

News Corporate, Costan, Eurocryor websites

EPTA AT IMEAT 2017, THE LEADING FAIR FOR MASTER BUTCHERS

On 26 and 27 March, with its brands **Eurocryor**, **Costan** and **Misa**, Epta will be meeting the meat specialists at **iMeat, (Pad. A Stand B16)** the only Italian trade fair dedicated to butcher's and delicatessen stores, to be held at **ModenaFiere**.

The Group will be taking part in the fifth edition of the trade fair with a complete range of solutions that were designed to furnish any store with a touch of style and guarantee an impeccable presentation of products.

Eurocryor will be exhibiting its traditional **Bistrot** refrigerated cabinets that stand out for their modern design, which **seduces consumers while highlighting products**, thanks to the exclusive **Dynamic System** technology in the cabinet. The system enables meat to be conserved for several days inside the refrigerated unit, without the need to return it to cold rooms during the night, thus maintaining its organoleptic and aesthetic qualities.

The innovative scope of Bistrot with Dynamic System is demonstrated by this solution being chosen as the perfect vehicle for presenting the spectacular creations of **Orlando Di Mario**, a meat specialist who shall be one of Epta's guests along with **Mara Labella, Chair of Federcarni Latina**.

The Eurocryor cabinets will also be the stars of the **Federcarni** stand - where a Bistrot with Dynamic System will be exhibited - and in the exhibition space of **Inalca**, a company from the Cremonini Group, the European leader in the production of beef.

Finally, the brand **Costan** will be exhibiting the new **Tango Next vertical plug-in with doors**, a compact piece of furniture that combines increased capacity and a **fetching display**, for the maximum visibility of meat and fresh packaged products that are becoming increasingly important in extending a butcher's offer. The Family Feeling of the product is expressed through the full glass doors, handles and coordinated base: these technical and aesthetic features enable this unit to be used alongside its equivalent for frozen foods, **Valzer Next**, in the organisation of a store's layout.