



Wrapmaster®

Wrapmaster® is safe, efficient and very easy to use

Background

Marta Cardenas Maestre is one of Madrid's most illustrious chefs. Marta joined her mother, Isabel Maestre, 25 years ago to help run the family's luxury catering company – Isabel Maestre de Catering. Over two decades the business has become the go-to for A-list clients looking for a discreet and premium catering service including Barak Obama, David Bowie, as well as the hit series, Game of Thrones. With nothing but the best considered good enough, Albal Professional Wrapmaster® is proud to be a trusted partner of Chef Marta Cardenas Maestre.

With a busy café to run along with the catering business, maintaining Spain's strict food hygiene standards is essential for the team. Especially when events can range from a party of six to 10,000 people and regularly includes weddings and corporate events.

Marta and her team use Albal Professional Wrapmaster®'s innovative dispensing system, the Wrapmaster® 4500 to help her keep her kitchen to the highest of hygiene standards. *"It is a very important issue, for us food excellence is not only about taste but*

maintaining the highest of food quality and hygiene."

The busy kitchen, which prepares a vast menu of Spanish delicacies and global cuisines means that quality wrap is always in use for prepping and cooking the freshly prepared menu; *"We have always used a lot of film, as well as baking parchment and aluminium foil when cooking. Albal Professional Wrapmaster® has many advantages over using loose rolls and what I prefer with Wrapmaster® is the ease with which you can work."*

“ Wrapmaster® provides me with a significant saving of 25%. It is very easy to use, you cut exactly what is needed. ”

Marta Cardenas Maestre,
Technical Director, Isabel
Maestre de Catering





Wrapmaster®



Concealed blade for safe cutting,
no more cuts from exposed blades



Reduces waste and increases
productivity with a proven 20% cost
in use saving vs loose rolls



Easily disinfected in a
commercial dishwasher



Easy to clean and sanitise during service,
reduces the risk of cross-contamination.
Recommended by food safety practitioners

At just 45cm, the Albal Professional Wrapmaster® 4500 meets the demands of Marta's large volume kitchen whilst helping the team maintain a clean and uncluttered workstation as *"it's paramount to have order in the kitchen, all chefs need order in the kitchen."*

As well as supporting the chef team in creating the Master Chef worthy menus, Marta also praises the safety of the dispenser and ease of use thanks to its concealed cutting system. The Wrapmaster® 4500 makes wrap *"very easy to cut, since it has a hidden blade, it's very safe. There is no risk of cuts."*

With a perfect cut every time, the business benefits of Albal Professional Wrapmaster® are clear too, as Marta also praises the cost savings from reducing her wrap waste *"Wrapmaster® provides me with a significant saving of 25%. It is very easy to use, you cut exactly what is needed."*

With Spain's strict hygiene standard to think about, as well as the safety of some of the world's most famous public figures to consider,

Albal Professional Wrapmaster® - unlike loose rolls that can easily be contaminated and spread germs - offers the chef team complete peace of mind when it comes to food safety. Reducing the risk of cross-contamination and helping to maintain a safe, and hygienic kitchen. Marta feels that *"another advantage of Wrapmaster® is that it is very easy to sanitise, I can clean it in the dishwasher."*

Albal Professional Wrapmaster® helps kitchens run smarter, safer and greener. So, would Marta recommend the professional dispensing system?

"I would recommend Wrapmaster® because it is safe, it is efficient, and it is very easy to use."

Albal Professional Wrapmaster® is part of Cofresco Frischhalteprodukte GmbH & Co. KG. The award-winning range includes the Wrapmaster® 3000, Wrapmaster® 4500, the Wrapmaster® Duo which dispenses two types of material or can be used for large volume users of one material and the Wrapmaster® Compact, which is designed for kitchens with very limited space or mobile food operations.



For more information on Wrapmaster®
call 01952 678800 or visit www.wrapmaster.global

