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## **Marché Mövenpick chooses sustainable frying and enters framework contract with Filta Deutschland**

Whether it's professional cleaning of fryers, oil filtration or environmentally-friendly disposal of used oil, for renowned catering company Marché Mövenpick, sustainable frying has been in operation in some restaurants for quite some time.

Not without its hazards, in order to 'not get burnt' in this sensitive area of fryer- and oil-related tasks, Marché Mövenpick has long relied on mobile fryer, oil and grease specialists: Filta, whose franchise partners take care of the fryers in Magdeburg Zoo and zoos in Berlin and Munich, among others.

### **A one-stop shop for fryer services**

To ensure that uniform guidelines are applied nationally from now on for Marché Mövenpick's use of Filta services, both companies have entered into a framework contract. "Under the same conditions, all our locations now benefit to the same extent from these services, which along with fryer cleaning and oil filtration, also include the collection of used oil and delivery of new oil", says Maximilian Übelhör (Head of Quality & Purchasing) at Marché Mövenpick.

### **Quality oil instead of palm oil**

"Thanks to Filta, we not only relieve our staff of often unpopular fryer-related tasks, but we also save a huge amount of oil and thus protect resources, which perfectly matches our sustainability strategy," adds Maximilian Übelhör. "We also have Filta deliver high-quality frying oil to us and deliberately avoid using palm oil to take a stand against the deforestation of the rain forest. Furthermore, quality, sunflower-based oil is usable for far longer and ensures healthier fried products."

## Filta also cleans drains – entirely without chemicals

In addition to fryer services, mobile services that Filta offers its customers include other services and products such as automatic cleaning of extraction systems, the high-performance grease separator FiltaFOG Cyclone, direct replacement of refrigeration seals and chemical-free drain cleaning.

Under the new agreement, Filta partners will take responsibility for regular cleaning of drains which is completely chemical-free and sustainably prevents odour build-up and guarantees free drains.

“We are very happy about this new phase of cooperation, which not only makes new customer acquisition easier for our franchisees, but also ensures even better sustainability results in other Marché locations”, says Filta Managing Director Jos van Aalst.

### Press images:



Image below: Florian Ulherr from Filta Bayern professionally cleans the fryers at Marché Mövenpick in the Munich Zoo Hellabrunn and filters the frying oil with a special machine on a micro basis.



Image below: Robert Raboczki (right), deputy chef at Marché Mövenpick in Munich zoo, relieves the burden on his staff and fries more sustainably thanks to the mobile frying services of Filta Bayern. Left: Florian Ulherr, Filta Bayern.

## **About Marché Mövenpick**

Like being at a colourful market, Marché Mövenpick has offered fresh market cuisine with a live cooking experience for over 35 years. Guests choose from a variety of hand-prepared dishes from natural, preferably local ingredients which are cooked live in the open kitchen. In addition to market place concepts for large spaces, Marché Mövenpick can also service small areas. There is a specific product focus for these, like for example Pizza & Pasta, Sandwich Factory, Vegetarian Island or Natural Bakery. In this way the brand adapts flexibly according to the location and the needs of the guests. This pioneering, prize-winning brand has won multiple prestigious awards in the catering sector. Among other distinctions, Marché was the test winner of the German ADAC, received the coveted Hamburg Foodservice Prize and repeatedly, awards from the German Institute for Service Quality in the catering sector. In 2020, Marché Mövenpick was distinguished for its commitment to sustainability by the "Deutschland Test" study, and its contemporary look won several prizes for design, such as the Red Dot Award in 2016.

## **About Filta**

Filta – full-service mobile fryer management – was founded in 1996 in the UK and operates on a franchise basis. Today Filta is established in many countries around the world and is also active in Germany (since 2015) and Austria (since 2018) with FiltaFry Deutschland GmbH, which since 2018, belongs to the Filta Group. The concept consists of filtering and cleaning cooking oil and on-site fryer cleaning including the removal and professional disposal of waste oil. Upon request, Filta delivers fresh oil and refills the fryers. Furthermore Filta provides additional mobile services: the direct on-site manufacture of refrigerator seals and regular, chemical-free drain cleaning and disinfection, as well as state-of-the-art solutions for grease separation and continuous cleaning of extraction systems.

Customers include restaurants and snack bars, hotels, caterers, sports venues, leisure parks, cafeterias and canteens among many others. In 2017 Filta was awarded the "Sustainability Project 2017" quality seal from the German Council for Sustainable Development and in 2018, the prize for excellence as a start-up from the German Institute for Service Quality. As a supplier, Filta has been recommended with the Green Key eco-label since 2019 and has been distinguished in the same year as one of the three "greenest" franchise companies by the German Franchise Association. Filta was among the companies nominated for the 2020 German Sustainability Award in the SME category. Filta is a member of the German Franchise Association as well as the Greentable and United against Waste initiatives.

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