

News From



1400 Toastmaster Drive, Elgin, Illinois

Middleby Marshall WOW! Oven Selected as GFEN Product of the Year

Industry energy experts choose WOW! Oven as top energy savings technology for 2009

Elgin, Ill. (March 24, 2009) – The gas industry experts of the Gas Food Equipment Network (GFEN) have chosen the Middleby Marshall WOW! Oven as the sole recipient of the 2009 Product of the Year. The award was presented at the NAFEM show in Orlando on February 5.

The award is given to the product that is the most technologically advanced in energy saving technology. Middleby Marshall submitted gas consumption data from actual sites using the WOW! Oven as part of its winning entry.

“We are thrilled to be recognized with this honor from the highly knowledgeable GFEN members,” said Mark Sieron, President of Middleby Marshall. “We are proud to be a leader in energy saving technology, as it is a win-win for restaurant operators to lower gas consumption and save money on their energy bills.”



Middleby Marshall has more than 4000 WOW! Ovens installed worldwide. The energy-saving, fast-cooking conveyor oven is lowering utility consumption and energy bills in local U.S. pizza shops well as globally on six continents. The WOW! Oven is approved and in use by the top 5 pizza chains in the world.

The WOW! Oven is cooking more than 3 million pizzas every day and saving restaurant operators around the world a total of nearly \$30 million in energy costs every year when they use the WOW! Oven.

Four models of WOW! Ovens are available, the 40-inch bake chamber and the 32” belt PS640 and the 70-inch belt PS670. Both have cook times of 3-5 minutes and go into a sleep mode to save energy when the energy eye senses no product to be cooked on the conveyor. The countertop WOW! Oven, the P624 and the wide belt PS640-24 are also available.

Middleby Marshall is the world leader in conveyor ovens. Information on the WOW! Oven and Middleby Marshall can be found by visiting their website at www.middleby-marshall.com or www.wowoven.com.