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SHARP INTRODUCES THEIR CONVECTION MICROWAVE DRAWER

- *VP Jace Kieffer Chats About 2020-The Covid Year*
- *The New Luxury of Monogram*
- *Steam Works*

Spring 2021

Jace Kieffer

Thoughts From Jace Kieffer, VP Kieffer's Appliances

As you can imagine managing a business through Covid has made already busy people, busier. We were lucky enough to catch Jace long enough to ask him a few questions about how Covid has changed the daily operations of Kieffer's Appliances and what the future holds. The operation is ever evolving and reacting to changing situations daily.

What challenges has Covid brought to the business and what changes have you had to make?

Operations: Our Operation was run with a "Just In Time Mentality". Pre-Covid, ANY appliance could be sourced in 2 weeks because most manufacturers had strong inventories. The pandemic has exposed the less than 30-day supply from manufacturers and resulted in a need to order and warehouse in advance. We've had to pivot on our ordering timelines, expand warehousing and communicate more with our clients to ensure that we meet construction schedules.

Virtual Appts: We've employed Zoom and virtual meetings, utilizing "Shared Screens" to have initial and even final consultations with clients to make product selection. This has improved efficiencies (on both Kieffer's and client side) in these uncertain times when in-person appointments have become taboo for some people.

Employee Safety: The pandemic has raised a real concern for our employees' safety. By nature, our business requires face to face customer interaction from sales to delivery to installation. Ensuring the safety of our employees in customer's homes is a priority and we've instituted protocols with our trade partners and clients to ensure everyone's safety.

Have you found that any of these changes will become permanent?

I think virtual appointments, whether initial client meetings or jobsite checks (via Facetime) will become a permanent alternative. Everyone's time can be maximized using technology and maybe it took a pandemic to force this adjustment, but I think it's here to stay.

Do you think this last year has made the company and its' Trade Partner relationships stronger? How?

The pandemic has forced "excessive" communication amongst Kieffer's and trade partners-the joint goal being to provide a finished project on time. While this proved essential during the pandemic due to supply chain issues, the majority of trade partners have now realized we are in this together and have worked to set proper expectations with all involved. I think when life becomes more normalized, our partnerships and relationships will have become stronger from having weathered this storm of limited resources and strong demands together with the common goal of a happy client.

Do you think the company is better prepared for the future? How?

I think the industry's work ethics have all been stretched to the max during the pandemic. We all have worked harder for what came easily pre-pandemic (and was taken for granted). When the dust settles, every Kieffer's employee will have a fuller understanding of their capabilities and, hopefully, realize their future potential. There is no doubt our team will be more efficient, more self- sufficient and outperform previous expectations as a result of handling the challenges of this past year.

What Is Steam Cooking

Kieffer's has been offering steam classes to Trade Partners and clients for several years now. It's almost universal that when a client who is considering purchasing a steam oven comes to a steam class, the decision to purchase is made. Why? Because once you understand how and why steam is optimal for cooking, it makes the decision easy. Since social distancing has made it necessary to suspend store steam classes, we thought this guide would help you explain steam cooking to clients.

What Is A Steam Oven?

Steam ovens are exactly what they sound like. An oven that cooks with steam. Ah, but that is not all. Most, if not all, the steam ovens your clients will be considering will have the ability to cook as a convection oven too. These units can function as a regular convection oven, a straight steam oven or can cook with a combination of steam and convection. The reason manufacturers created these "combi-ovens" is because steam does not brown and has temperature constraints. So, to turn out a product that is visually appealing and superbly cooked, for many food items, requires both steam and convection.

How Do Steam Ovens Work?

Most steam ovens work by siphoning water from a small water tank into a built-in boiler, heating it to 212 degrees Fahrenheit and releasing the steam into the oven. Some ovens can be directly plumbed to a water source, eliminating the need to manually refill the water tank, but for most daily cooking, the water tank will not need to be refilled. Typically, one water tank fill will give over an hour of continuous steam. Since most cooking typically done in these ovens are using steam AND convection, the single tank fill will last even longer.

Why Get a Steam Oven?

Steam cooking is generally considered to be healthier than standard oven cooking. The steam helps avoid drying out food and actually provides moisture to whatever you are cooking or reheating. This lets you use fats and oils for flavor only rather than to keep food moist, allowing you to use much less fat or none at all. Steam also helps your food retain its natural vitamins and minerals, so you get the most nutritional value from your food.

How do I Adjust Recipes For A Steam Oven?

All you need to remember is this theory: if the food is supposed to be moist, follow your recipes and add steam. If it's supposed to be crisp, don't use any steam. Here are some examples: Fish-use straight steam or a combination of steam and convection. Vegetables-use straight steam. Cookies-use convection only, but brownies are better with a combination of steam and convection.

It's important to note that steam cooking is not faster cooking. It is better cooking.

Spring 2021 Brings Some Much Awaited Products.

Kieffer's is very excited to introduce Sharp's first-in-class, built-in Smart Convection Microwave Drawer Oven which combines sensor microwave and convection cooking technologies with smart features. The convection oven mode utilizes dual convection fans and dedicated heating elements for turntable-free baking, roasting, grilling, and air frying to provide a revolutionary and modern cooking experience. And of course, you'll find all the features that you've come to expect from a world-class product: Wi-Fi enabled, Smart-Home Ready, Easy Wave Open, and concealed panel with premium touch-glass controls.

The 24" SMD2499FS Convection Microwave Drawer™ Oven allows users to take their cooking capabilities to the next level with this microwave oven's smart features, including access to recipes, tips, and, remote control through the Sharp Kitchen app and compatibility with Amazon Echo devices for voice-enabled commands.

In addition to its smart features, here are just some of the fantastic features of the new Smart Convection Microwave Drawer Oven by Sharp:

- ***Three Speed Cook modes*** that mix convection with microwave cooking for faster, tastier meals.
- ***Air Fry mode*** makes food tender on the inside and crispy golden-brown on the outside.
- ***Convection Grill mode*** allows you to cook beef, pork, chicken, or fish. Grill-up some burgers and hot-dogs indoors for a fast, family meal any time of the year.
- ***Convection Bake mode*** is perfect for bread, muffins, cakes, and pizza. The dual convection fans circulate heated air and lift your baking to new heights.
- ***Convection Roast mode*** is perfect for roast dishes such as whole chicken, beef, and pork.
- ***Toast mode*** makes toasting up-to 6 slices of bread and bagels in your Convection Microwave Drawer Oven simple by selecting the desired level of browning with pre-timed options on the SHARP KITCHEN app.
- ***Warm mode*** turns your Convection Microwave Drawer Oven into the warming drawer that every kitchen needs.
- ***Flexible placement options*** below an island, peninsula, or standard cabinetry, or can be installed below your wall oven. The built-in airflow control allows flush-mounting while safely redirecting the ventilation away from walls or cabinets.

SHARP KITCHEN APP Keeps You In Control

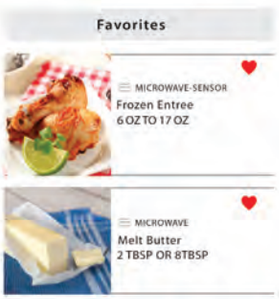
The Sharp SMD2499FS featuring Easy Wave Open is the first built-in Convection Microwave Drawer Oven with Wi-Fi connectivity for seamless integration with your modern, smart home. Download the Sharp Kitchen app to enable the smart features (Mobile application for Apple iOS and Android Devices).

Manual Cook

Send cooking instructions to your microwave oven from your mobile device.

Smart Cook

Eliminate the guesswork with easier access to Sensor/Non-Sensor Cook and Defrost menu items.



Save Your Favorites

Create and save up to 30 of your custom favorites or go-to menu items from Microwave Smart Cook or Convection Smart Cook.

Sharp Spotlight

Keep up-to-date for fun recipes, ideas and tips with live access to Sharp's Simply Better Living Community

We anticipate huge demand for the Smart Convection Microwave Drawer Oven by Sharp. Expected to premiere April 2021.

SHARP

Chef Brenda's Baked White Fish with Tomatoes and Potatoes

Since we are discussing steam ovens, here's a healthy, low fat one-dish meal to make in the steam oven. You can, of course, make it in a regular or convection oven, but you need to be a bit more careful of your fish cooking timing, since fish is easy to overcook and dry out in a traditional oven. The rule of thumb is 10 minutes per inch of fish thickness. Since we are using thin fish here, it should only take 7-8 minutes. Because a steam oven adds or maintains moisture, it is more forgiving with delicate proteins such as fish. Happy Steaming!

Baked White Fish with Tomatoes and Potatoes

Ingredients:

- 1 lb. red mini potatoes (or small new potatoes cut into ½" pieces)
- 1 TBL. Extra Virgin Olive Oil
- 3 tsp. chopped fresh thyme
- Kosher salt and freshly ground pepper
- 2 C. cherry tomatoes
- ¼ C. pitted kalamata olives
- 2 TBL. Capers rinsed and drained
- 2 cloves of garlic, smashed
- ¼ C. white balsamic vinegar
- 4 6-oz. tilapia, flounder or sole filets

Directions:

1. Preheat the oven to 400° F in the ***Steam and Bake*** or ***Steam and Roast*** mode*.
2. Toss the potatoes with ½ TBL. olive oil, 1 tsp. thyme, ¼ tsp. each salt and pepper in a bowl.
3. Toss the tomatoes, olives, capers and garlic with 1 tsp. olive oil, 2 TBL. vinegar and 1 tsp. thyme in a bowl.
4. Mix the remaining 2 tsp. olive oil, 1 tsp. thyme, 2 TBL. vinegar and ¼ tsp each salt and pepper in a bowl.
5. Spread the potato mixture on the perforated pan**, making sure you have the solid pan in the oven to catch any drippings.
6. Cook for about 20 minutes or until potatoes begin to soften.
7. Add the tomato mixture on top of the partially cooked potato mixture and cook for 10 minutes.
8. Place the fish on top of the cooked tomato and potato mixture and brush with the oil and vinegar mix.
9. Cook about 7-8 minutes and serve.

* If using a traditional oven, use Bake or Roast. ** If using a traditional oven, spray a baking sheet with cooking spray before adding the potato mixture.

GE INTRODUCES THE REDESIGNED MONOGRAM PRO-RANGE SERIES

Spring 2021, GE Monogram expects to introduce a completely redesigned professional-style range. This beauty is a true statement piece with its' brass accents, nighttime knob accent lighting and flexible burners-the **luxury is definitely in the details**. Users will love to produce gourmet meals for the whole family with this versatile Monogram range. Sealed, dual-flame stacked burners deliver a full spectrum of heat settings, from an ultralow 140°F simmer to intense 18,000 BTUs, while edge-to-edge handles, polished stainless steel, smoothly finished edges, and large control knobs offer an authentic professional finish.

The range top offers real flexibility with two 23,000 BTU multi-ring brass and dual stack burners, allowing a range of heat settings from a gentle simmer to an intense flame. Additionally, the Monogram Pro-Range is equipped with the industry exclusive **TrueTemp™ Burner** on select models. This powerful 21,000 BTU gas burner offers a precision temperature management system that works with **Hestan Cue™ cookware** for a consistently delicious cooking experience. If you are wondering what in the world a Hestan Cue™ pan is, it is part of a line of cookware that connects to an app that through temperature sensors, guides the user through the steps of cooking a recipe. No more guessing when to flip a steak.

The grates on this baby are continuous, so you can drag that big pasta pot from the back burner to the front without having to lift it. And for fans of Wok cooking, these burner grates are flat on the bottom and when flipped, perfectly fit a traditional round-bottomed wok.

The larger models offer a whopping 8.25 cu ft. capacity in the two ovens which feature convection cooking and a built-in **Hot Air Fry mode** that crisps food to crunchy perfection without using fats of any kind. A must-have for health-conscious cooks. And to make all this perfection even easier to access, the new Monogram Pro-ranges have an **Articulating 7" Touch LCD Control** that, with a touch, swing out toward the user for a more ergonomic experience and then moves back to a flush position when not in use. And to complete this statement range, there is built-in **Wi-Fi, powered by SmartHQ™ app** to connect, control and manage your oven from anywhere with your smartphone or tablet.

The NEW GE Monogram Professional Style Range.
Beauty AND Brains.

About GE Monogram

No matter how you look at it, the GE Monogram Collection puts the kitchen of your dreams within the realm of possibility. With three distinct styles and seemingly endless options for customization, only Monogram gives you complete freedom to follow your vision. Monogram integrated appliances reflect a mindset that says, "Fine design endures." Shaped and polished to seamless perfection, these sleekly styled appliances capture the essence of timeless sophistication. Available at Kieffer's Appliances.

MONOGRAM™

OVER 100 YEARS
Since 1917
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APPLIANCES