



# PRESS RELEASE

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## LOLO EXHIBITS AT NAFEM: SURPRISES AND NEW PRODUCTS AWAIT BOOTH VISITORS

BYRAM, MS (January 25, 2011) – Priced right, locally available—that’s LoLo, the newly introduced line of commercial steamers, kettles and tilting skillets that’s the answer to great meals and increased commercial kitchen productivity. LoLo will be exhibited at this year’s NAFEM Show.

“We are extremely pleased to have a LoLo booth at NAFEM in Orlando, FL this February,” states Clay Thames, National Sales Manager for LoLo. “It’s our first year at NAFEM and we’ve got some special things planned. First, we’ll be having a drawing to win two tickets to that BIG, national championship football game that will take place in February 2012. Apparently, I can’t mention the game name in print, so here’s a hint—we’ve changed the LoLo slogan from “Good Deal!” to “Super Deal!” If you are a purchaser or specifier of commercial foodservice equipment, you’ll want to come to the LoLo booth (#689) to sign up for a chance to win the tickets; the drawing will take place on the last day of the show.

“But there are more reasons to visit the LoLo booth,” continues Thames. “New products! The LoLo line is being very well received. Operators really appreciate the fact it is low priced, locally stocked, backed by a national service network and delivers operational efficiencies in the kitchen. It performs. Last October, we introduced 45-gallon kettles for batch cooking. Now, the line is being expanded to include more countertop cooking equipment. The heavy-duty design is robust—the equipment can go right in the main production line. And, the look is contemporary. NAFEM will be the public unveiling, but those who have experienced the new equipment are giving it a big thumbs up.”

For more information call Clay Thames at 601-371-6004 or visit the LoLo website at [www.getLoLo.com](http://www.getLoLo.com).