



## Fleury Michon Stakes on Berief

*High-quality ready meals from France cooked with Berief technology*

**Mouilleron-en-Pareds, France. The leading manufacturer of ready meals in France, Fleury Michon, has developed a number of menus which have an excellent quality and are affordable for everyone.**

Fleury Michon and its extensive product range are well-known in households throughout France. Every French supermarket sells meat and sausages, various convenience products, surimi products and of course ready meals from this universally known brand. Apart from the excellent quality, the new range of ready-to-eat meals stands out in the shelves due to their packaging with modern graphics and lively colours. Fleury Michon's challenge today is to lead the Mediterranean market. This is why developments are in progress with a new fac-

tory in Italy and projects in Spain. Exportation of these products is also progressing quickly. In the past, Fleury Michon produced the menu components in traditional kettles with a medium capacity. Due to the continuously rising demands on quality, quantity and efficiency in the production of these products, they have been looking for better machines in order to handle the most important part of the market from Fleury Michon. After intensive contact with the company Klijnoot, the French agency from Berief, and successful tests and trials in the



test kitchen at the Berief facilities, they decided to buy a tilting cooking and roasting kettle, type KIPPKO 1200. The performance of the machine as well as the fact that the KIPPKO tilting cooking and roasting kettles differs in many respects from other cooking kettles available on the market were so convincing that after a short time, a second kettle, then a third and a fourth kettle were purchased. The solid construction, the heating with steam pressures up to 10 bar and the various options with which the machine can be equipped allow the greatest flexibility in the traditional, modern and exotic kitchen. The cook can produce light and creamy sauces with only a little heat. At the same time he can reduce strong juices with great heat or roast meat and vegetables. It was high-

ly important for Fleury Michon to combine the flexibility of the control system of the machine with a perfect repeatability of the recipes. The PLC system allows to develop the optimum cooking technology by manual control and to eliminate then the various habits of the individual operators by fixed programming. Since the delivery of the first tilting cooking and roasting kettle, Fleury Michon has been able to test the professionalism and the reactions from Berief. Berief has succeeded to further develop the machines by considering the experiences of the users and to guarantee a high availability of the kettles in the after-sales phase. ■

