

## An Update to *FE&S*' 2010 Best in Class Study

The results from *FE&S* Best in Class research is typically one of the most highly anticipated articles that the magazine publishes each year. It provides foodservice operators, consultants and dealers with a way to measure the relative strengths of their suppliers. Equipment and supplies manufacturers, in turn, look to the data as a way of benchmarking their market position along several key attributes. As a result, the data is highly scrutinized, debated and more.

On the one hand, the fact that so many foodservice professionals use this data in their jobs is a source of tremendous pride for us at *FE&S*. On the other hand, we understand that with this high profile usage comes great responsibility in making sure the study is accurate, complete and representative of the market. Unfortunately, after sending the results from our 2010 study to press, it came to our attention that publishing errors were made within five product categories.

Upon learning this, we completely re-audited the results from our 2010 Best in Class study and can report with assurance that any errors were confined

to these five product categories. You can find the updated results in the data table on this page and our website [www.fesmag.com](http://www.fesmag.com).

In reviewing this year's data, we found the errors took place in the aided portion of the study and not as a result of inaccurate research. Simply put, some manufacturers were included in the aided portion of the survey that should not have been. Their inclusion in these categories led to the erroneous results.

Despite this error, it is important to note that *FE&S* did not take away any awards from a manufacturer unless the company should not have been counted in the category in the first place. It is equally important to point out that the manufacturing community has been extremely helpful and gracious in recommending and supporting the changes that have been made.

In any endeavor we pursue at *FE&S* our goal is to provide unbiased, accurate and actionable information that will help our readers excel as professionals and move the foodservice industry forward. Admittedly, as a result of the errors in our 2010 Best in Class study,

we came up short this time around.

The re-audit process introduced us to several opportunities to further enhance the value and accuracy of this study moving forward. To that end, *FE&S* is in the process of assembling a panel of industry thought leaders who will help us review product categories and descriptions prior to fielding any manufacturer's brand name in an aided study. We are also looking for ways to add product definitions to the online study to further clarify items readers are evaluating. While no plan is fool-proof, we feel taking these steps earlier in the process will help us produce a more useful, reliable and accurate product.

We regret the errors in this year's Best in Class study and any inconvenience or confusion they may have caused but our goal remains the same. We at *FE&S* want to be the voice of the industry and provide unbiased data to our readers and their factory partners.

If you have any questions or concerns about our research, do not hesitate to contact us at [joe@zoombagroup.com](mailto:joe@zoombagroup.com) and [maureen@zoombagroup.com](mailto:maureen@zoombagroup.com).

### Updated Best in Class Results

Since printing the results from *FE&S*' 2010 Best in Class study, we have identified five product categories that required us to revisit and amend our results. Following are the updated results for these categories.

Product Category	Overall	Dealers	Consultants	Operators
Blast Chillers	Traulsen	Traulsen	Traulsen	Traulsen
Cook and Hold Ovens	Alto-Shaam	Alto-Shaam	Winston Industries	Alto-Shaam
Deck Ovens	Blodgett	Blodgett	Montague	Blodgett
Induction Cooktops	Vollrath	Vollrath	Vollrath	CookTek
Ranges	Vulcan	Wolf	Montague	Vulcan