



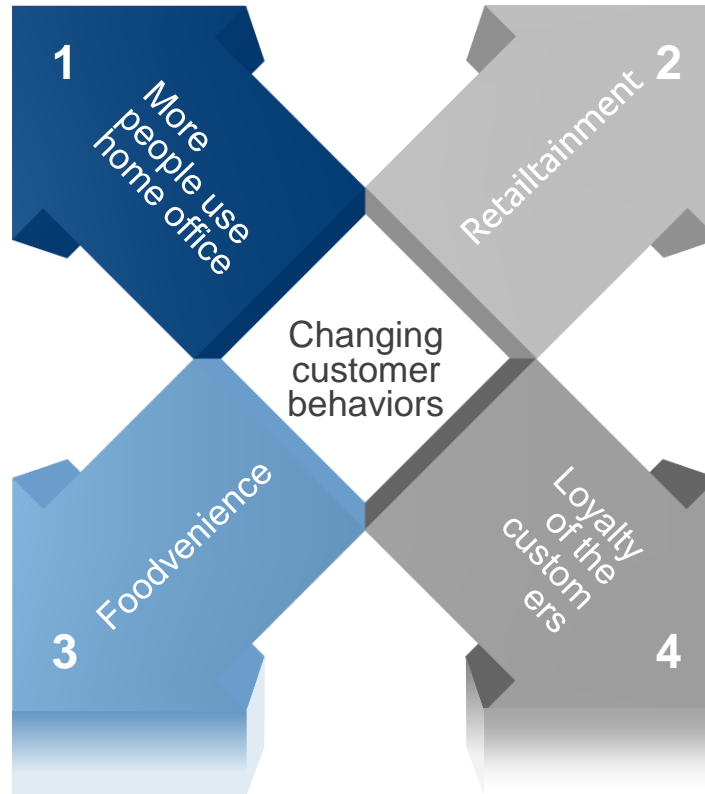
**RATIONAL retail solutions –
food to go and hot counter**

Key elements and insights from RATIONAL

Changing customer behaviours – Importance of customer experience

Renew and adapt the offer to customers expectations

Differentiate the offer with food for and services to appeal to those people who are working from home



Strengthen shoppers' positive memories of your brand by reinforcing in-store experiences

Emergence of foodvenience is the only viable format for an urban location, other than in travel hubs and hospitals and other high footfall and transit populations.

Customers making an assessment that will drive their future behavior. Retailers that has underinvested in environment and offer, will need to invest in order to survive. A retailer that has retained custom & loyalty you will still need to invest to keep them.

The new iCombi makes you ready for new customer behaviors

Reinforce your in-store experiences with food offer



Extend your existing offer such as in store baking by a fresh and quality ready meals offer and create an additional profit center



Win new customers by offering food to go and home meal replacement offers and differentiate from others



Have a flexible concepts in place which allows you to change menus daily or weekly.



The iCombi Pro – creates new customer experience & sets trends

We support you to adapt and create new offers to your customers



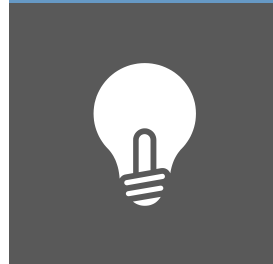
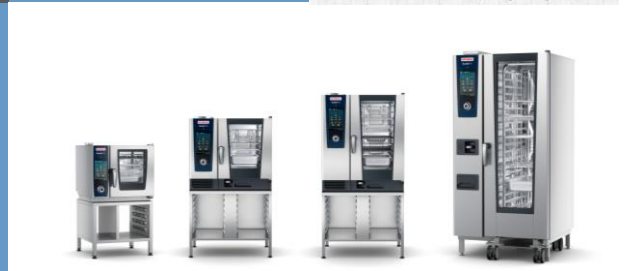
The iCombi gives you endless possibilities to create more customer experience



Concepts for every part of the day



New ideas for every store format

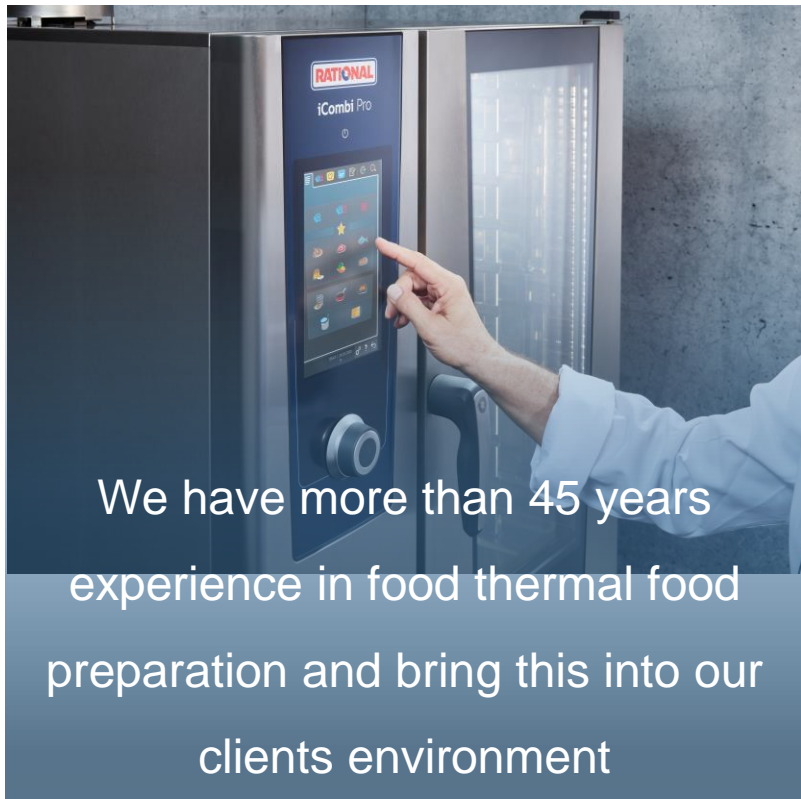


Grab & Go as a new concept for your store



What partnership means to RATIONAL

We want to help our customers to inspire their guests with food



We bring our cooking knowledge into the concepts



Special training days for trainers and staff

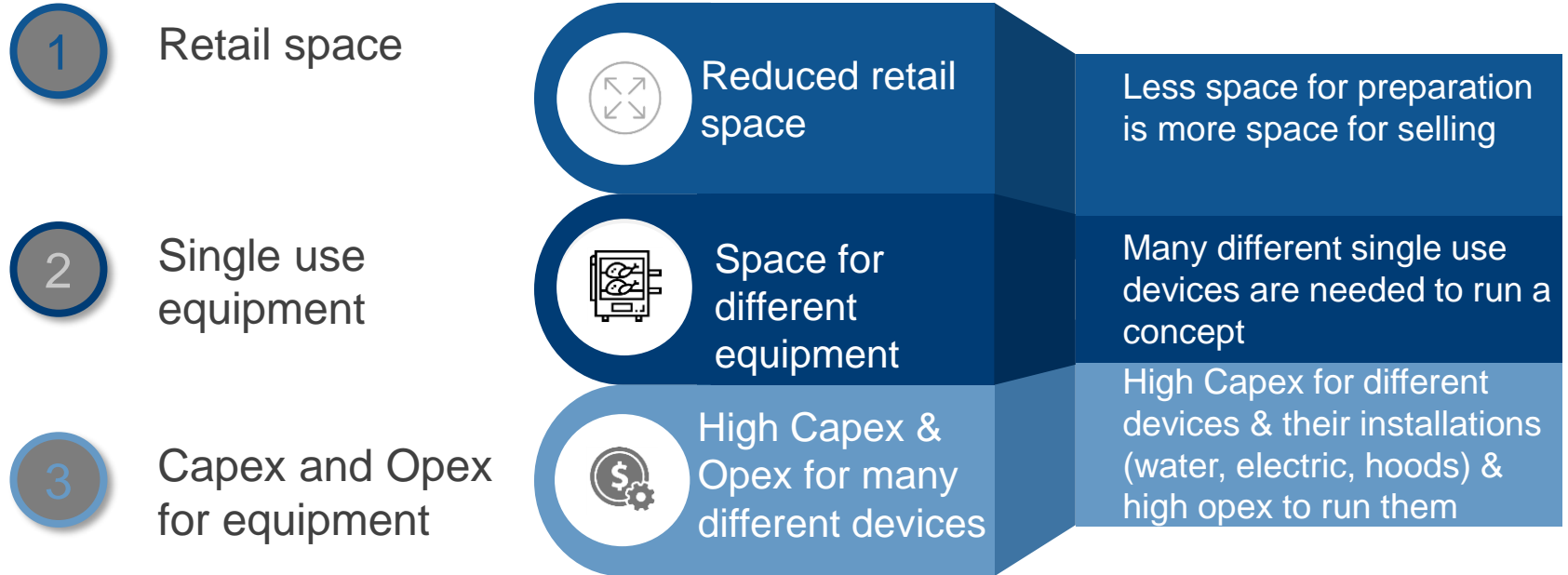


Further development of the menu and new concept ideas



Space – means sales area but place means new profit center

Multiple usage equipment helps to take your space – to place



The iCombi Pro – a flexible equipment with multiple usage

A long term investment in an adaptable and multitasking equipment

Place it everywhere



Prepare snacks



Grill & Roast



Steam food



Mixed loading



Flexibility and efficiency

Convenience products

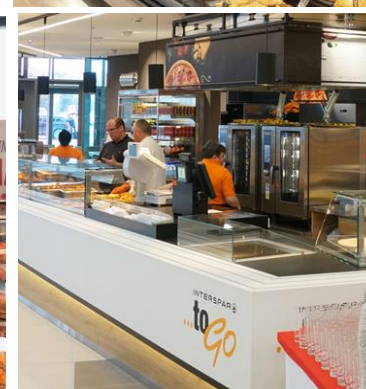
Frozen products

Fresh products



One piece of equipment – endless possibilities

RATIONAL creates a place with less space



Quality and shelf life

Customers expect high quality products & you have to ensure this

- › Customer expectation of quality is increasing
- › Products must be hot, fresh and tasty even after holding
- › Quality must be maintained as the product cools or is kept warm for service. Just heating up is not enough



Quality and shelf life – achieved thanks to steam

RATIONAL gives you the right technology to ensure quality



Combi steam creates a sauna effect.
high heat capacity and density of water



Products can be produced quickly but with ensuring the products quality.



Steam increases the shelf life and the quality dramatically. No drying out of the products and perfect appeal after hours

Easy operation and standardization

Everyone has to be able to operate & to achieve the same results

- › High staff turnover and unskilled staff is a challenge
- › Every staff has to be able to prepare food to go
- › The same results have to be achieved in every location at every time
- › The customers expect the same look and taste at any time
- › The result has to be consistent

Customized display and intelligent food preparation

Easy operation and reproducible results with just a click on a button



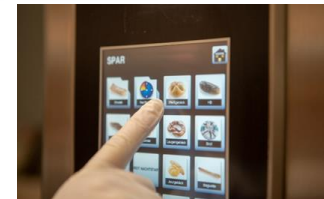
Customized screen

Customized screen with icons or pictures
Staff only see the customized screen.



Intelligent food preparation

The device quickly and flexibly adjusts the settings such as temperature, time, air speed and climate to deliver a perfect result everytime



Guaranteed success at the press of a button

Cooking intelligence – for precise and reproducible results

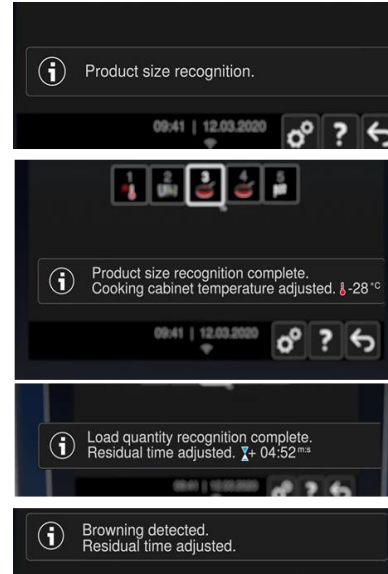
The iCookingSuite reliably implements your ideas.



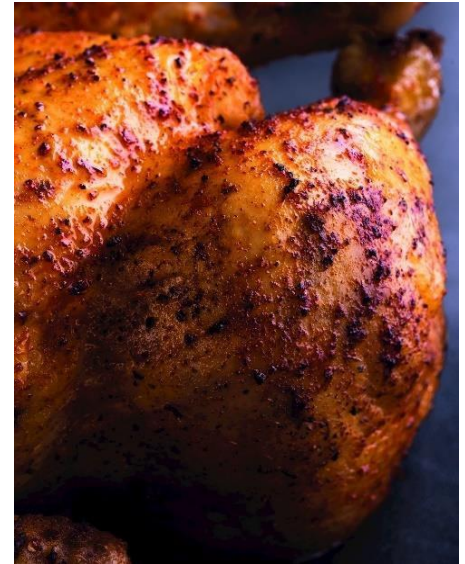
Simply select the desired food item on the display



Load and cooking starts.



All adjustments are done automatically

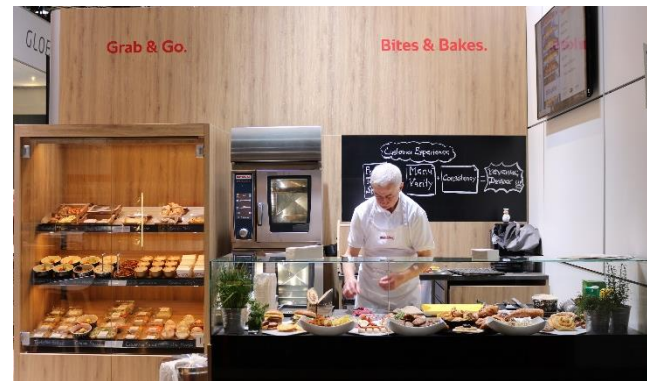


Done! Always with the same result

Classics

Snacks – Bakes – serve everyone

Snacking is the new normal!
The customer is grazing through out the day, capture this opportunity and mix it up to provide variety.
Keep them coming back for more!



Soups and Stews

Grab & Go enlarge offers



A humble bowl of Soup! Loved by everyone, package it up with a sandwich to increase average spend. Classics available all year round.



Warming Winter Stews to Go! Make your outlet a destination venue where customers come to grab their favourite lunch bowl or take away for evening dinner.



Fresh&Healthy

Mega Trend delivers margin



It's about creating opportunities that will improve the guest experience, in terms of health, quality and time. Focus on wellness and sustainability, and drive average spend through innovation and technology.

Flexible country specific kiosk concepts: new menu every week



Retailer & RATIONAL partnership
 RATIONAL supports with menu & concept development, training, testing.
 Providing of country specific solutions like for the customer in the example.



Fresh products are produced continuously only in the SelfCookingCenters. They are stored in the hot counter or packed for grab & go. The offers can easily be changed due to the flexibility of the equipment.

ETLAP ERVENYES 2019, december 2 - december 6.

Állomány	Állomány	Állomány	Állomány	Állomány	Állomány
...

Weekly change of the menu. Special seasonal items/menus are offered as well.



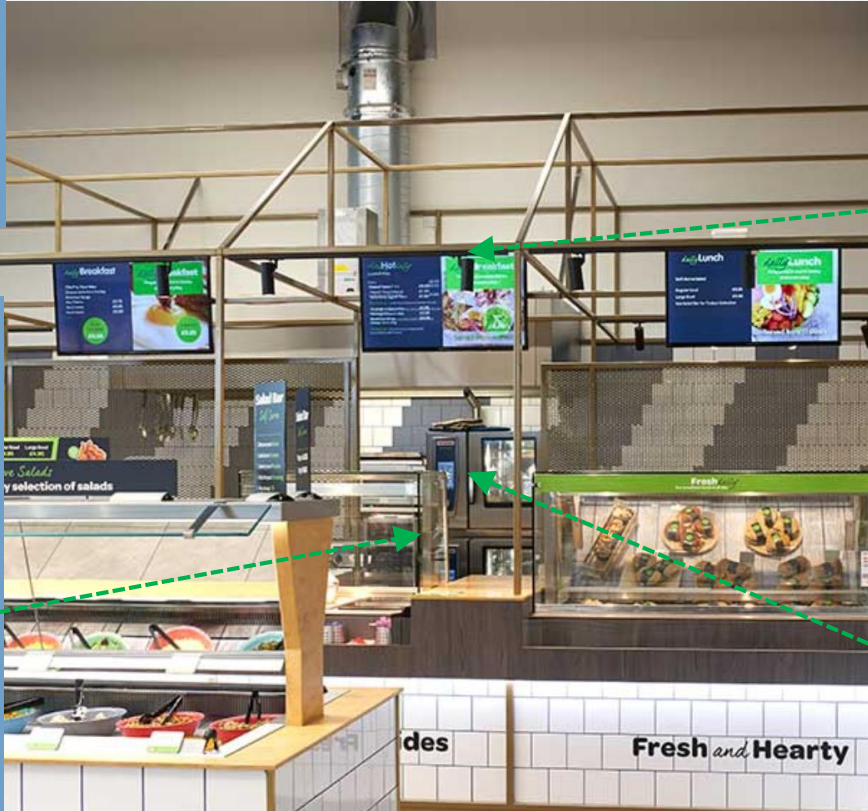
Two RATIONALs with customized displays (icons) and mixed loading function. They have the customized display with the menu for the next weeks in it



Flexible country food concepts: Daily Deli concept in the UK



Retailer & RATIONAL partnership
RATIONAL supports with menu & concept development, training, testing.
Providing of country specific solutions like here for Northern Ireland



Weekly special offers and combos.
Special seasonal items/menus are offered as well.



Fresh products are produced continuously only in the SelfCookingCenters. They are stored in the hot counter or packed for grab & go. The offers can easily be changed due to the flexibility of the equipment.



One SelfCookingCenter® 101 with 10 shelves or two (one with 6 and one with 10 shelves) with **customized displays** (icons) and **mixed loading** function. They have the customized display with all programs for the menus

Different food concepts in a store with one single piece of equipment

CHICKEN BAR



BAKERY



BREAKFAST

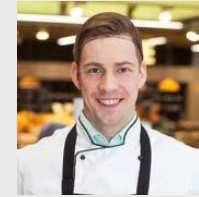


LUNCH



Hot Deli to-Go. SPAR Russia

Eurospar Moscow



“Sometimes we get requests from our customers to cook our dishes in a slightly different way: to make roasts darker or more well-done. With the SelfCookingCenter® it is as simple as ABC.”

Aleksey Andreevich Kovba,
Supervisor of
food-to-go department

Best-Practise - SPAR South Africa

The most modern Cook & Chill



Separation of production
and service

Reference SPAR Express

Example Gran Canarias



› Spar Express



› Easy handling for everyone



› Standardized Food concept



› Extend Product Range



› Healthier Food options



› En...

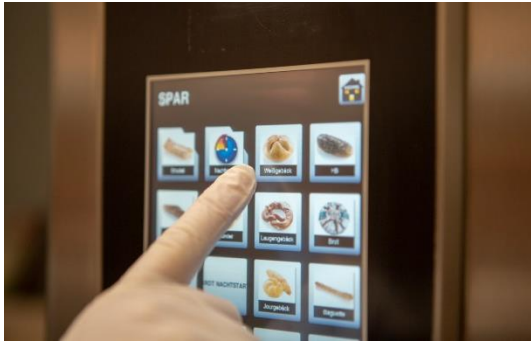
“The customers are happy because with RATIONAL our products are healthier since we don’t use oil in our fried food. We achieve products with fewer calories, lots of flavor and juiciness and the pies stay crunchy longer.”

Jesus Díaz Quintana, MD Grupo SPAR
Mogán, Gran Canarias

Baking the fast and fresh way – on a push of a button

Spar Austria

„In the past we needed to bake every try one by one. That was very time-consuming. Nowadays I put 9 trays at once in the RATIONAL. Everything runs automatically and the result is excellent.“



RATIONAL baking concepts

Concept Overview



New iCombi pro at Spar Austria



The new RATIONAL iCombi and iVario – the perfect combination

Start your efficient in store food production with minimum footprint

Minimum footprint

- Two devices run the whole food production for fresh deli and ready meals
- Multifunctional equipment for different usage instead of single usage equipment

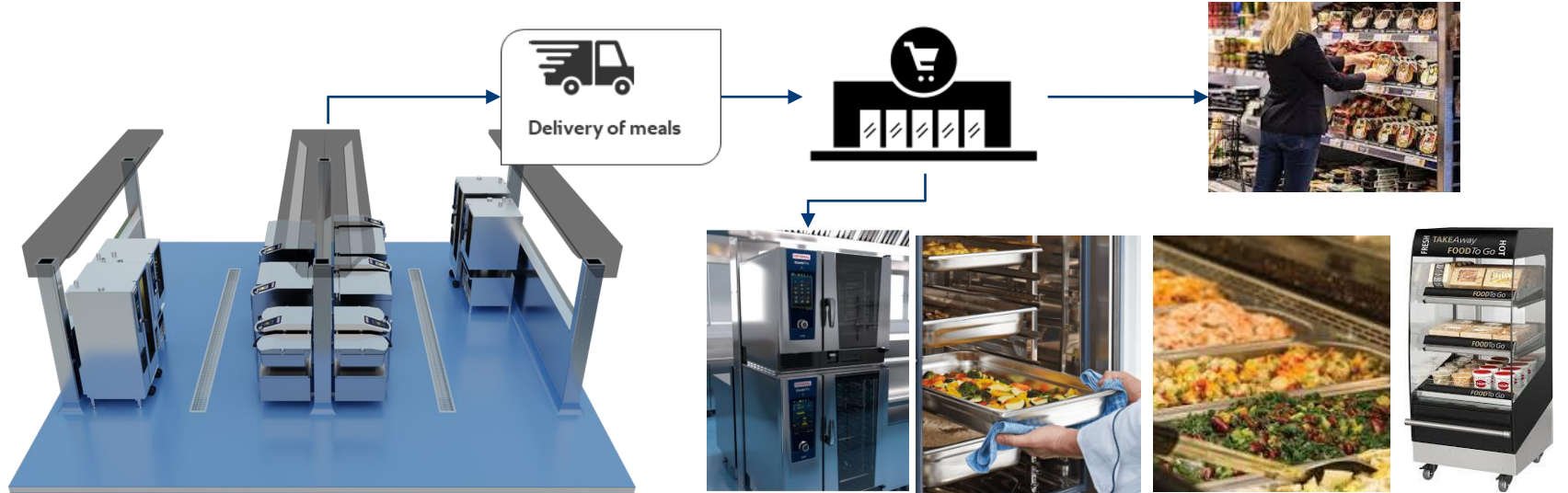
Maximum efficiency & output

- Reduced connected load (40% less than traditional) of the devices
- Reduced energy consumption and lower (60% less than traditional)
- Easy operation due to intelligent cooking



The iCombi & and the iVario –for your central production kitchen

Produce your ready meals central and finish them decentral



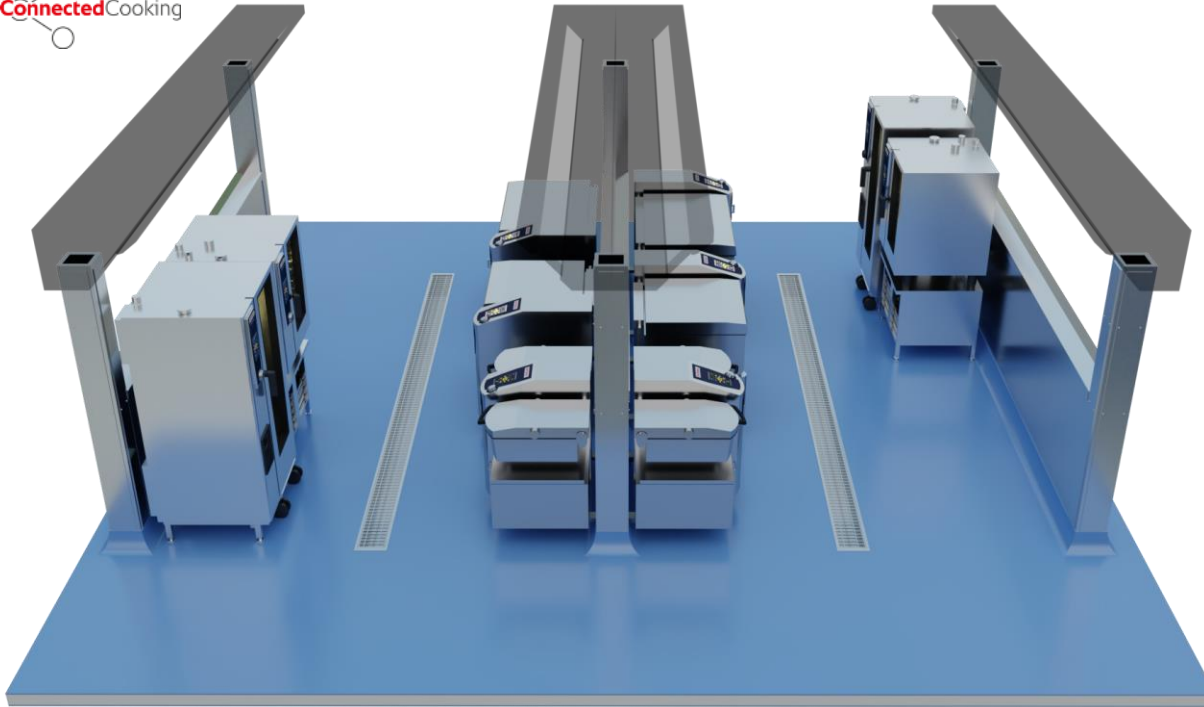
Central food production in a
efficient production kitchen

Delivery of the products to
the stores

Selling cold ready meals for heating up at home
Finishing® the prepared products and selling
them as reday hot meals in store.

iKitchen by RATIONAL

Kitchen Layout for 10,000 meals per day



Kitchen Overview



32 m²



VarioCookingCenter® 112+ x 2
VarioCookingCenter® 211+ x 2
VarioCookingCenter® 311+ x 2



SelfCookingCenter® 101 x 2
SelfCookingCenter® 101 x 2



Connected Cooking
Recipe / Hygiene / Asset /
Service Management



4 Chefs