

INNEON

Success Stories

QUALITYFRY in a nutshell: Fry wherever you want

QualityFry is the market reference in no-fume and no-odor frying systems design, manufacture and distribution, by using an innovation 100% Spanish technology, worldwide protected, able to fry different products at the same time, without smoke, without odor and without mixing of flavors.

The product does not require fume extraction ducts and is suitable for cooking both fresh and frozen products. It can fry automatically and independently and achieves optimum cost-effectiveness by offering high quality products in record time.

QUALITYFRY products have been designed to combine reliability, safety and productivity. It does not require special training to be operated.



The origin of QUALITYFRY

QUALITYFRY arose from the wide experience of Javier Fernández (CEO) and Juan de Sala (CCO) in the vending and HORECA sector. After having observed current trends in those sectors the two founders have identified the main objective of QUALITYFRY: to automate the traditional food frying whilst conserving its uniqueness and nutritional value.

The first idea belonged to one of the promoters, Javier Fernández that, as a salesperson of a vending company, imagined smoke free vending machine.

They acquired a Spanish patent and with the help of a technical staff and engineers they managed to develop and improve this idea up to a market-ready product.

ENTREPRENEUR

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www.qualityfry.com

The INNEON effect

The most important outcome of QUALITYFRY's cooperation with INNEON was the received international visibility on the product. Through this, the company got in contact with foreign investors and even has been contacted by a large Chinese company to discuss potential agreements on collaboration and technology transfer.

On the other hand, the reflection and optimization of QUALITYFRY's concept together with the INNEON coaches helped to clearly define the plan for the future of the company, focusing the entrepreneur's efforts on those products considered as priority areas and developing the future projects.

In January 2016, QUALITYFRY secured a capital increase for over one million euros in an operation led by Kereon Partners, with the participation of Caixa Capital Risc.

Although this particular contact was established before the cooperation with the INNEON program, the support received during the coaching enabled the company to strengthen the eco-innovative dimension of the product and promote it as a quality aspect.

Already awarded

QUALITYFRY was awarded with the "Seal of Excellence" under the Horizon 2020 Framework Program for Research and Innovation. Thus, QUALITYFRY products such as the FAST CHEF ELITE fryer have been recognized as an important innovation in the foodservice sector.

On the other hand, first round of investment reached 300,000€, and a second round reaching 1 million euros was achieved in January. Total investment has reached 2 million Euro until today. QUALITYFRY is now planning to expand into new markets and expects sales about 400 devices for 2016.

**More informations on our
website: WWW.QUALITYFRY.COM**