

Panasonic®



YOUR DIRECT LINE TO THE CHEF

VOLUME TWO

www.panasonic.com/cmo

NUMBER TWO

DON'T LET YOUR PROFITS GO UP IN STEAM

**ATTENTION DEPARTMENT MANAGERS!!!
MORE \$\$\$\$\$\$ PER POUND!!!!**

The answer is your seafood departments steamer problems are right here. Our star performers are the Panasonic NE-3280 with 3200 watts of cooking power and the NE-2180 with 2100 watts of steamy power. Both with the capacity of accommodating **2 FULL SIZE, 4" DEEP PANS WITH COVERS.**

The most significant result of our testing and implementing the Panasonic Pro II NE-3280 into seafood departments in place of steamers is the **FACT** that **SEAFOOD RETAINS MORE MOISTURE WHEN STEAMED IN THE PANASONIC SONIC STEAMER** than when cooked in a conventional pressureless steamer.

Test at a major South Carolina based supermarket showed that the product yield of 3 pounds of 21-25 count "Tiger" shrimp was 2.34 pounds from the conventional steamer, while yield was 2.84 pounds from Panasonic. **AN INCREASE OF ONE HALF POUND for every three pounds cooked or ALMOST 17% GREATER YIELD!!!!!!!**

Where departments sell most of their seafood as precooked weight, this becomes most important in product **QUALITY. MORE MOISTURE PER BITE FOR YOUR CUSTOMERS.**

Following are some times for various seafood and different weights, cooked in the Panasonic NE-3280* to take the guesswork out of properly steaming seafood.

FOR SEAFOOD DEPARTMENTS:

Lobster

Weight Range (Lbs)	Amount (Each, Live)					
	1	2	3	4	5	6
1.00-1.24	1:40	2:50	4:00	5:15	6:00	7:00
1.25-1.49	1:50	3:00	4:15	5:30	6:30	7:30
1.50-1.75	2:00	3:15	4:15	5:30	6:30	7:30
1.75-1.99	2:10	3:15	4:30	6:00	7:00	8:00
2.00-2.24	2:25	3:30	4:30	6:00	7:00	8:00
2.25-2.49	2:40	3:30	4:45	6:30	7:30	8:30
2.50-2.99	2:50	3:45	4:45	6:30	7:30	8:30
3:00-3:99	3:00	4:00	5:00	6:30	7:30	8:30
4.00-5.00	3:45	4:45	5:30	7:00	8:00	9:00



SONIC STEAMER



NE-3280



NE-2180

ProII

Pro



NE-1257



NE-2157



NE-1757



NE-1021



NE-2157



NE-1021

SEE "CHEF'S CORNER" ON PAGE 3 FOR MORE

Ask About The New Panasonic Rice Cookers

Visit our "VIRTUAL TEST KITCHEN" at: www.panasonic.com/cmo

EQUIPMENT UPDATE

SUPERMARKETS ARE FIGHTING BACK!

Supermarkets are fighting back, adding everything from prepared food from fast-food restaurants to rotisserie chicken counters to lure hungry consumers.

A change in demographics, not palates, is behind the trend. The number of two-earner families has soared from 16 million in 1960 to 40 million in 2000, driven by the crush of women entering the workplace. That coupled with longer workweek and less leisure time has left Americans feeling overworked and rushed.

Chef Ken Megarr is the Director of Panasonic Commercial Microwave Oven Test Kitchen. Chef Megarr is a graduate of the Culinary Institute of America, Hyde Park, New York.

Since joining Panasonic's staff, Ken has worked with a number of Supermarket Operations developing recipes for their Deli operation and demonstrating the PRO II Oven as a replacement for the counter model steamer. Some of Panasonic's customers are: HEB, Publix, Harris Teeter, Weis Supermarket, Genuardi, Piggly Wiggly and Shop Rite and A+P.

Panasonic has a heavy duty commercial microwave oven with the speed and reliability to perform all the Supermarket steaming and cooking requirements.

Our Model NE-1021 has 1000 watts of power and a five minute dial timer. This unit is ideal for the bakery and deli operation.

Our Model NE-1051 has 1000 watts of power with 10 programmable touch pads. This unit has 6 power levels: Hi, Med Hi, Med-Low, Def, and Hold. Again, ideal for the bakery and deli.

Our Model NE-1056 has 1000 watts of power and features 10 programmable touch pads. With 3 power levels, this unit is perfect for restaurants, institutions, convenience stores and vending. Stainless steel exterior and interior make this a durable unit for commercial use.

If you desire more speed, take a close look at Panasonic's PRO OVEN. The PRO SERIES SPACE SAVER ovens are powerful, with the model NE-1257 rated at 1200 watts, the NE-1757 rated at 1700 watts and NE-2157 with 2100 watts. Ideal for the deli operation. The PRO SERIES are space savers, measuring only 16 5/8 inches wide and 20 inches deep.

The PANASONIC Sonic Steamers are in a class by themselves. Model NE-2180, 2100 watts of power, Model NE-3280, 3200 watts of power are ideal for the heavy volume deli operations and the SEAFOOD DEPARTMENT. These units hold two 4 inch full size hotel pans, 4 half size pans or four 12 inch plates.

The Sonic Steamer is becoming the oven of choice in the SUPERMARKET SEAFOOD DEPARTMENTS. Looking to replace your counter model steamer? Look no further, the Sonic Steamer does every thing a counter model steamer can do plus much more.

One Supermarket Chain, as their counter model steamers break down are replacing them with Panasonic's Sonic Steamer NE-3280. Their chain stated that they reduced their air conditioning tonnage by twelve tons. They also stated that they saved an additional \$5,000.00 as they no longer required a hood and fish prep exhaust fan and its associated ductwork and slot diffuser. This more than pays for Panasonic's Sonic Steamer and the savings go on.

No water hook-up, no drain and the oven is on only during the cooking cycle. Add 2 oz. of water to a full size hotel pan, add your product, cover, and you have a pressureless steamer. It's as easy as that. Please read our "Chefs Corner" on the next page for suggested cooking times.

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FEATURES & BENEFITS OF PANASONIC MICROWAVE OVENS

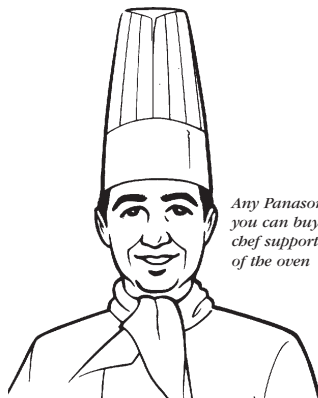
SONIC STEAMER

Panasonic NE-3280 Features:

- 3200 Watts
- Four magnetrons
- Top & bottom energy feed
- Large oven capacity 1.6 cubic ft.
- Accommodates two 4" tall full pans
- 8 programmable memory pads
- Shift key (AM - PM)
- 16 Memory capability
- Programmable or Dial Timer to select cooking time
- 3 stage cooking
- 5 power levels (hi, med, low, def., hold)
- Drop down counter style door
- Self diagnostics
- Digital display
- Program list review
- Cycle counter
- Tone control
- Removable center shelf
- Stainless steel cabinet & cavity
- Easy to clean air filter
- See through oven door
- Easy to change interior oven light

Panasonic NE-2180 Features:

- 2100 Watts
- Four magnetrons
- Large oven capacity 1.6 cubic feet
- Accommodates Two 4" tall full pans
- 8 programmable memory pads
- Shift key (AM - PM)
- 16 memory capability
- Programmable or Dial Timer to select cooking time
- 3 stage cooking
- 5 power levels (hi, med, low, def., hold)
- Drop down counter style door
- Self diagnostic
- Digital display
- Program list review
- Cycle counter
- Removable center shelf
- Tone control
- Stainless steel cabinet & cavity
- Easy to clean air filter
- See through oven door
- Easy to change interior oven light



Any Panasonic CMO you can buy comes with chef support for the life of the oven

ProI

Panasonic NE-2157 Features:

- 2100 Watts
- Two magnetrons
- Top & bottom energy feed
- Large oven capacity 0.6 cubic feet
- Accommodates one 6" tall half pan
- 10 programmable memory pads
- 3 power levels
- 3 stage cooking
- Self diagnostic
- Cycle counter
- Programmable lock
- Grab & Go handle
- Easy to clean air filter
- Stainless cabinet & cavity
- Patented safety door seal system
- See through oven door
- Ceiling splatter shield
- Digital display
- Stackable/Anti-slip
- Light weight - 60 lbs.
- UPS shippable - 73 lbs.
- Easy to change interior oven light

Panasonic NE-1757 Features:

- 1700 Watts
- Two magnetrons
- Top & bottom energy feed
- Large oven capacity 0.6 cubic feet
- Accommodates one 6" tall half pan
- 60 programmable memory pads
- 3 power levels
- 3 stage cooking
- Self diagnostic
- Cycle counter
- Programmable lock
- Grab & Go handle
- Easy to clean air filter
- Stainless cabinet & cavity
- Patented safety door seal system
- See through oven door
- Ceiling splatter shield
- Digital display
- Stackable/Anti-slip
- UPS shippable - 66 lbs.
- Easy to change interior oven light

Panasonic NE-1257 Features:

- 1200 Watts
- Two magnetrons
- Top & bottom energy feed
- Large oven capacity 0.6 cubic feet
- Accommodates one 6" tall half pan
- 60 programmable memory pads
- 3 power levels
- 3 stage cooking
- Self diagnostic
- Cycle counter
- Programmable lock
- Grab & Go handle
- Easy to clean air filter
- Stainless cabinet & cavity
- Patented safety door seal system
- See through oven door
- Ceiling splatter shield
- Digital display
- Stackable/Anti-slip
- UPS shippable - 64 lbs.
- Easy to change interior oven light

Pro

Panasonic NE-1056 Features:

- 1000+ Watts
- Large oven capacity 0.8 cubic feet
- Accommodates 1 half-sized pan
- 10 programmable memory pads
- 3 power levels (hi, med, def.)
- 3 stage cooking
- Grab & Go handle
- Braille Enhanced Control
- Double quantity key (20 memory capability)
- Bottom energy feed
- User friendly
- Quick pick preset times
- Programmable and Manual Operation
- Program list review
- Cycle counter
- Self diagnostic
- 99.99 minute capacity
- Interior oven light
- See through oven door
- UPS shippable
- Tone control
- Braille Enhanced Control
- **Stainless steel**

Panasonic NE-1051 Features:

- 1000 Watts
- Large oven capacity 0.8 cubic feet
- Accommodates 1 half-sized pan
- 10 programmable memory pads
- 6 power levels (hi, med-hi, med, low, def., hold)
- 3 stage cooking
- Double quantity key (20 memory capability)
- Bottom energy feed
- User friendly
- Quick pick preset times
- Programmable and Manual Operation
- Program list review
- Cycle counter
- Self diagnostic
- 99.99 minute capacity
- Interior oven light
- See through oven door
- UPS shippable
- Tone control
- Braille Enhanced Control

Panasonic NE-1021 Features:

- 1000+ Watts
- Large oven capacity 0.8 cubic feet
- Accommodates 1 half-sized pan 6" deep
- Bottom energy feed
- User friendly
- 5 minute timer
- Interior oven light
- See-through oven door
- Heating time guide
- UPS shippable

See www.panasonic.com/cmo to demo or buy a Commercial Microwave Oven