



Press Release

Electrolux Professional – 2009

Electrolux's Olympic Legacy

Electrolux Professional, along with distributors Howell-Cummings, has played a crucial part in the redevelopment of East London salmon smokery H. Forman & Son, re-opened this year by London Mayor Boris Johnson. The family business has been in operation since 1905 and counts Gordon Ramsay and Fortnum and Mason amongst its clients. Following the win of the 2012 Olympics the smokery has been relocated from its original site to Fish Island in the Lea Valley where it now sits directly across the water from the new Olympic Stadium.

“We are incredibly proud to have been a part of the re-birth of a real culinary East End institution. The new site ensures that Formans will continue to be a destination for fish lovers everywhere – both during the games and for many years to come. This is a great example of how the Olympics can provide an opportunity to help thriving business such as Formans continue to flourish,” comments Andrew Jones, Electrolux Professional Managing Director.

The new building makes a striking visual statement and has also seen an expansion of the business with the addition of a new glass fronted restaurant that gives panoramic views of the stadium. This will open to the public in the coming weeks and is also proving ideal for events and corporate entertaining, recently hosting a board meeting of the FSCI.

The site includes two commercial kitchens – a production kitchen for the smokery and a restaurant kitchen for the fine dining concept – both of which use Electrolux equipment. Both kitchens contain Electrolux's 160lt undercounter refrigeration whilst the production kitchen also has Electrolux's latest range of environmentally friendly dishwashing equipment, Green&Clean. The restaurant kitchen meanwhile relies solely on the Electrolux Libero cooking system fitted with induction units ready to provide high-end meals for its 60 covers.

“When deciding on the equipment for the restaurant kitchen we knew we needed kit that could deliver food that would match such a prestigious setting. The Libero not only looks the part but also offers a really efficient way of producing food of the highest standard. We choose the induction option to help the chefs be able to prepare food in an energy efficient way as well as helping to cut down on the amount of ventilation needed.

We have been advocates of induction for many years now at Howell-Cummings and it's definitely the way top-end cooking is going – powerful, clean and easy to control," comments Tom Cummings, Director of Howell-Cummings.

Howell-Cummings were involved with the project from the start, calling upon their expertise in design as well as equipment sourcing to ensuring that the restaurant kitchen could meet the challenge, "The space that became the restaurant kitchen wasn't initially designed to be a kitchen. This meant we had to be really clever with how we utilised the space available to ensure that we got the design and layout to be just right. It's extremely rewarding to see how well it has all come together, with the restaurant fully equipped to turn out fantastic food in such a prestigious location," concluded Tom.

About Electrolux Professional

Electrolux Professional is a world leader in the production and distribution of professional foodservice and laundry solutions. With the highest R&D investment in its industry, Electrolux Professional is committed to thoughtful innovation and holds more than 200 exclusive patents directly aimed at making its customers' life easier.

Not only is Electrolux Professional at the forefront of new technologies, but the company also offers complete solutions, from the initial consultancy and design to installation and training. After-sales service includes not only the technical maintenance within the warranty period but other dedicated training sessions to make sure our customers' can use our solutions to their full capacity and are always a step ahead.

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