

21.06.2011 - Fenmarc Produce takes the lead in innovation with the all new Kronen S021 Spirello

Fenmarc Produce, a vegetable grower and packer in Cambridgeshire shaped history when the all new Kronen S021 Spirello arrived at the businesses prepared site in Elm, (Wisbech) making the company the first Food Producer in the UK to use this pioneering technology.

Fenmarc whose ethos is to 'keep challenging, improving and learning', are pleased to have been involved in the development and launch of such industry changing technology and believe it is a demonstration of their innovative approach to developing the Fresh Produce Industry and will allow them to take their product development to new heights.

The Kronen S021 Spirello cuts decorative 2mm x 2 mm – 2mm x 10mm spiral and ribbon shapes, producing the highest standard of finished product for a range of vegetables such as carrots, potatoes, radishes, courgettes, beetroot and cucumbers.



The Spirello is one of many Kronen machines supplied to Fenmarc over the last 8 – 9 years. Both companies have been working closely to develop revolutionary solutions that will reshape the fresh produce market. Both Fenmarc and Lingwood are pleased with their achievements to date which would not have been possible had it not been for their strong relations.

Sean Martin Sales Executive at Lingwood Food Services Ltd said, 'We work closely with all of our European partners ensuring that market requirements and customer needs are clearly communicated to our manufacturers. Fenmarc gave us a clear brief of the product they wanted to achieve, which gave us the opportunity to work together with Kronen to develop this new and exciting food processing solution. Developments like this enable our customers to not only save money, but also produce innovative products'

Commerical Manager at Fenmarc, Phil Beckett said, 'When we were set the challenge of producing carrot curls by the NPD team we looked at several options before finally deciding to go with the S021 Spirello. It provides a strong yield, is compact in size and produces a high quality cut. We've worked with Lingwood on numerous projects in the past and they've always produced great results.

Whether its salads, stir fry's or prepared vegetables, there is no doubt that the Kronen S021 Spirello will add a new edge to conventional product presentation.

(Lingwood Food Services are the sole Distributer in the UK for Kronen and 8 other European suppliers.)

- **Ends** -

NOTES TO EDITORS;

Fenmarc Produce is a supplier of fresh potatoes and vegetables from three factories based in Lincolnshire and Cambridgeshire. Further information about the company can be obtained from Gemma Davis (Marketing Co-ordinator) on 01354 662 476 or gemma.davis@fenmarc.co.uk.

DISCLAIMER;

All information in this press release is accurate at the time of release. Please only use information included in this release. If you require any further information please contact Gemma Davis (Marketing Co-ordinator) on 01354 662 476 or gemma.davis@Fenmarc.co.uk.