

# MERCHANDISERS



**ALTO-SHAAM®**

## BETTER SALES START WITH BETTER FOOD QUALITY

We've all seen it: The food display at your local convenience store, airport concession stand or cafeteria. The alluring promise of quick and handy hot food on a heated shelf is tempting. It looks delicious, until you pick the food up. The sandwich is dried out, the burrito is hard, and the chicken just isn't what it used to be. It's all disappointing.

Alto-Shaam has the answer. Instead of using hot metal rods to generate heat, not to mention hot spots, we use even, gentle radiant Halo Heat® to keep this fragile food warm. This display heating

method keeps food at the optimum temperature longer, without drying the items out prematurely.

With Alto-Shaam merchandisers, you'll soon be known as the place to go for a good, hot bite to eat when you're on the move, instead of the local fast food joint.



**HALO HEAT®**

## WHAT IS YOUR MERCHANDISER DOING TO YOUR FOOD?

And what's it doing to your profits? If your merchandiser isn't treating your product right, sales suffer. Merchandisers from Alto-Shaam are designed and built with food quality in mind. And when the food is good, sales are good.

**Soft, even heat** – Whether it's Halo Heat or kinetic energy, all Alto-Shaam merchandisers keep food warm with gentle heat and no hot spots.

**Just the right temperature** – Adjustable independent shelf controls keep food at optimum quality regardless of the type of food or packaging.

**Won't dry food out** – Keeping the gentle heat at just the right level keeps your product from drying out, providing longer shelf life, less waste, and higher product quality.



## SHOW AND SELL

Open shelves of evenly heated glass using thermal kinetic technology offer grab and go, self-service convenience for almost any size hot packaged product. The eye-catching style of this merchandiser includes low wattage fluorescent lighting over each independently controlled shelf, and comes in stainless steel, black or burgundy accent colors. It is the ideal merchandising system for maximum volume in the smallest possible footprint.

Feature hot food-to-go with an attractive, freestanding, self-service merchandiser. Hot food islands are designed with casters that allow the unit to be easily moved to wherever customer traffic flows. Extra facing shelves encourage cross-merchandising.



**Ecologically Smart.  
Economically Smart.**



# CHOOSING THE RIGHT MERCHANDISER

Which size merchandiser you should buy depends on how much food you want to display, and sell!

If you're featuring chickens, ribs, and other hot food items in boats with dome covers, the freestanding HSM-38/3S or HSM-48/5S is your merchandiser of choice. The angled shelves and efficient use of space will help you increase your offering and your sales.

If you have the room, island merchandisers are the most versatile. Not only can they handle anything that the HSMs can display, they also come with sneeze guards and deluxe models with baskets at each end for go-with items. The mobile hot well island merchandiser HFT2s feature Alto-Shaam's EcoSmart hot wells that use no water, sparing you dangerous steam-related hassles and expenses.



HSM-38/3S WITH  
OPTIONAL STAND

## HSM-38/3S

PRODUCT CAPACITY: 3 shelves, 24lb (11kg)/shelf  
24 chicken boats with dome cover  
DIMENSIONS: 51-1/2" x 38" x 27-5/16"  
(1307mm x 968mm x 694mm)

## HSM-48/5S

5 shelves, 30lb (11kg)/shelf  
50 chicken boats with dome cover  
75-5/8" x 48-1/4" x 27-1/4"  
(1919mm x 1226mm x 692mm)



HSM-48/5S



ITM2-48/DLX

## ITM2-48/STD or /DLX

PRODUCT CAPACITY: 36 lb (16 kg) maximum  
12 chicken boats with dome cover  
/STD DIMENSIONS: 60-1/2" x 48" x 28-5/16"  
(1536mm x 1219mm x 719mm)  
/DLX DIMENSIONS: 60-1/2" x 67" x 31-3/16"  
(1536mm x 1701mm x 792mm)

## ITM2-72/STD or /DLX

63 lb (29 kg) maximum  
21 chicken boats with dome cover  
60-1/2" x 72" x 28-5/16"  
(1536mm x 1829mm x 719mm)  
60-1/2" x 91" x 31-3/16"  
(1536mm x 2311mm x 792mm)



ITM2-72/STD



HFT2-300/STD



HFT2SYS-400/STD



HFT2SYS-500/DLX

## HFT2-300/STD & HFT2SYS-300/STD or /DLX

PRODUCT CAPACITY\*: 36 lb (16 kg) maximum  
/STD DIMENSIONS: 33-3/4" x 48" x 39-3/4"  
(857mm x 1220mm x 1008mm)  
SYS/STD DIMENSIONS: 60-1/2" x 48" x 39-3/4"  
(1536mm x 1220mm x 1008mm)  
SYS/DLX DIMENSIONS: 60-1/2" x 67" x 39-3/4"  
(1536mm x 1701mm x 1008mm)

## HFT2-400/STD & HFT2SYS-400/STD or /DLX

48 lb (22 kg) maximum  
33-3/4" x 60" x 39-3/4"  
(857mm x 1525mm x 1008mm)  
60-1/2" x 60" x 39-3/4"  
(1536mm x 1525mm x 1008mm)  
60-1/2" x 79-1/8" x 39-3/4"  
(1536mm x 2009mm x 1008mm)

## HFT2-500/STD & HFT2SYS-500/STD or /DLX

60 lb (27 kg) maximum  
33-3/4" x 72" x 39-3/4"  
(857mm x 1830mm x 1008mm)  
60-1/2" x 72" x 39-3/4"  
(1536mm x 1830mm x 1008mm)  
60-1/2" x 91" x 39-3/4"  
(1536mm x 2311mm x 1008mm)

\* BASED ON 4" (100mm) DEEP PANS



**ALTO-SHAAM®**

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#1222 • 10/11

Printed in the U.S.A. 

