FLEXILIGENCE
Intelligent solutions for flexible cooking

BLANCO COOK JOURNEY
A day at Laib & Leben

SEE, FEEL & TASTE
Live Cooking at honestbee – Singapore

NEW BLANCO COOK I-flex
Dear customers, partners and all interested readers,

The time has finally come: the next generation of the BLANCO COOK product family has arrived! What began with the development of our first front cooking station ten years ago is now being logically continued with the addition of a new model series.

In the future BLANCO COOK classic will stand for our range of powerful cooking stations that have earned widespread renown due to their exceptional performance.

They will be joined by the new BLANCO COOK I-flex model series with even more mobility. It uses the same track-proven technology as its big sister, and at the same time satisfies specific customer requirements from new sectors.

The BLANCO COOK product family is our solution to the ever-growing demand for freshly prepared food that is available at any time and anywhere. Our mobile cooking stations pave the way for the realisation of new business ideas.

BLANCO COOK is an intelligent cooking system that meets daily requirements with maximum flexibility. What unites BLANCO COOK classic and I-flex is their FLEXILIGENCE. With both model series we offer comprehensive solutions for our customers’ wide range of applications.

Be inspired by the articles in our first edition.
Discover the FLEXILIGENCE of BLANCO COOK.

We hope you enjoy reading them and that they spark some great business ideas!

Regards,

Roland Spleiss
BLANCO Professional Chief Executive Officer
BLANCO COOK is an intelligent cooking system that meets daily requirements with maximum flexibility.

**Flexiligent thinking**
The precise solution for your business idea: BLANCO COOK offers customised configurations in terms of size, performance categories and equipment.

**Flexiligent space**
Anywhere goes: BLANCO COOK unites cooking technology and extractor hood in one system.

**Flexiligent timing**
Varying dishes from early to late and always up to date: with BLANCO COOK, you can change the equipment quickly and easily as required.

**Flexiligent design**
For a harmonious atmosphere: BLANCO COOK offers you customised colour and material options to match your surroundings.

**Flexiligent organisation**
Makes work easier: with clever ergonomics, a sensible surface layout and practical accessories, BLANCO COOK brings efficiency and structure to workflows.

**Flexiligent cleaning**
Effortless cleaning: BLANCO COOK has impressively hygienic surfaces and easily accessible, dishwasher-safe parts that can be removed without tools.

**Flexiligent mobility**
Here today, there tomorrow: just as well BLANCO COOK can follow you anywhere.
SOPHISTICATED TECHNOLOGY AND ARCHITECTURE

The BLANCO COOK Family

Time-tested expert meets innovative newcomer — the common denominator: BLANCO COOK classic and i-flex have a lot in common when it comes to technology and function.

- Highly efficient extraction/filter system
- Electrostatic filtering ION TEC
- Extraction bridge
- BLANCO control
- Modularity
- Functional design
- Easy to clean
- Individual panelling
What were the reasons behind BLANCO Professional’s decision to extend the BLANCO COOK product family with a new model series?

P.H. BLANCO COOK classic is an intelligent, versatile cooking station with an integrated extractor hood that has become firmly established on the market over the years. It is essentially designed to prepare selected dishes quickly and in large quantities. For certain applications, however, the station is simply too large.

F.d.L. Our BLANCO COOK classic cooking stations already offer customers a high degree of flexibility. With BLANCO COOK I-flex, the variation options are even greater. It allows changes to the range of dishes throughout the day or even cooking à la carte. With the I-flex to go, we now also offer a solution with maximum mobility that is perfect for catering and out-of-house assignments.

A.H. Wherever food preparation calls for high flexibility rather than maximum production, the purchase price also plays a decisive role. With the expansion of our product family, we have paid close attention to this fact without compromising on technical or functional efficiency.

Which challenges did the I-flex team face during concept and product development?

A.H. Our greatest challenge was combining full-surface induction with the tried-and-tested extraction and air cleaning system and the related operating and handling concept. After all, despite its more compact dimensions, we still apply the highest standards of functionality and operability.

P.H. The use of induction cooking technology was indeed an extremely exciting task for us all. We carried out countless tests and trials together to explore the possibilities and limits of integrated induction. Even our specialists set out into uncharted waters. It was a big step for them to commit to the new concept and completely rethink the applications to fully exploit the strengths and capabilities of the I-flex.

F.d.L. From a sales perspective it is essential to offer our customers effective support with specific application and concept consulting. With BLANCO
With the COOK I-flex we are also addressing completely new segments, such as smaller retirement homes or residential groups for senior citizens. With the I-flex to go version, owners can take the cooking station to different buildings and serve residents with freshly prepared food that is tailored to their individual preferences.

**So where does the BLANCO COOK product family adventure go from here?**

**P.H.** After its successful launch, I can now hand the project over to the sales team. Personally I am looking forward to catching my breath and enjoying a good night’s sleep again! But joking aside, I am naturally really eager to get some feedback from our customers and to hear all about their new application ideas.

**F.d.L.** After its international presentation at HOST, our preparations for the German premiere are now in full swing. We are looking forward to impressing an even wider market with the fantastic products from the BLANCO COOK family.

**A.H.** I see a lot of potential for more innovative cooking accessories, attractive cooking applications and recipe ideas. You can be sure that BLANCO COOK I-flex will open up a host of design options for live cooking in the future.
The best way to discover the strengths of our BLANCO COOK is to see it in action.

Today we’re off to Laib & Leben, a bakery that unites traditional bakery skills with experience dining. Together with proprietor Walter Köhler, the BLANCO Professional team found various ways in which the I-flex to go can optimally enhance the modern concept.
9 A.M. –
THE PERFECT START TO THE DAY
The smell of freshly baked bread wafts through the air at the bakery in Bruchsal, whetting our appetites for a delicious breakfast. With our BLANCO COOK I-flex mobile cooking station, we complement the range on offer with freshly prepared fried eggs rounded off with bacon and vegetables, served with crisp rolls directly from the oven and, of course, a cup of coffee. Those with a sweet tooth can enjoy fluffy pancakes, garnished with fruit, powdered sugar and syrup.

11 A.M. –
PREPARATIONS BEGIN
Lunch service starts in one hour. At the station, ingredients are being sliced and pasta pre-cooked. The fresh products are stored within easy reach in Gastronorm containers. Lastly, the work surface is cleaned and the cooking equipment put in position. Let service commence!

12 P.M. –
FRESH IN TIME FOR LUNCH
There are two hot dishes on the lunch menu: “Pasta alla Napoletana” with onion, basil and Parmesan and “Pasta alla Mamma” with broccoli, Gorgonzola and garlic. Customers from the neighbourhood are delighted with the varied lunch options. A sweet treat from the bakery counter and an espresso add the perfect finishing touches.
5 P.M. – ON THE ROAD
We’re making good time. We are heading to an after-work event at the bakery store in Karlsruhe. The weather is on our side – 25 degrees with sunshine and a blue sky are the perfect outdoor conditions for conjuring up fantastic evening dishes in front of guests. Thanks to the simple plug and play feature, our BLANCO COOK I-flex is ready for action in no time at all.

3 P.M. – CHANGE OF SCENE
After six hours of continuous service, the air is still clean – the integrated extractor hood has everything under control. Now it’s time for tidying, cleaning and washing up. In two hours’ time we’ll be off to our next destination. This evening we have something planned, and we’re packing the station into the van.

7 P.M. – IT’S PARTY TIME
The monthly after-work event at Laib & Leben focuses on the experience factor of live cooking. The cooking station certainly grabs the guests’ attention from the very beginning. The beef medallions and prawns from the griddle are simply delicious, and during a relaxed chat at the cooking station our chef Alex explains that the vegetables are grown on an organic farm.

11 P.M. – TIME TO GO HOME
A successful day draws to a close. We tidy up, pack our I-flex away and set off for home. Looking back over what we have achieved, we have a great feeling of having brought real added value to a number of different operating locations throughout the day.
Walter Köhler is a passionate trendsetter. Live cooking was already an inherent part of his new brand concept when he opened the first Laib & Leben store. Its success has certainly proven him right – food service now makes up 50 percent of the sales. In this article he sums up the benefits of BLANCO COOK I-flex.

**MORE FLEXIBILITY**
BLANCO COOK I-flex makes us mobile. Today we are cooking outside in the fine weather, tomorrow we will be serving lunch in the bakery and the day after we will be catering with the I-flex to go. I love this freedom.

**MORE INDIVIDUALITY**
We already pay close attention to what our customers want now, as everything we serve is freshly cooked. Working with the I-flex means we can now more actively offer alternatives and cater for allergy sufferers, vegetarians or people with belief-based dietary requirements. This is all made possible by the versatility of this induction-based cooking technology.

**MORE VARIETY**
Our dishes are cooked whenever our customers require them and not only at set mealtimes. With BLANCO COOK I-flex we can switch between dishes throughout the entire day – cooking breakfast omelettes alongside lunch specialties and waffles, for instance. This adds welcome variety to the menu and boosts customer loyalty.

**MORE EFFICIENCY**
Operation of the I-flex induction technology is simple and precise. This makes it easy for our staff and also regulates energy consumption.

---

**BLANCO COOK I-flex 3 to go**

Equipped with large, sturdy stainless-steel castors, bumper rail and push handle, the BC I-flex to go is ready to face the special requirements of catering and out-of-house assignments.

- Low to medium capacity, can be used throughout the day
- Same or alternating range of dishes
- Fully integrated induction technology – up to 3 hobs
- Compact dimensions, low weight
Food retailers are increasingly using hybrid gastronomy outlets in a bid to compete with online suppliers. honestbee in Singapore is the perfect example of how this extends far beyond a live cooking concept.

honestbee is one of the fastest-growing e-commerce food platforms in Asia. The company also owns stationary supermarkets, including our new customer, habitat by honestbee in Singapore. This hotspot is an excellent example of the multifunctional gastronomy outlets that are gaining a foothold in flagship stores all over Asia and Europe. The basic idea behind these hybrid supermarkets is the fusion of food retail, gastronomy, events and entertainment to create a gastro-retail experience at one location.

MAIKA ARMANN
Director of Sales Asia/Pacific/Israel at BLANCO Professional GmbH & Co KG.
Fifteen years of experience in the establishment of sales and organisational structures for European SMEs in Asia.

honestbee is also perfectly equipped for the establishment’s many regular events.

A FRESH, CONVENIENT AND FUN SHOPPING EXPERIENCE

habitat by honestbee could be described as a large, modern market hall where no cash is exchanged. Market stalls sell fresh goods and packaged food either to take away or to prepare directly on the spot. There are two cooking stations – a pasta station equipped with a BLANCO COOK classic 2.1 and a BLANCO COOK classic 3.1 for Asian char dishes. Customers can make their choices from the menus on the display and dishes are prepared in front of them. With BLANCO COOK, honestbee is also perfectly equipped for the establishment’s many regular events.
The flexible BLANCO COOK equipment not only makes light work of the peak lunch, evening and weekend services. Thanks to the integration of cooking technology and extractor hood in one station and its independence from site installations, BLANCO COOK is also the ideal solution for the special conditions of the Asian real estate market. With more than fifteen years of experience in the region, Maika Armann knows what she is talking about. "As in all Asian cities, extreme densification means that no new buildings are constructed in the centre of Singapore, but existing spaces are converted and re-used instead. In addition, rising rents mean that relocation every two years is often commonplace. Thanks to their plug and play feature, our cooking stations can simply be packed up, moved and set up all ready to go in the new location. BLANCO COOK is usually supplied on castors and special transport boxes make moving the station very easy."

But what’s on offer in the market itself can also change. "You can never predict whether a planned food concept will be successful or not," adds Maika Armann. For instance, if a pasta station fails to generate sufficient business, BLANCO COOK allows the preparation of other concepts such as burgers or Asian dishes simply by replacing the table-top cooking units. This flexibility, which also pays off when it comes to concept changes in keeping with food trends or the season, is a key added value offered by the station.
MARKET LAUNCH
2008
The experienced big sister

SIZE
Stately appearance – in three different sizes:
- **1544 x 756 x 1362 mm** (for 2 table-top cooking units)
- **1949 x 756 x 1362 mm** (for 3 table-top cooking units)
- **2354 x 756 x 1362 mm** (for 4 table-top cooking units)

WEIGHT
Considerable – depending on size:
from 195 to 225 kg

EQUIPMENT OPTIONS
Professional equipment with 13 different table-top cooking units

CHARACTERISTICS
**The specialist**
Concentrates on one theme, needs a little warming up – willing to change the theme on a daily basis

LOAD CAPACITY
Extremely resilient, can work from dawn to dusk, loves to be around people, high-volume producer

POSSIBLE APPLICATIONS
Prefers to stay in one place

TOP STRENGTHS
- Powerful and spacious
- Solid as a rock with high production
- Also available for French fries
MARKET LAUNCH

2019
The flexible little sister

SIZE

Compact dimensions – in two different sizes:

925 x 678 x 1306 mm
(for 1 or 2 induction hobs)

1255 x 678 x 1306 mm
(for 3 induction hobs)

WEIGHT

Low – depending on size:
from 130 to 150 kg

EQUIPMENT OPTIONS

Separation of technology and appliances – induction hob
with freely variable cooking inserts

CHARACTERISTICS

The generalist
Always open to new ideas, easily adapts to change
throughout the day

LOAD CAPACITY

Very balanced, loves variety from dawn to dusk,
works step by step

POSSIBLE APPLICATIONS

Works reliably in a permanent location and – with the
appropriate equipment – also loves to go on trips

TOP STRENGTHS

- Compact and efficient
- Supplies varied dishes with swift changeover
- Mobile and easily manoeuvrable
IN APPLE-PIE ORDER

Eight first-hand tips for simple handling

1. **USE THE SPACE ON THE COOKING STATION SENSIBLY**
   Ensure that accessories such as Gastronorm containers, pepper mills and oil dispensers are efficiently arranged so that everything is close to hand.

2. **ALWAYS STORE ACCESSORIES IN THE SAME PLACE**
   Having a designated place for ladles, knives and tongs saves times and ensures professional handling.

3. **VARYING DECORATION ATTRACTS ATTENTION**
   The dish of the day, big events, seasonal highlights – the sky is the limit when it comes to decoration. With a little creativity, you are sure to grab your customers’ attention.

4. **PAY ATTENTION TO COLOUR ARRANGEMENTS**
   Foods of similar colours should not be placed next to each other in the multi-element. Brightly coloured, contrasting foods such as tomatoes, basil and carrots are ideal for effective positioning within the customer’s field of vision.

5. **DELIBERATELY TASTE COOKED DISHES**
   The power of seasoning dishes in front of customers should not be underestimated. A smile is a good way to show that you are pleased with the result. There should always be enough spoons on hand to this purpose.

6. **PAY ATTENTION TO CLEANLINESS**
   The cooking station should not only be clean at the start of the day. It is also a good idea to have quick access to kitchen paper or a cloth for keeping your workplace neat. The practical BLANCO COOK accessories make sure there is space for everything.

7. **IMMEDIATELY DISPOSE OF LEFTOVERS**
   If you work with food you must always make sure that waste is disposed of immediately. The waste container should be positioned close by, but out of sight of your customers.

8. **ORGANISATIONAL HELPERS FOR THE PERFECT WORKFLOW**
   If necessary, the work area can easily be extended by using a serving trolley with an integrated worktop. This mobile assistant not only provides an additional work surface, but also supports the workflow when preparing and arranging food.

---

**UWE KAMMER**
International Director, BLANCO Professional Academy
25 years of sales experience in Germany and abroad, Head of the Academy since 2015.

---

BLANCO Professional GmbH + Co KG
professional@blanco.de
www.blanco-professional.com

The full articles, reports, images and videos are available at [www.blanco-cook.com](http://www.blanco-cook.com)