



Target Launch Take-Away to Demonstrate High Tech Ovens

Gloucester based Target Catering Group – the exclusive UK importers of MAM’s traditional Italian stone-fired ovens, discovered that ‘seeing is believing’ when it comes to sales. Potential new clients have been so amazed by the host of high-tech features and incredibly rapid cooking speeds that Target decided to create a real pizza take away!

The ‘demonstration kitchen’ functions as a take-away serving the local community with a wide range of dishes while simultaneously allowing visiting chefs and potential new customers to use the kitchen outside of opening hours.

Managing Director of Target Catering – Dave Pedrette explains “We created a real kitchen so that chefs and restaurant owners can get to grips the ovens, try different foods and really play with all the features. They can bring their own

ingredients and fully test the ovens against known parameters to see just how good they really are”.

MAM is based in Modena, Italy and has been making stone-fired ovens since the 1950's. They have cleverly integrated the latest high-speed computer control systems with traditional Italian cooking.

The high capacity oven range includes wood or gas burners and static or revolving oven bases - for seriously fast cooking! With microprocessor control and virtually silent operation - using the ovens couldn't be any easier; you don't need to 'turn' the food in a rotating oven: and temperature and turntable speed are automatically set from a simple control panel.

Each model encompasses a clever flue system to diminish heat loss and provide rapid start-up's the next day: while the innovative convection pattern maintains a consistent temperature and minimises any facial heat while loading or removing food through the hatch. All ovens are CE marked and conform to all necessary Health & Safety legislation.

If you would like more information or would like to test the latest MAM oven - please contact Target Catering Group on 01452 410447 or see the website for further details and a video demonstration - www.targetcatering.co.uk.