heated portable dump stations and shortening shuttles for more efficient handling, to incidentals such as decorative carryout cartons and a full line of cleaning supplies, Henny Penny has everything you need.

## Accessories



Pressure Fryers  
Open Fryers  
Rotisseries  
SmartCombi™ Ovens  
Holding Cabinets  
Heated Display Cases  
Blast Chillers/Freezers  
Island and Express Merchandisers  
Breading Systems  
Breadings, Seasonings and Supplies  
Technical Service and Training

**To learn more about Henny Penny's  
comprehensive products, programs and services,  
contact your nearest Henny Penny distributor.**



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