

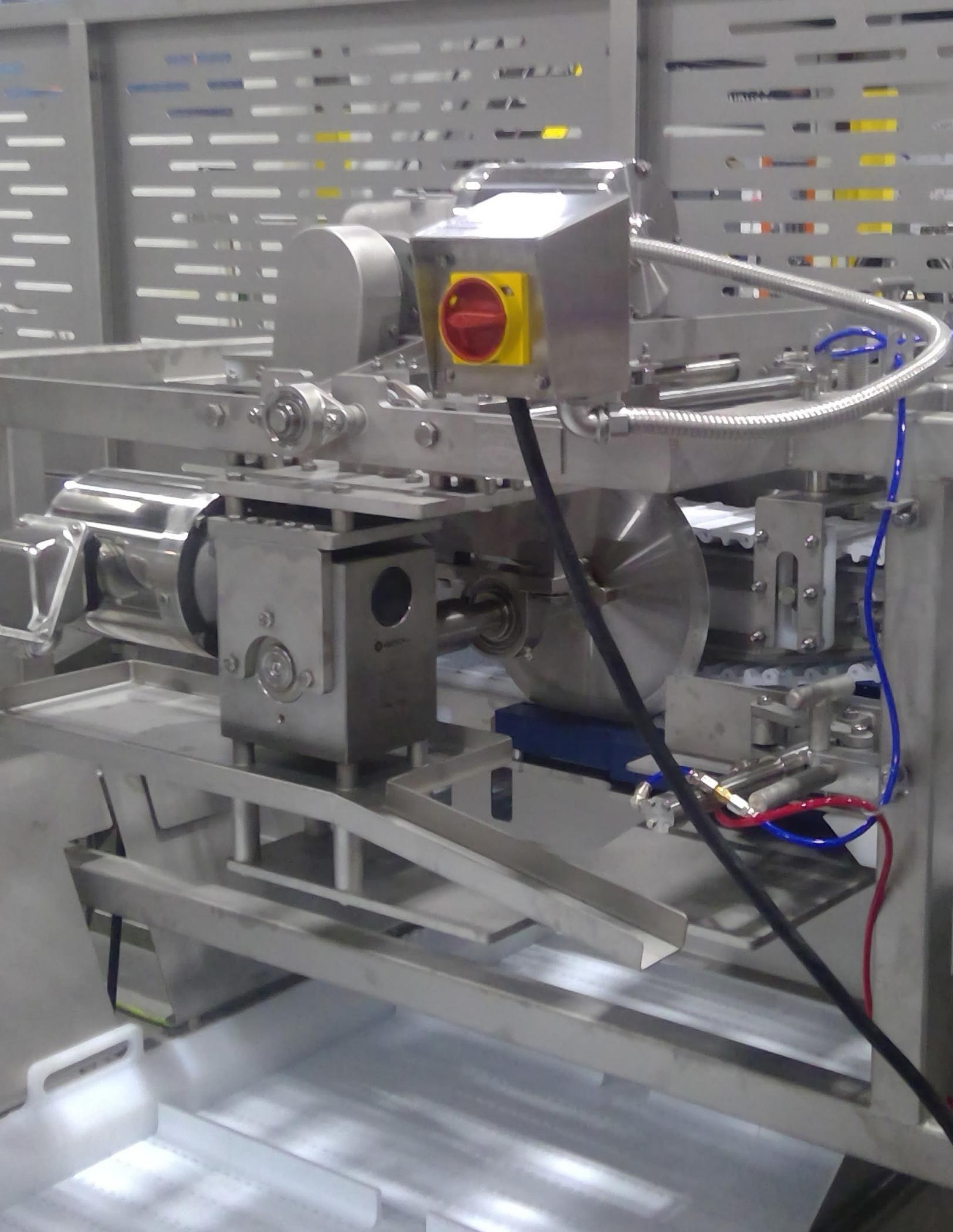
the  
**DL**

Volume 10 | March 2023



# BACON ROLLING





# Technology Spotlight:

## BACON ROLLING – STRAPPING – DOCKING

Friesen's is well known for its ability to deliver high-quality solutions across a wide array of applications. With that said, in the last few years, Friesen's customer base has vastly expanded from our protein roots to new applications such as ice cream bars, catfish, fish fry, lettuces, grated cheeses, crackers, boudin balls, and even wild alligator filets.

But the king of Friesen's applications has always been, and continues to be, BACON! Can you imagine being out with friends and explaining that your job is to make custom equipment to process large volumes of delicious, savory, BACON? It's not too bad. And, we love the plethora of bacon samples that get shipped into our factory for factory acceptance tests. These tests often take place in our temperature-controlled and private testing rooms.

After years of partnering with the country's top bacon producers, Friesen's has developed a core competency that nearly all pre-



cooked bacon lines in the USA utilize. With decades of experience, Friesen's has been building a simple automatic bacon roller with integrated side strapping and end docking. The system is typically installed after de-combing the smoked bellies from the racks and prepping them for additional cooling and/or semi-automatic loading to the belly slicers.

For pre-cooked sliced bacon, there is an incredible ROI as most often, the bacon slices are sold by the slice in food service markets. The roller presses the cooked belly flat and long. This positions the belly to be strapped and end docked with precision, yet without the complexity of some systems available on the market today.

The system is often integrated with other types of technologies like foreign material inspection and chemical lean.

This flexibility can meet the needs of our valued customers and prospects, but can also add automation like conveying the bacon trim to dicers, which will be prepared for pre-cooked bacon bit lines. The system is designed custom to each user which allows the ability to fit into awkward and/or tight small spaces.

This system has been sold to bacon processors for decades and it's not always pre-cooked bacon. Some processors see the system's value in retail bacon as a simple approach to automatic bacon pressing in a continuous system.

After years of experience, Friesen's love of bacon also proves successful in pre-cooked bacon bit lines (also, ends and pieces). Friesen's material handling prior to foreign material inspection systems and microwaves lends itself to full automation for spreading of various types of pre-cooked bacon. Whether paddles or rakes or plows, our applications team, and engineers will design the ideal solution for you and your facility.

- Pre-Cooked Bacon is often sold "by the slice". Friesen's belly roller technology helps to flatten and extend the length of the cooked bellies which allows for more useable slices per belly.
- Automatic Side Strapping and Semi Automatic Dock Ending allow optimization of the belly and increasing yield.
- Automatic Side Strapping and Ending Docking Trim can be automatically collected and/or diced for the Pre-Cooked Process.
- A plethora of foreign material inspection and/or chemical lean analysis can be integrated into the system.



#### HISTORY FUN FACT

Check out the gen 1 bellyroller design from nearly 20 years ago.

# YOUR EXPERTS IN BACON SYSTEMS

*by Friesen's since 1939*

- Unique Bacon Comb Design
- Bacon Systems for Raw or Pre Cooked Processing
- Bacon Rolling, Docking, Strapping Systems
- Foreign Material Handling Systems
- Primary and Secondary Packaging Integration



**Phone** (218) 844-4437 or 800-955-6058

**Sales** [sales@friesensinc.com](mailto:sales@friesensinc.com) **Web** [friesensinc.com](http://friesensinc.com)

**Friesen's Inc.** 1389 Cormorant Ave. Detroit Lakes, MN 56501

# DEPARTMENT SPOTLIGHT



## Friesen's Design Engineering

**DL:** Hi, Adam. There's no question that superior mechanical engineering is the core of Friesen's success. Our sales team often gets to hear firsthand from our customers what is best about Friesen's, we routinely hear compliments on our build philosophy. From your perspective, what does your group focus on when considering a Friesen's Build Philosophy?

**Adam Dunnigan:** Our design and build philosophy focuses on our customer's unique requirements for each project while being consistent in designing equipment that is robust, easy to clean, safe to operate, and maintain throughout its lifecycle.

**DL:** Since the pandemic, the world has been upside down with labor and supply chain challenges. How has this affected the engineering group and what steps are we at Friesen's taking to get ahead of the challenges?

**Adam Dunnigan:** The ongoing challenges with the supply chain requires the engineering team to get parts on order prior to having a final engineered solution adding risk to the project, or sourcing alternative parts requiring changes late in the design process. Since the pandemic,

Friesen's has significantly increased our receiving and stock room capacity to store items for upcoming projects which provides us with some flexibility if parts are delayed.

**DL:** Timely execution of projects is always important to our valued customers and prospects. From your position, what advice do you have for customers to help meet our collective goals and needs? (Example: Approval Drawings, Change Orders, Detailed Information, etc.)

**Adam Dunnigan:** It always helps to have all of the information upfront and for it to be accurate. In our industry, this seems to be a rarity more than the norm. Because of this, a timely response to questions and approving drawings are critical to keeping the project on time. The engineering team has developed strategies to be flexible while still being efficient in our processes to help account for the unknowns but to have a successful project our customers' inputs are essential.

**DL:** What is the most challenging part of building custom equipment where nothing is exactly the same? What is the exciting part of being a design engineer?

**Adam Dunnigan:** I think the first question answers the second question. The biggest challenge is that nothing is the same; however, that is what makes our job so exciting. As mentioned above, one challenge we face with custom equipment is getting all of the requirements upfront so we can hit the ground running. Resource loading can also be a challenge when designing custom equipment, but we have tools and processes in place to help overcome this hurdle. The exciting part is being able to work closely with our Customers to design equipment that meets their needs, work with our shop floor as the design is being fabricated and test the final solution all within the 4 walls of Friesen's.

**DL:** Corporate Culture is so important to any department's success. What are some of the features of Friesen's Corporate Culture relative to the Engineering Group?

**Adam Dunnigan:** The culture at Friesen's promotes creativity and trying new things. Our designs are not always successful the first time and that is ok, we embrace the process of learning and growing as we innovate new designs to find the final solution. Innovation at Friesen's is common across all teams and collaboration between everyone is what makes the culture at Friesen's unique and a great environment to work in.

**DL:** Adam, thanks for the great work from Friesen's Engineering Team. Any thoughts that you want to leave with our customers, prospects, and colleagues?

**Adam Dunnigan:** The engineering team is a great team to be a part of and is made up of very creative and detailed-oriented engineers. Collaboration is common throughout the group and the entire company creating a unique environment and is one of the many things that makes Friesen's a great place to work. We look forward to continuing working with our customers to deliver innovative solutions and take on new challenges that few in the industry are willing to look at.

# IN PRODUCTION

## Frozen Block Separator

March 2023 – Detroit Lakes, MN – On our factory floor, our team is building a monster of a machine called a frozen block separator. This machine is nearly 25 feet tall and is an absolute tower on our floor. It uses pneumatic cylinders for material handling and resembles something from a science fiction film.



# CHILI COOK-OFF

October 2022 – Detroit Lakes, MN

Congratulations to all the winners of the 2022 Chili Contest and thank you to everyone who participated!

## People's Choice 1st place:

Team Burn Baby Burn – Kristen Ketter, Jen Lindblad, Madison Olson, and Tyler Preuss

## People Choice 2nd Place:

Blame the Dog – Ward Luneburg, Bucky Haynes, Tamie Anderson, Ron Doll, Theo Dalbec, and Pete Beavers

## Chef's Choice 1st place:

Team Burn Baby Burn – Kristen Ketter, Jen Lindblad, Madison Olson, and Tyler Preuss



Left to Right: Tyler Preuss, Madison Olson, Jen Linblad, and Kristen Ketter



# APPLICATION SPOTLIGHT



## SOUS VIDE

*Restaurants today, particularly in North America, face customers who are more discerning and demanding than ever. Patrons expect high-quality food that is prepared artfully and served quickly. Food Operations that cannot meet all of these standards efficiently and cost-effectively will not survive for long.*

Over 20 years ago, I wrote a variation of this article for the Research Chef's Association that was featured in their publication, Culinology Magazine. As I reflect on this article, I see that much of it is still true today. It's astonishing to me how much of Friesen's growth is attributed to customers who utilize sous vide to add value to their product lines and gain a competitive advantage in the industry.

Successful food service establishments – including chain and independent restaurants, caterers, hotels, and universities – have discovered a method of cooking that enables them to improve food quality and consistency, reduce costs, and serve more customers in a shorter period of time.

Sous vide cooking, introduced in France in the 1970s as a way to reduce shrinkage in preparing foie gras and other delicacies, has gained widespread popularity throughout Europe (and more recently, around the globe). Food prepared in the sous vide method retains more of its natural moisture, juices, aroma, and flavor than with traditional preparation, and remains fresh for days.

Proponents of the method also appreciate the flexibility sous vide gives them to streamline food service operations. Since food stays fresh for extended periods of time after preparation, restaurants can use off-peak hours to prepare the bulk of their entrees, reducing costly labor needs during “peak” hours and eliminating the backlog that typically occurs during these times.

In the last 20 years, there are countless food processors embracing this technology and are posting record profit margins, as a result.

The following information details the advantages and potential pitfalls of sous vide cooking, demonstrating how restaurants and other food service operations can utilize it to achieve significant competitive advantages in their demanding businesses.

## WHAT IS SOUS VIDE?

As its place of origin would suggest, sous vide is a French term, meaning “under vacuum,” and is sometimes referred to simply as “vacuum cooking” or “cook-chill.” Raw or pre-cooked food products, making up a complete meal, are placed in individual portion vacuum pouches. The pouches are gently heat treated at temperatures between 140 and 195 F, a process similar to pasteurization. They are then chilled rapidly via submersion in ice water and placed in “deep chill,” held at a temperature between 32 and 36 F. Once in storage, the prepared entrees can hold for several days without losing freshness or flavor.

Proper chilling and storage methods are critical to ensuring the safety and maximizing the shelf life, of the food products. American chain restaurants that prepare food in central kitchens and ship them to distant locations around the country



sometimes choose to freeze the pouches rather than store them in a deep chill.

What distinguishes vacuum cooking from other forms of food preservation is the fact it maintains the quality of the food by retaining its distinct aroma and taste, as well as its natural juices, vitamins, and minerals. As a result, vacuum cooking can transfer the burden of food preservation to off-peak hours, helping restaurants prepare in advance for high-volume periods so that food can be prepared in a timely manner.

## VACUUM ADVANTAGES:

- Transfers food preparation to offpeak working hours.
- Improved food quality and safety
- Ideal for portion control
- Prevents dehydration and loss of juices
- Courses can be prepared / pre cooked during free time
- Elimination of bacteria and food poisoning



## COST SAVINGS AND REVENUE GENERATION OPPORTUNITIES:

The flexibility afforded by off-hour food preparation has significant cost savings and revenue-generating implications.

**Efficiencies and cost savings:** One of the key benefits of vacuum cooking to any food service business is the ability to streamline operations, shaving costs and reallocating resources as efficiently as possible.

Preparing dishes during off-peak hours lends the flexibility to spread heavy workloads over a full workday, eliminating the need for retaining costly, highly skilled labor during peak hours. Job specialization becomes possible, as more experienced chefs are freed up to generate new culinary concepts and menu ideas, while less experienced chefs focus on preparing the sous vide meals for serving.

Vacuum cooking also helps restaurants ensure portion consistency and reduce waste, as food

comes delivered in individually portioned pouches. The method also helps to reduce profit-eroding shrinkage that can occur when meals are prepared in a traditional way.

**Increased Revenues:** Sous vide cooking allows entrees to be prepared days in advance without spoilage or dehydration, enabling restaurants to serve customers quickly and efficiently, during busy hours. Many restaurants do not begin preparing their courses until a customer order has been placed. With sous vide preparation, more customers can be served in less time, leading to quicker turnover and, ultimately, greater revenues.



### **Enhanced Customer**

**Satisfaction:** Since Americans are typically in a hurry, the prospect of getting a quick and consistent meal from an established restaurant is appealing. However, while customers appreciate a reduced waiting time, they will not accept a trade-off in quality. With sous vide, this sacrifice does not have to be made. In fact, the quality of food that is prepared in this way is often higher than what is prepared traditionally. Vacuum cooking retains the intensity of food’s flavor and aroma, as well as all of its natural juices, eliminating the need for

additional salting and seasoning. Le Zest, a continental cuisine restaurant based in Campbell, California, has been using this technology in its kitchen for years. The restaurant’s popular dishes include roast beef, turkey, whole salmon, and chicken entrees. “A restaurant kitchen is a rigorous and demanding atmosphere with high expectations for consistent quality”, says Chief Chef Tadayuki Tani. “We have been able to save significant time and money and reduce our material waste by preparing entrees in advance with the sous vide method.”

## **CAREFUL PREPARATION**

While sous vide cooking yields significant benefits, it is also a very unique method of food preparation that can have disastrous results if not implemented correctly. The process involves mixing a variety of fresh ingredients – including vegetables and meat or fish – into one package as a single prepared meal. It also involves cooking food products at lower temperatures than with traditional methods. For these reasons, special attention must be paid to preventing the proliferation of harmful bacteria.



A hygienic environment, a meticulous approach toward purchasing quality products, and careful handling, cooking, and storage of food are essential prerequisites for employing the sous vide method. Inventory control to ensure proper product identity and dating is critical.

The principal factors that influence the freshness and shelf life of vacuum-cooked food include the freshness of original food components, germ content, oxygen content, water activity, pH value, temperature, and hygiene of personnel and facilities. The investment you make to vigorously meet these requirements will be well worth it.

## FINAL ANALYSIS

Incorporating sous vide cooking into your food service operation is a worthwhile investment. While the initial outlay for equipment and for the preparation of a suitable environment may be significant, the returns will far outweigh the costs. The sous vide method will pay for itself through increased revenue surplus, lower labor costs, improved service, and food quality (which yields repeat customers), and portion control.

“Sous Vide Cooking is an essential part of the culinary industry. Every noteworthy chef should be skilled in this aspect of food preparation,” said William Lyman, CEC, AAC, Certified Executive Chef & Consultant.



**Jason Green**  
VP SALES & MARKETING

Indeed, any food service operation looking to achieve greater efficiencies to reduce costs and allow for growth should take advantage of the opportunity to incorporate sous vide cooking into their business.

Jason Green is the VP of Sales and Marketing for Friesen's.  
He can be contacted at [jgreen@friesensinc.com](mailto:jgreen@friesensinc.com)

# TOY DRIVE

Detroit Lakes, MN – Friesen’s participated in the annual Christmas Toy Drive. The proceeds were delivered to Lakes Area Kinship for those who need a little support during the Holiday Season.



# UGLY SWEATER DAY



Left to Right: Shelly Krause, Tom Murphy, Madison Olsen, Brandon Ketter, Kari Adkins, Brett Friesen, Haley Baer, Jenny Lindblad, Kristen Ketter, Cora Averbek, Walker Martin, and Adam Dunnigan.

# GREAT CAREERS BEGIN HERE

Third  
Generation  
Family-Owned Business  
Focused on Providing a Fun, Vibrant  
Culture of Talented and Inspired Individuals

Friesen's designs and manufactures innovative automated processing system solutions for the top fortune 500 Consumer Producing Companies in the world. When you join Friesen's, you'll be working as a Team with individuals who are dedicated to producing outstanding equipment to meet our client's needs. We're hiring for the following positions:

- Field Service Technician
- TIG/MIG Welders
- Sandblast
- CNC Machinists
- Applications Engineers
- Router / Laser / Waterjet Operators
- Logistics
- Saw Operators
- Press Brake
- Mechatronics Technicians
- Automation Controls Engineers
- Design Drafter
- Metal Finishing
- Mechanical Engineer
- Electrical Technicians



# WELCOME TO THE FAMILY



**Haley Baer**  
JANITORIAL LEAD



**Jason Brink**  
ELECTRICAL TECHNICIAN



**Paul Schultz**  
MAINTENANCE



**Andrew Ferguson**  
MECHANICAL ENGINEER



**Shelly Krause**  
TRAVEL COORDINATOR  
RECEPTIONIST



**Neil Sirucek**  
CNC MACHINIST



**Tom Keeports**  
CONTROLS ENGINEER MANAGER



**Zachary Emslander**  
ELECTRICAL TECHNICIAN



**Salvador Garcia**  
GENERAL LABORER



**Matt Lucca**  
CONTROLS ENGINEER



**Charles Kramer**  
GENERAL LABORER



**Zachary Cathey**  
REGIONAL ACCOUNT MANAGER



**Jacob Hegna**  
TIG / MIG WELDER



**Alec Reynolds**  
GENERAL LABORER / GRINDER

## PROMOTIONS

**Madison Olson** – FINANCE ASSISTANT

**Nick Kuechle** – MECHANICAL ENGINEER LEAD

**Dan Evenson** – CONTROLS ENGINEER LEAD

**Wylie Lunde** – CNC MACHINIST

# DRONE FOOTAGE FOR FAT'S

Detroit Lakes, MN – There's always something exciting happening on the Friesen's production floor and this time, it could be a drone flying over your head. In some of our recent projects, we've started to produce videos from drones to show an overhead view of a particular system. This can help our valued customers explain and present to their remote colleagues that the factory test was successful as well as documentation of what was seen. Ask your salesman about these capabilities and we'll make sure to be prepared for your next FAT with full-on drone footage.



## WE'RE ON YOUTUBE

Like videos? Check out our YouTube Channel featuring videos about our wide range of applications.



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[Click here to visit us on YouTube](#)

# JUST FOR FUN



**HAHAHAHA!!**

# EMPLOYEE APPRECIATION

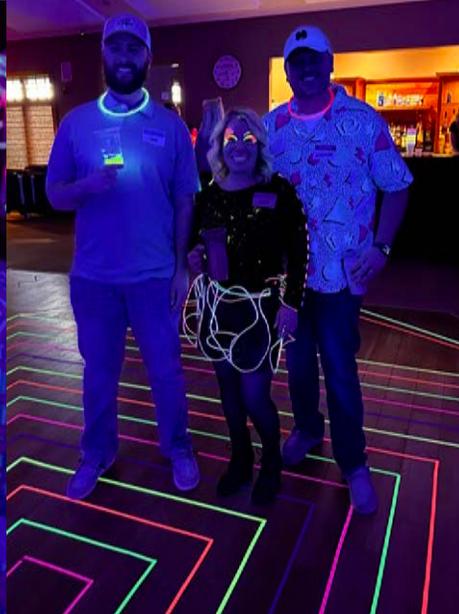
Perham, MN – February 2023 – Friesen’s held the annual company appreciation party with a great new idea for a celebration, a Black Light Party. The centerpiece was a renowned comedian that had all of us giggling from the rafters. There were a bunch of prizes and giveaways through active games and raffles that included guns, home accessories, and vacations. That, paired with amazing food, fantastic costumes, and smiling faces, allowed for an amazing night of fellowship and rib-tickling.

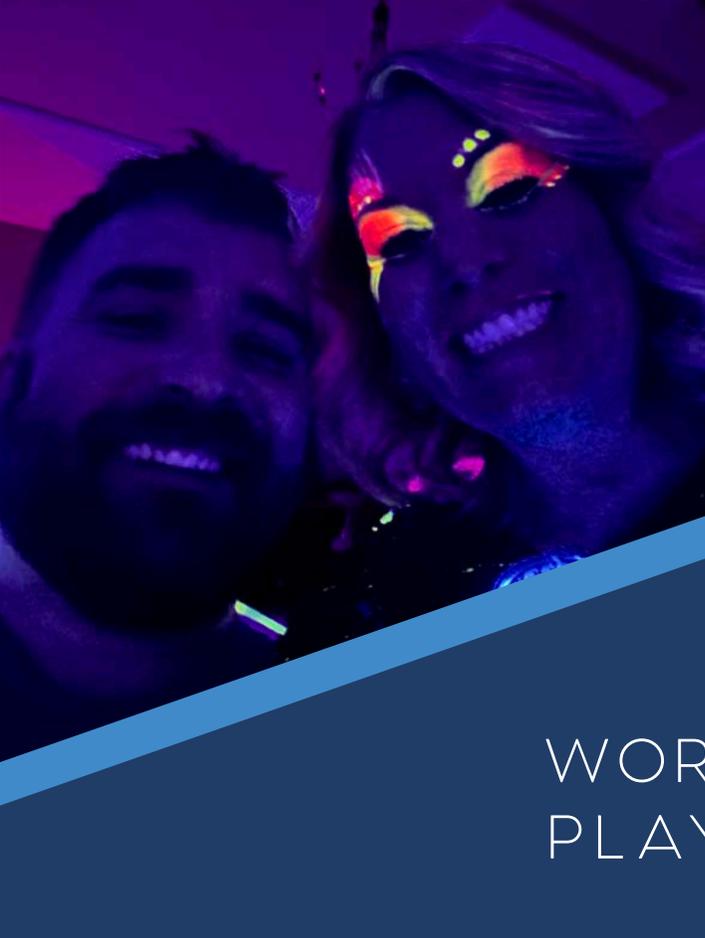


## SALESMAN OF THE YEAR



Brett Friesen and Jason Green present the 2022 Salesman of the Year Award to Nick Cervenka for his achievements and excellence in customer care.





WORK HARD  
PLAY HARD

# ON THE HORIZON

## FRIESEN'S INDUSTRY TRADE BOOTH COMING SOON!

Detroit Lakes, MN – For years, our customers and fellow OEM's have asked for Friesen's to showcase in industry trade shows. It's with pure excitement that Friesen's is announcing a booth is in design and build for an upcoming trade show. Friesen's has a collaborative group effort to design and build a booth that we hope will be both innovative and informative for our customers.





UltraSource designs manufactures & supports top of the line kill floor, processing, packaging, & labeling equipment from our headquarters in Kansas City, Missouri.

# INLINE LABELING SOLUTIONS

## AUTOMATED IN LINE TOP & BOTTOM PACKAGE LABELING MACHINES



### **Posi 200 Labeler**

Our Posi 200 affixes pressure sensitive labels to the top and/or bottom of flexible or rigid packages, trays, or boxes. Is also well suited for in line labeling applications fed directly from food packaging machines with a labeling accuracy to within  $\pm 1.0\text{mm}$



### **Matrix Express Labeler**

Our portable Matrix Express in line labeler is the perfect cost effective labeling solution for any packaging line. The portability of Matrix Express enables operators to easily position the labeler anywhere in their packaging line to apply virtually any size pressure sensitive label, such as IRCs (instant redeemable coupons), primary, and nutritional labels to the tops of boxes and packages.



### **Posi 400 Box Labeler**

Designed for food environments, our Posi 400 automatically affixes pressure sensitive labels to the top and/or side(s) of trays, boxes, and a wide variety of finished products.

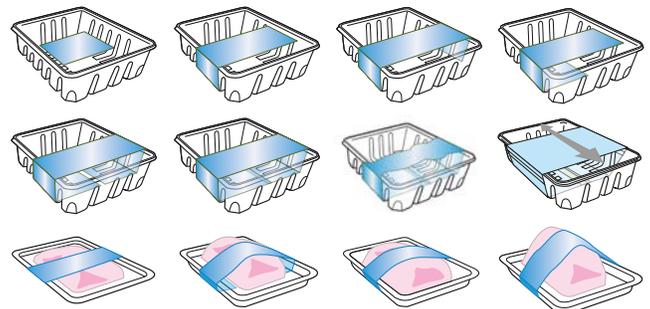


### **Ravenwood Nobac 5000**

Enhance the appearance of your products with wrapped, linerless labels applied by the Nobac 5000 Series Linerless Label Applicators. The Nobac 5000 Series can take your product presentation to the next level!

### **Espera® 5900 Series Semi-Automatic Weigh Price Labeling**

This semi-automatic system requires small floor space. It is available as a standalone solution for manual product feed or can be integrated into existing production lines via automatic product feed. The 5900 supports up to 65 packages per minute.



# ON THE ROAD

## Pack Expo

October 2022 – Chicago, IL – We were lean and mean at the Pack Expo, but we definitely walked a lot of miles while wearing cheerful smiles. The Pack Expo is one of the largest trade shows



we attend and we had a very good show with nearly 100 meetings and discussions relative to projects. Friesen's was represented on four booths including Anritsu, FOSS, Emerson, and Peco Inspix. The rewarding part about attending the show is seeing our brand well recognized with Friesen's great reputation. We met with many customers that spoke very highly of Friesen's with comments of reliability, robustness, and overall quality of equipment

## IPPE Expo

October 2022 – Atlanta, GA – Friesen's was well represented at the International Production and Processing Expo (IPPE) this past January. Friesen's top-of-the-line equipment was represented on both the Linde Booth and the FOSS booth to support our partners in presenting world-class design and fabrication. The team had well over 75 meetings that will support our strength in the industry and further collaboration with valued partners for future business. Make sure to come see us next year, January 30 – Feb 1, 2023.



Left to Right: Andrew Friesen, Jason Green, Shane Peterson, Zachary Cathey, Tom Hunter, and Nick Cervenka

# PRECISION IN-MOTION WEIGHING



PROTEIN



BEVERAGES



BAKERY



SNACK FOODS



VEGETABLES



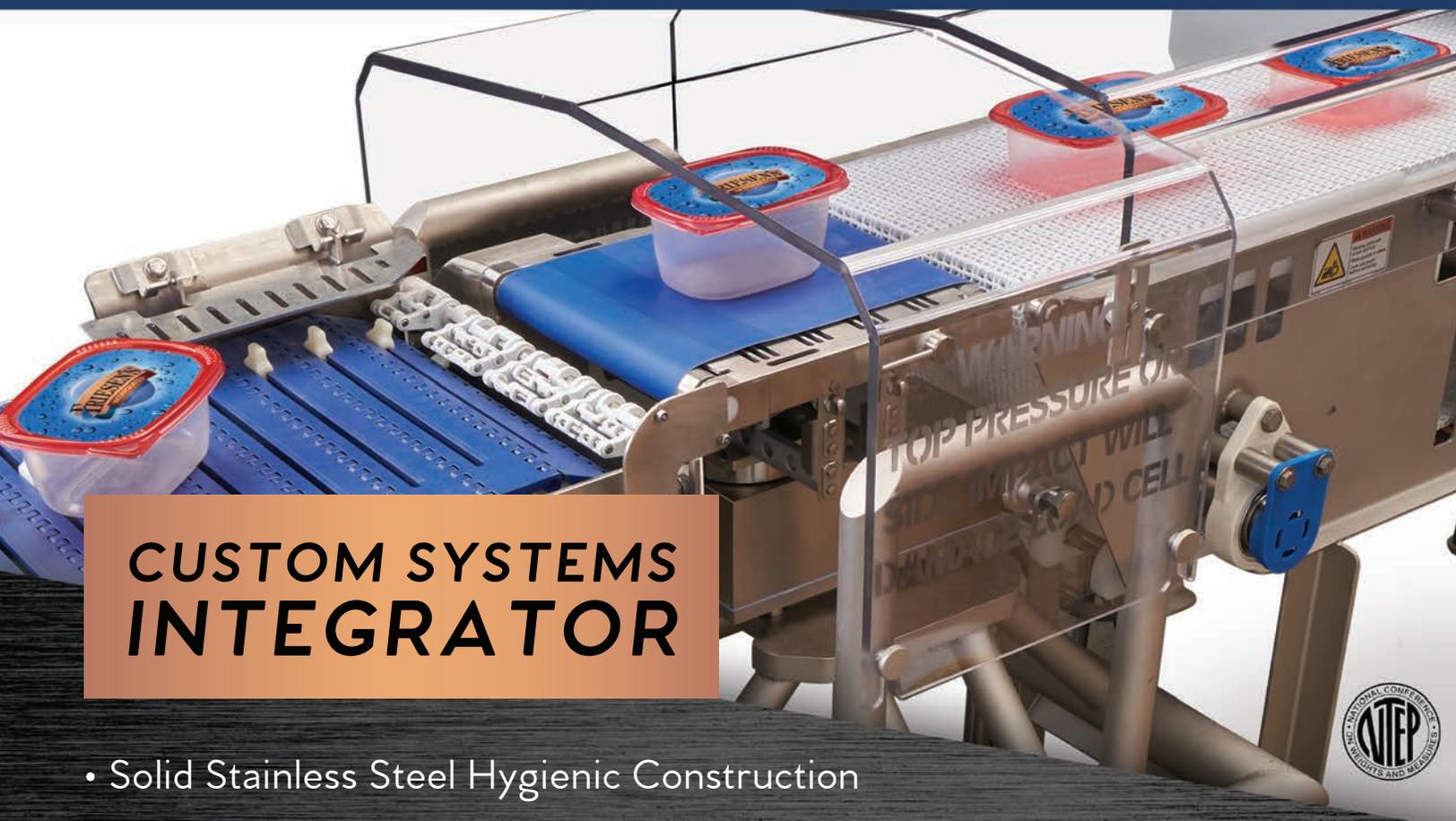
CHEMICAL



MAIL & LOGISTICS



COSMETICS



## CUSTOM SYSTEMS INTEGRATOR

- Solid Stainless Steel Hygienic Construction
- Industry 4.0 (Customized to your specs)
- Industry Leading Accuracy
  - Auto-Zero
  - Equipment Feedback Capabilities
  - Weigh Price Labeling
  - Counting Applications
  - Multi-Lane Configurations
  - Raw, Packaged to Case



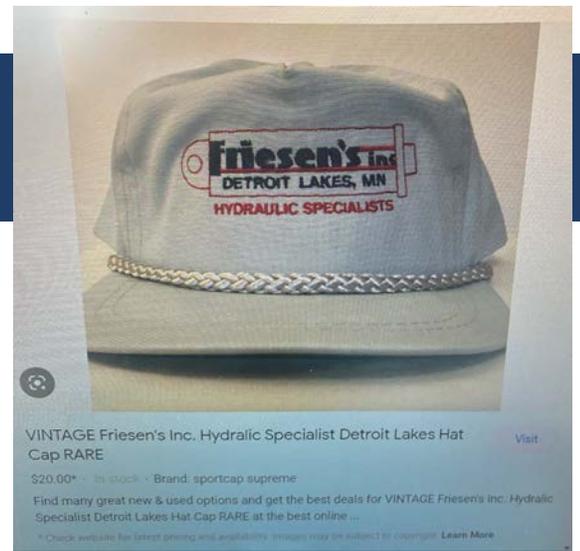
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Friesen's Inc. 1389 Cormorant Ave. Detroit Lakes, MN 56501

# BIT OF HISTORY

You just never know what you'll find on the internet. This vintage gem from Friesen's Hydraulic era days was found on eBay.



# POLAR PLUNGE

Detroit Lakes, MN – Friesen's Service / Install Manager, Tom Hunter, participated in the Chillin' For Children Polar Fest Plunge and raised an outstanding \$8,052 for the Boys & Girls Club of Detroit Lakes. Way to go, Tom!!

## CHILLIN' FOR THE CHILDREN



26TH ANNUAL POLAR FEST PLUNGE  
SATURDAY, FEBRUARY 26TH—LITTLE  
DETROIT LAKE



Fundraiser  
**Tom Hunter**

**\$8,052 Raised**

Come see me plunge for a cause at Detroit Lakes Polar exceed my 2k goal I will plunge as Bozo the clown!



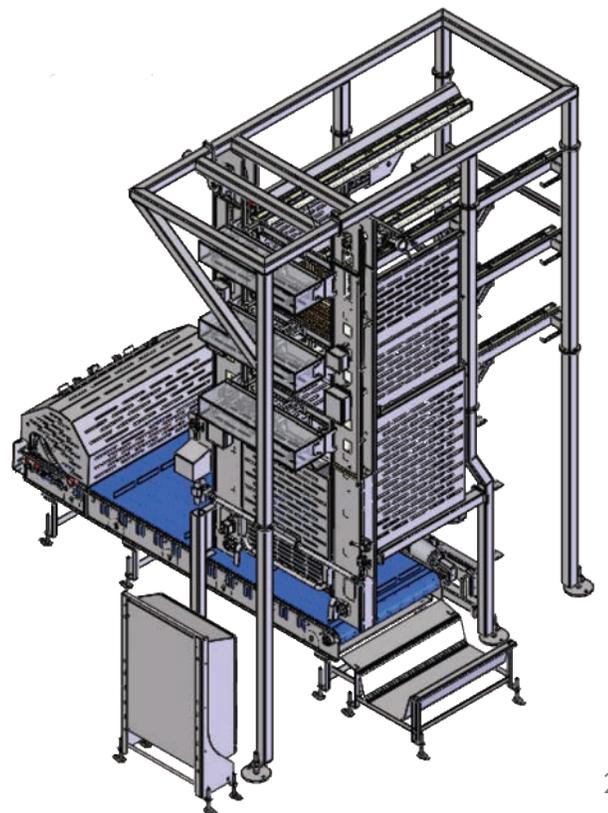


# BE ON THE LOOKOUT....

## ENJOYING THE DL?

Your thoughts matter. If there is anything you'd like to see in future newsletters, please let us know and we'll take it into consideration!

Watch for information on Friesen's Stick Loaders in our next newsletter!



# CUSTOM DESIGNED FOOD PROCESSING SYSTEMS *by Friesen's since 1939*

**DEPENDABILITY  
YOU CAN TRUST**

We've been designing and delivering customized engineering solutions for food processors since 1939.

Engineering is the backbone of Friesen's approach. Our in-house engineers are expert system integrators.

24/7/365 Nationwide service and support guaranteed.



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