



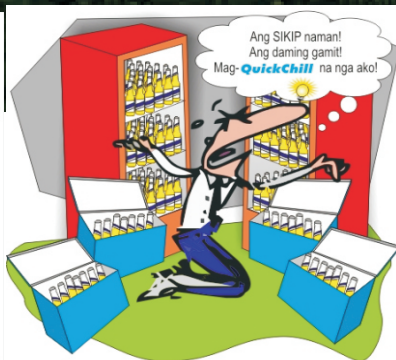
# The enterprise

Official Newsletter of Salinas Foods, Inc.

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## Answer to beverage chilling problems unveiled in Subic



Salinas Foods, Inc., the maker of the number one Fidel Iodized Salt did the unveiling of a new innovation in chilling technology in the night-spot capital (GIMIKAN/INUMAN Center) of the Philippines, Subic , Olongapo. Housing a number of resto-bars, night-spots and restaurants, Subic was the perfect place for the uncovering of this most awaited milestone in the night-spot and resto-bar industry.

**QuickChill** is a new chilling technology that answers the long list of chilling problems in resto-bars and in business establishments serving drinks and beverages. "Wala na kaming malamig!", a frequently uttered words in resto-bars and restaurants during peak hours is now a thing of the past. This is

because **QuickChill** can chill beverages in as fast as 15 minutes and in a matter of 1 hour, the standard **subzero** temperature, specially for beer can already be achieved. **QuickChill** doesn't only deliver quick chilling (next page please...)

## CHILL DRINKS IN AS FAST AS 15 MINS!



### ANNOUNCEMENT!

For product brochures and demonstrations please call (02)3714304/05, (02) 3714294/95 for Luzon, (032) 2381816 for Visayas and (083) 3012013 for Mindanao.

### How to Use







1.) Rali's Bar and Grill, Subic, the venue for the QuickChill launch. 2.) Crisdan Marketing salesmen and BDOs participated in an early morning Nigari-Waza exercise 3.) Crisdan Marketing Operations Manager, Mr. Mike Añaque prepares the ice and QuickChill mixture before pouring into the ice chest, with him is Ms. Cristine Capul, Fidel Hammer Meat Tenderizing Salt brand supervisor. 4.) Crisdan Marketing salesmen placing the beverage bottles in a standing position, the recommended way of placing bottles in the ice chest before pouring in QuickChill and ice mixture. 5.) Ms. Madeleine Espinoza, Salinas Foods, Inc. Nutritionist-Dietitian gives instructions to Rali's Bar and Grill cook on how to use Fidel Hammer Meat Tenderizing Salt in cooking the Arroz-Caldo that will be served after the Nigari Waza exercise.

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for your customers, it can also give you the coldest beverages since it can achieve an environment temperature of up to **negative 12 degrees** while chillers can only reach up to **negative 6 degrees** as their lowest temperature.

Now, we can already kiss the 24/7 operations of chillers goodbye that is really a big toll in the rising electricity consumption in businesses. This innovation in chilling technology simply makes use of the traditional ice-chest, thus eliminating the high electric consumption of chillers. Going back to basics can't only help you save on electricity but also give you opportunity in doing something good for the environment as well. Using **QuickChill** refrigerant technology takes out in the picture CFCs used as refrigerant in chillers, one of the major contributors to global warming.

The **QuickChill** technology was made public to a crowd of 30 representatives from Crisdan Marketing, a food service distributor and 5 more participants from the major food service establishments in Olongapo. Bayfront Hotel, Rali's Bar and Grill, Magic Lagoon Bar and Grill, Anne's Kitchen and Subic Montessori School were among the Olongapo pioneers to witness the revelation of this new chilling technology.

To show that using **QuickChill** can deliver the coldest beverages in as quick as 20 minutes, the demonstration included ice chest that used **QuickChill** and ice chest that did not use it. During the taste testing of the beverages, the participants really discovered for themselves that the beverages from the ice chest with **QuickChill** were much colder than the beverages from the ice chest without the product. Everyone was amazed that **QuickChill** can achieve that coldness in just 20 minutes and what amazed them even more was the discovery that in just 1 hour beer bottles were already **frozen**.

Crisdan Marketing has been the major distributors of food products to the food service industry in Olongapo. After witnessing the effectiveness of **QuickChill**, Mr. Añaque, the Operations Manager of Crisdan Marketing automatically agreed to carry the product in Olongapo City. "Tested na yan tested!" was all he can say when asked on how convinced he was about **QuickChill**.



### No. 1 Iodized Salt Brand



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