



Rancilio and Ergo Coffee Systems Inc.

Giorgio Rancilio, president of the company, is pleased to announce that Rancilio S.p.A. has taken a 25% share in Ergo Coffee Systems Inc. through a respective increase of Ergo Coffee Systems share capital. Reaching new goals, both companies generate together a sales turnover of nearly 50 million euros consolidated.

In announcing the agreement, Giorgio Rancilio said "We can now serve our world-wide customers with a superior offer, which combines, adding more value, Italian excellence in professional coffee machines with Swiss expertise in fully automatic machines." He ended "together we become one of the strongest global players in the professional espresso coffee machines market".

"This unique venture goes perfectly in line with Ergo Coffee Systems' premium positioning and comprehensive solutions strategy as Rancilio represents a leading premium brand in the field of semiautomatic coffee machines" stated Hans Gattlen, Ergo Coffee Systems CEO.

Rancilio greatly believes that the success of an enterprise is founded on its capacity to create and develop lasting relationships and on the constant research of technologically advanced and useful solutions. Building the future by improving its competitive position, Rancilio ensures profitable and sustainable results for its leading partners.

The Fast Food Industry Satisfies the New Generation of Gourmet Taste Buds

Quick-serve restaurants, specialty coffee shops and fast food locations are capitalizing on fancier food and beverage options. This evolution of gourmet fast food is changing the marketplace, giving consumers more upscale choices when dining out for convenience. In fact, it's been found that nearly 20% of adults try and eat gourmet food when available, according to research firm Simmons Market Research Bureau.

The \$120 billion fast food industry is also benefiting from the higher cost of gourmet choices on their menus. "Consumers' taste buds are becoming accustomed to more upscale cuisines," says Dwayne Northrop, CEO and president of Everett, WA-based Garlic Jim's Famous Gourmet Pizza. "The demand for higher quality ingredients is there, so as a fast food operator, why not indulge your customers in the finer things in life."

The success of such gourmet fast food as Kobe beef hamburgers, portabella mushroom burgers, specialty sandwiches and gourmet coffee, prove that consumers are willing to pay an extra dollar or two for better tasting, better quality food. As the gourmet fast food craze expands around the nation, so do the options consumers have when ordering out. As a matter of fact, 78% of Americans prefer pizza as their top take-out choice, according to the What America Eats 2005 Survey, sponsored by ConAgra Foods, Inc., and now Garlic Jim's Famous Gourmet Pizza is satisfying the gourmet pizza pallet.

Garlic Jim's Famous Gourmet Pizza has hit the jackpot with this recent trend in consumer food consumption. The company has introduced the first and only franchised concept that offers gourmet pizza - fast. "We knew that the demand and availability of quick delivery pizza was huge, but quality, fresh-

ness and gourmet ingredient options were non-existent," says Northrop. "We started Garlic Jim's on the basis of combining the best of both worlds- gourmet pizza and fast delivery and carryout. We simply call it Gourmet...Right Away!"

Garlic Jim's is putting a new spin on pizza with gourmet pizza options including; Nutty Chipotle™, zesty chipotle pesto topped with spicy sausage, pepperoni, red onions, tomatoes and cashews, Jim's Gourmet Garlic™, basil pesto sauce, marinated artichoke hearts, roasted garlic, sun dried tomatoes and feta cheese, and Chicken Bacon Ranch, premium chicken, bacon, cheddar cheese, tomatoes, red onions and creamy ranch sauce.

"The low price fast food wars are over," says Northrop, "and now the industry is reeling in new ideas that can increase their bottom line, while satisfying the new generation of gourmet fast food consumers."

Machinery For The Hotel And Restaurant Sector Will Be The Largest Section At Hostelco

The section of machinery for hotels, restaurants and communities will once again be the largest section at Hostelco (37%), followed by furniture and decoration, cookware and tableware, and Expolimp. There have also been notable increases in the representation of certain industrial sectors, such as general cleaning in Expolimp, and Vending, Food and drink for the hotel and restaurant

