



June 28, 2019

## **Ice Maker Production Commences in Brazil**

In June 2019, HOSHIZAKI Corporation's Brazilian subsidiary Aços Macom Indústria e Comércio Ltda (Macom) commenced local production of ice makers previously imported for sales from HOSHIZAKI Group companies.

Thanks to active promotion in Brazil by Macom of the superior quality of ice machine-made ice, more and more commercial customers, especially major overseas [restaurant] chains in Brazil, are increasingly adopting ice makers as a replacement for store-bought, packaged ice, which was previously the norm. More ice maker customers will be gained through much shorter lead time to be realized by local production. To begin with, two smaller-sized models with the most customer inquiries commenced production in June at Macom's head office plant. These are expected to be followed by three more models before the end of 2019. Models and units will be gradually increased with the aim of achieving 3,000 units in domestic annual ice maker sales in 2021.

Established in 1972 and a HOSHIZAKI Group company since 2013, Macom is a leading Brazilian food service equipment manufacturer. In addition to ice makers, Macom's wide-ranging product portfolio includes its own-brand refrigerators, gas ranges and other cooking equipment, and commercial kitchen equipment. Macom products are adopted widely especially by hotels and major restaurant chains, and are rated highly for their quality.

Aiming to achieve the top global share in ice makers, HOSHIZAKI intends to explore untapped ice maker demand, and build systems for producing and marketing ice maker products that best respond to market needs.



Ice Makers manufactured by Macom  
KM-40B (Left)



KM-140B (Right)



Macom Headquarters Plant  
(Guarulhos, Brazil)

CONTACT

**HOSHIZAKI CORPORATION**

〒470-1194 3-16 Minamiyakata, Sakae, Toyoake, Aichi

(PR window) General Affairs Department TEL : +81-(0)562-96-1111

(Inquiry desk) Global Business Division, Global Business Planning Section TEL : +81-(0)562-97-2119