

Hussmann eNews ... Bringing you news, information and insights regarding Hussmann, our products and services, and the food industry.

July 2013

*In this issue: New Websites...Draw Shoppers with Entyce...Open Data Conference...Ozone Refrigeration*

## FEATURE STORY

### ***New Websites Launch for Hussmann, Hussmann Mobile and Krack***

Hussmann is pleased to announce the launch of new websites for Hussmann, Hussmann Mobile and Krack. The new sites offer visitors not only a new look, but also improvements to navigation, content and functionality.

The company began the website project by analyzing what people used most on the sites.

Users were asked for their input and comments, and Hussmann reached out to its internal departments for suggestions on how to make the sites better. [Read more...](#)

## ADVERTISEMENT



## NEW PRODUCTS

### ***Draw Shoppers' Attention with Entyce***

According to the Specialty Food Association's annual State of the Specialty Food Industry report, U.S. sales of specialty food and beverages rose 14.3% to \$86 billion in 2012 – more than double the 6.8% increase recorded the previous year. The largest category in the growing specialty foods area is cheese and cheese alternatives.

To answer retailers' specialty merchandising needs, Hussmann is pleased to introduce the new Entyce Self-Service Merchandiser for deli, dairy, sandwiches, cheese, grab-n-go, beverage, and produce applications. With modern curves to draw shoppers in, and a designer-look, top-insert option, the new merchandiser is sure to enhance product presentation, and help increase sales in the growing specialty products area. [Read more...](#)



## ***Husmann Raises Questions, Establishes Global Alliances at Open Data Conference***

Husmann Sustainability and Food Safety Leader, James O'Donnell, joined nearly 350 forward-thinking innovators, food security experts, data scientists, thought leaders and policy makers from around the world at the G-8 International Conference on Open Data for Agriculture, April 29-30, 2013, in Washington D.C. The purpose of the conference was to launch the G-8 countries' collaborative effort to make agriculturally-relevant research and statistical data accessible globally to anyone willing to use it. The Conference follows the New Alliance for Food Security and Nutrition commitment made at the 2012 G8 Summit, where nations agreed to develop options to help lift 50 million people in sub-Saharan Africa out of poverty by 2022 through inclusive agricultural growth. [Read more...](#)



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## ***Husmann Names Ozone Refrigeration Outstanding Distribution Partner***

Husmann recognizes Ozone Refrigeration for their extraordinary achievement in distribution in 2012, based on their contributions to Husmann product sales and high quality engagement with food retailers throughout the metropolitan New York City market. Ozone has been a Husmann distributor since 2000 and has continually increased Husmann's share of the new equipment shipments into their territory. They are driven to create premium value and to exceed their customers' expectations with every retail project. [Read more...](#)



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*Husmann eNews* is distributed periodically to Husmann customers and industry associates. Husmann Corporation develops and provides display merchandising equipment, refrigeration systems and related services for customers throughout the world. The company serves a variety of customers involved in the global cold chain, including supermarkets, mass merchants, warehouse clubs, convenience stores, drug stores and foodservice establishments. For more information about Husmann, please visit <http://www.husmann.com/>

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