

**Foodservice and
baking concepts and
solutions for small
formats by RATIONAL**



Worldwide presence

Always next to the customer

Local representatives in

120
countries

> 2.000
employees

RATIONAL -food-to-go, snack and baking solutions for small formats



33
Subsidiaries

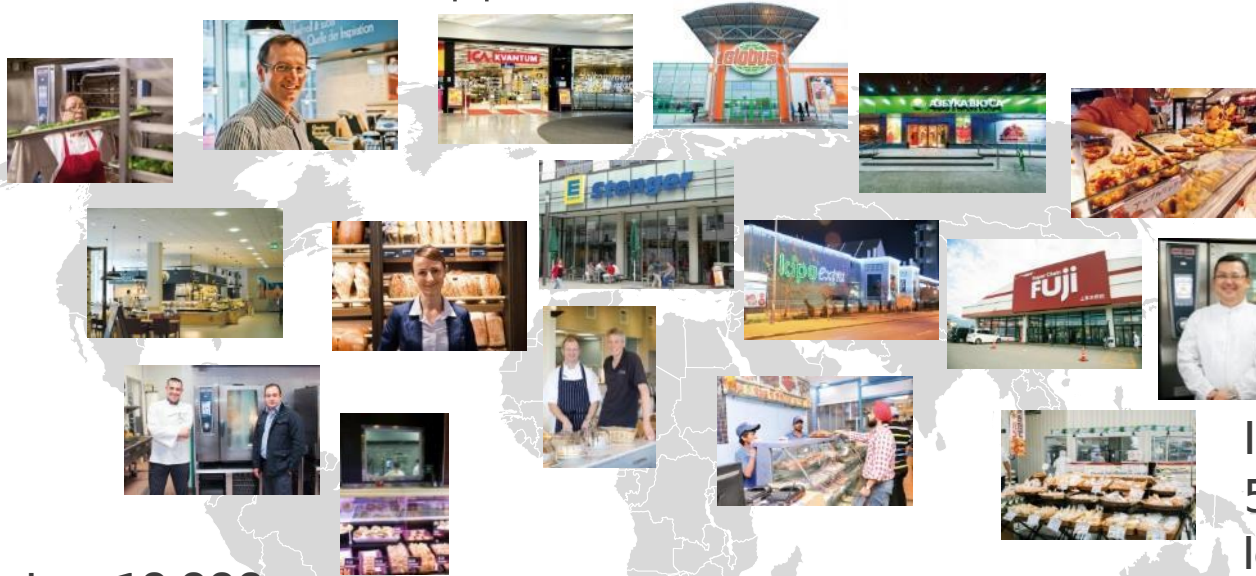
More than
4.000
Partners globally

€ 800 Mio.
Sales



At home in the big kitchens and retail locations of the world

1.000,000 RATIONAL appliances worldwide



In more than 10,000
petrol stations

In more than
50,000 retail
locations

130 million meals per day

C-store market in transformation

Foodservice development and related trends

Dunnhumby retailer performance index:
2 pillars of driving customer perception for foodservice in C-stores:

Fresh & healthy



Convenient Quality



4.4%

Foodservice sales up
in 2019

63%

of consumers require
more healthy food options

90%



of C-stores
serve breakfast



110%
labor turnover



Balanced
revenue

prepared food sales are not as
seasonal as other categories



37%

of operators expect breakfast
to hit the highest rate of sales growth

These are the items customers are looking for

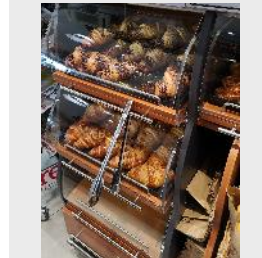
Fresh & healthy but also classics



Healthier
classics



Hot boxes,
soups &
bowls



Variety of fresh
sandwiches
and baked
goods



The new standard

These are the keys for a successful food offer in your stores

Quality is the most important requirement of the food offer

Value for money is still measured on price and portion size review

Spending money on food is part of daily life. Value more important than price.

Freshness is the biggest indicator of quality



Food variety

How to prepare it efficiently and easily?

The iCombi Pro – a flexible equipment with multiple usage

A long term investment in an adaptable and multitasking equipment

Ventless hood
solution
Place it
everywhere

Prepare snacks

Grill & Roast

Steam food

Mixed loading



Convenience products



Frozen products



Fresh products



Flexibility
and
efficiency



The iCombi Pro – this is how RATIONAL is good at that

Your flexible equipment with multiple usage

Food variety

Roast, grill, steam, bake, poach –
all in a single multifunctional appliance

Small footprint

Within around 11 ft² it does not take a lot of real
estate and can increase revenue/square foot

Easy operation

Just click on your icons on the panel –
the rest is done automatically by the unit

Ventless hood solution

Place it everywhere in the front

Ultra-fast cleaning

Hygienically safe and automatic

Shelf life

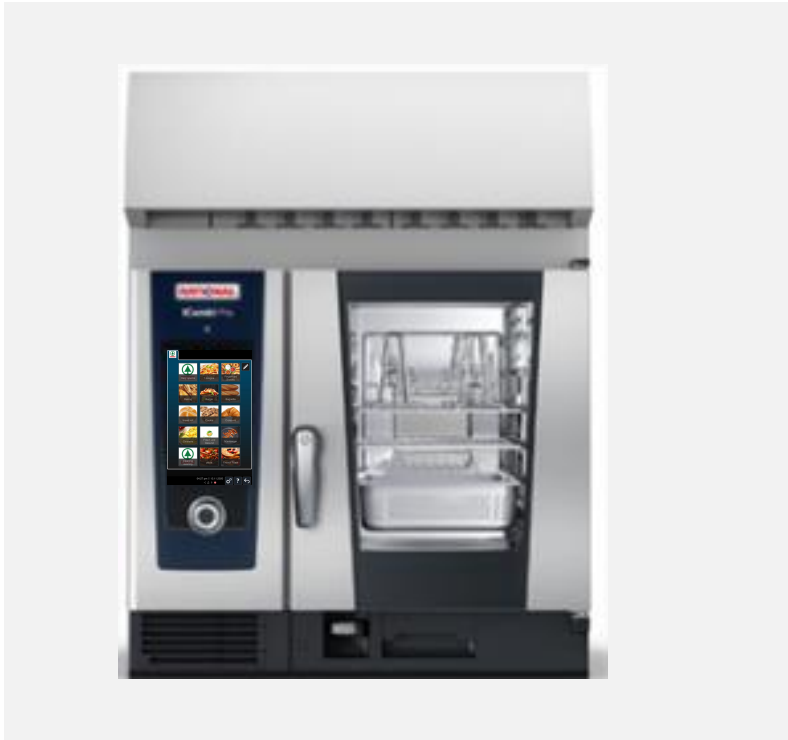
High food quality; food tastes
still good long after it was prepared



iCombi Pro

The iCombi Pro – one flexible device with multiple usage

One solution that produces the food your customers are looking for



Baking



Snacks &
Classics



Hot
cooked
food

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 live and the quality
dramatically. No drying out of the products
and perfect appeal after hours

The iCombi Pro – different missions

One solution that produces the food your customers are looking for



RATIONAL –food-to-go, snack and baking solutions for small formats

Fresh & hot food
in store
production



Perfect quality
for **bake off**

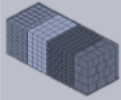


Maximum shelf quality
for **hot Food-to-go
counter**



iProductionManager – the next level of mixed loading

Plan your day in advance & have a flexible & efficient use of the equipment



Mixed loading

Mixed loads of different food items in all convenience levels (fresh, frozen, pre-packed food...) can be prepared at the same time



Intelligent & automated adjustments

The cooking time is adjusted according to load quantity and the duration of door openings



Optimization and pre planning

These automated cooking sequences can now be optimised by time, energy or the whole part can even be planned in advance like the whole breakfast/baking

➔ That means for you

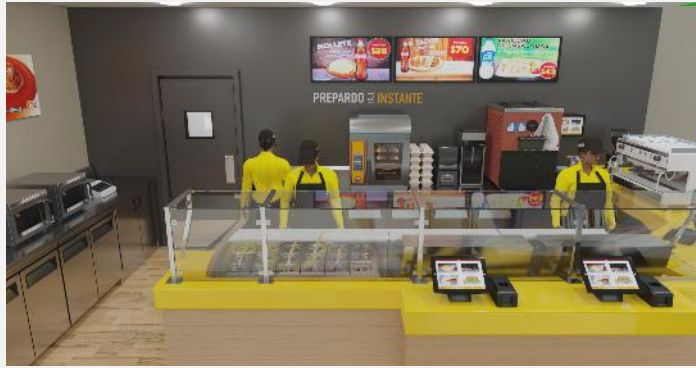
Efficient use of the device as different items can be cooked together
New items can easily be implemented in the mixed loading or the planning.

RATIONAL -food-to-go, snack and baking solutions for small formats



The iCombi Pro – an all in one solution that replaces many others

a small footprint solution that fits in every store



No external hood needed

Replaces many different other equipments

Can be placed in every existing concept



Customer specific displays with your own pictures

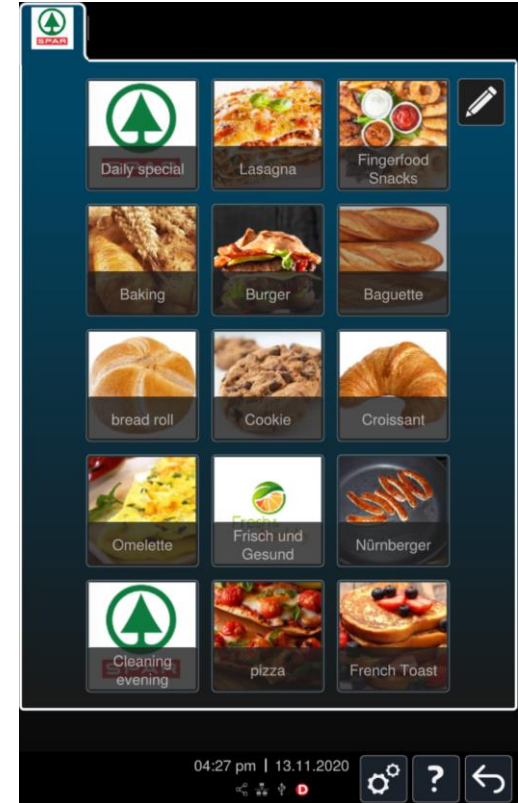
Common development of your own display with your icons

Products are prepared automatically after pressing button. No adaption or monitoring necessary

Everytime adaptable from a central cloud

Central roll out to all stores within seconds through the cloud

Administration of all units in the cloud



Ein food to go Konzept mit dem iCombi zahlt sich vom ersten Tag aus

Das passende Produkt für jeden Zeitpunkt des Tages mit einem Geräte



ConnectedCooking

Your digital support

Reduce the workload
provide safety,
be a source of inspiration.



Automatic
HACCP documentation



Software
updates



Remote
access



International
recipe library



Manage cooking
programs

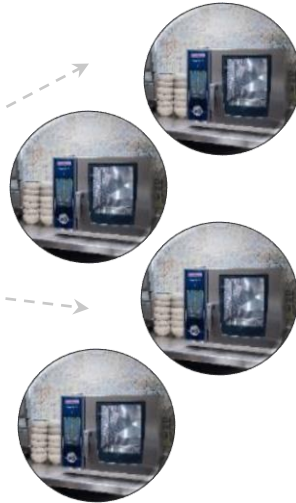


ConnectedCooking

Easy roll out of new menu items and standardization in all stores



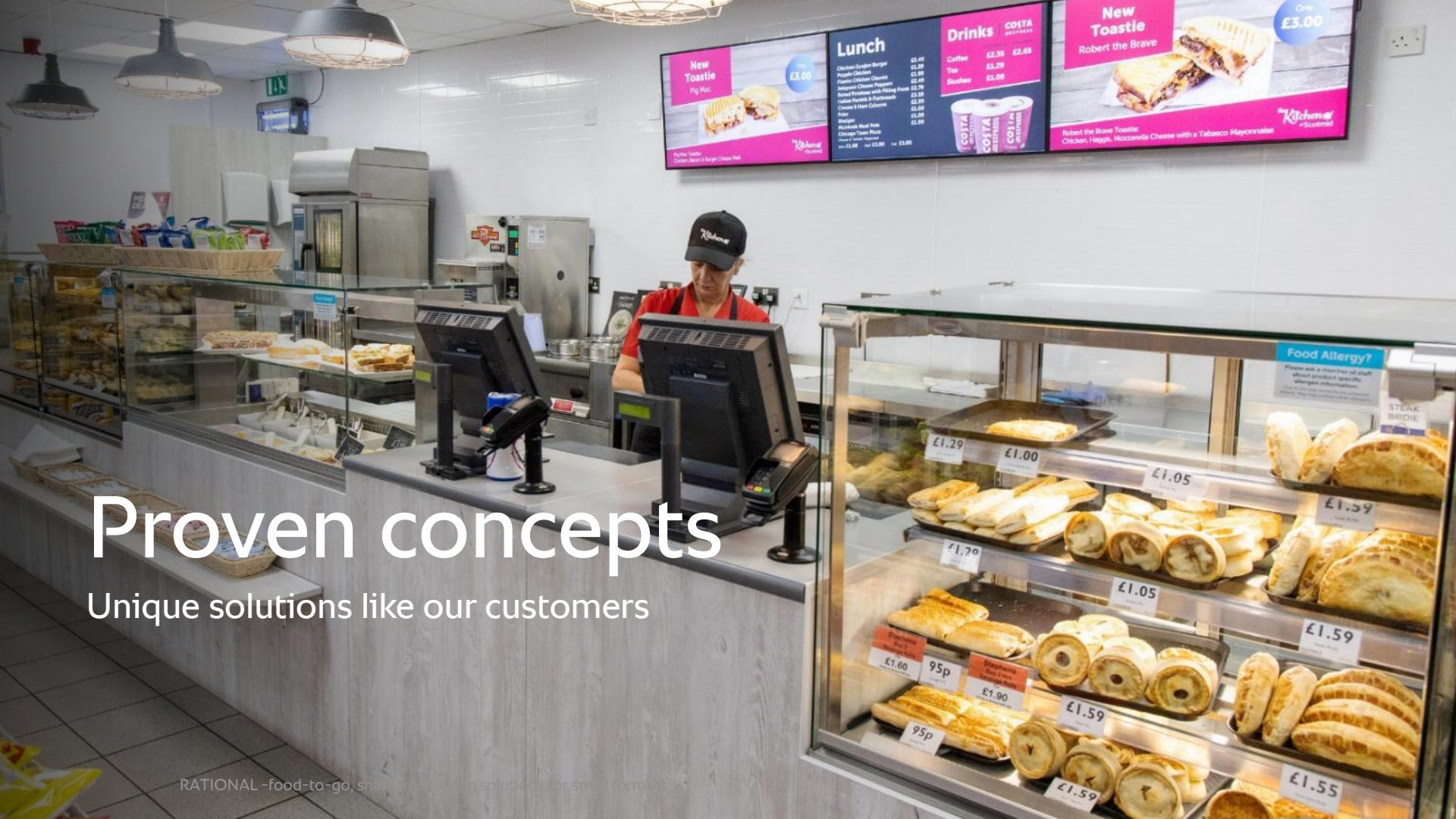
Create new menu profiles centrally in ConnectedCooking



Roll out to all units in all stores can be done remotely by a click in ConnectedCooking



Staff in the store only can select pre-set profiles



Proven concepts

Unique solutions like our customers

One piece of equipment – endless possibilities

RATIONAL creates a place with less space



We are your partner for prepared food in C-stores

Benefit from our competence and experience

Over 90% satisfied customers



Planning and implementation competence



Training guides, SOP 's and Academy RATIONAL tailored to customer operation



Numerous implemented concepts for C-stores



Individually developed food concepts tailored to C-store offerings



Cooking systems installed worldwide



