



PEERLESS
MIXING



Supreme Sanitation and Reliable Operation

How the Peerless KleanVue Mixer Helps MaMa Rosa's
Build Pizza from the Crust Up



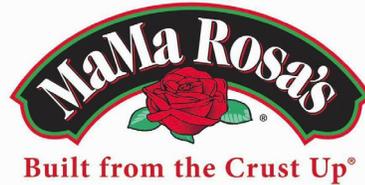
PEERLESS
FOOD EQUIPMENT

Mixing the Perfect Crust

In major grocery stores nationwide, you can walk to the frozen food section and find an abundance of frozen pizza brands, all of differing tastes, styles and level of quality. When you take a turn down the refrigerated aisles, though, the pizza selection dwindles. It's there that you find MaMa Rosa's, America's number one selling refrigerated pizza brand. Thanks to its old-world style pan-baked crusts, and today's most popular sauces and toppings, the value of this pizza is unmatched.

The foundation of MaMa Rosa's famous refrigerated pizza is, quite literally, the crust. To create the dough, high-quality mixers are essential to the production process. The Mama Rosa's production kitchen features three baking lines and three topping lines that operate 10 hours per day, four days a week. Until recently, keeping it all going were four mixers, two of which were older, smaller horizontal units and a source of constant headaches.

"The smaller horizontal mixers were a hassle," said Kevin Copella, MaMa Rosa's bakery manager.



"We could only make small batches. We also had a lot of downtime issues because of replacement parts that were no longer being made."

One of the mixers in the production kitchen had a reputation for being efficient and reliable. Success with this mixer, the bakery's favorite, led MaMa Rosa's to seek out an updated version.

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KleanVue Mixer

Mixing at its Best

After evaluating a number of mixer options, Copella said no other food equipment manufacturer could match the value of a Peerless Food Equipment mixer. As one of the premier suppliers of equipment to bakeries worldwide since 1913, Peerless was an obvious choice for Copella and the team at MaMa Rosa's.

Looking to improve operations and control overall product quality, MaMa Rosa's purchased a Peerless KleanVue Mixer. With an emphasis on cleanliness and sanitation, the newly designed KleanVue Mixer provides an ideal combination of performance, versatility and easy maintenance for bakeries mixing a variety of doughs and creams.



Engineered to deliver superior mixing performance, KleanVue Mixers offer industry leading:

SANITATION

The updated, tubular-frame design of KleanVue Mixers eliminate flat, horizontal surfaces to prevent ingredient and debris buildup, which makes cleaning and maintenance easier.

SAFETY

KleanVue Mixers are equipped with safety guards to prevent direct contact with moving mixing parts.

PERFORMANCE

KleanVue delivers the consistent, high-level performance that bakeries expect from a Peerless mixer.

DURABILITY

The stainless steel exterior and parts maximize the strength and stability of the KleanVue Mixers.

VERSATILITY

KleanVue Mixers can be equipped with single sigma arm, double sigma arm and triple roller bar agitator options, plus a variety of features, for enhanced versatility and endless mixing capabilities.

With the help of the new Peerless KleanVue Mixer, the MaMa Rosa's sanitation and maintenance teams have seen a steady decrease in time spent cleaning and maintaining the mixer thanks to its stainless steel exterior, improved seals and unique, tubular-frame design that allows greater access to exterior parts. The nightly sanitation process on the KleanVue Mixer is 30 minutes faster than any other mixers in the plant and, on the weekends, the deep cleaning process for the machine is 60 minutes faster.

"Our maintenance team feels that this is a much better mixer," Copella said. "It has a simpler design, making it easier to get in and work on the controls, hydraulics and gears. When they have to go in and work on preventative maintenance repairs, it's really simple."

Without question, the most heralded feature of the KleanVue Mixer is its control panel. Unlike standard mixer designs that position controls in multiple locations, the KleanVue Mixer incorporates a single, centrally located panel that simplifies operation.

"Our operators love the ease of the new control panel," Copella said, noting the quick and efficient panel training and the smooth plant implementation.

After running the KleanVue Mixer in the plant with very few issues, Copella said that he and others in the company are advocating the purchase of additional KleanVue Mixers to ensure the same quality of product on all three bakery lines. In fact, Copella said the results from the KleanVue have been so good that he would recommend the mixer without hesitation.

"The KleanVue Mixer just mixes, mixes and mixes," Copella said. "We could not be happier with this mixer. It's been a godsend on that line and has helped us out tremendously on our products. Any of the issues we had before with the old mixers, they've gone away with this one and we could not be happier."

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About Peerless Food Equipment

Peerless Food Equipment offers a complete range of innovative equipment, custom engineering capabilities, and the unbeatable service and support that world-class food producers demand.

If you're interested in learning more about how a Peerless KleanVue Mixer or other Peerless product or service can help your bakery or production facility, call us at 877.795.7377.