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Commercial Refrigerators Launched in South Korea

In August 2019, HOSHIZAKI Corporation's subsidiary HOSHIZAKI Korea Company Limited released for the South Korean market a range of commercial refrigerators manufactured at the HOSHIZAKI Group's Suzhou factory.

HOSHIZAKI is actively expanding sales in the South Korean market, especially of ice makers and dispensers (cubelet ice, miso soup, automatic draft beer, etc.), and the launch of the commercial refrigerator line is expected to further expand its business range.

The launch of the high-spec, competitively priced refrigerator was in response to the recent rising awareness of food safety in South Korea and the concomitant rising market demand for greater cooling capacity in commercial refrigerator, which means safer storage of food. The sales target, which the company hopes to reach quickly, is 2,000 units per year in the country.

HOSHIZAKI aims to raise its international profile as a food service equipment manufacturer by continuing to actively launch products that respond to respective local market needs.



HOSHIZAKI Commercial Refrigerator

- Product and development features
 1. HOSHIZAKI brand at a competitive price: The product offers the reliability and confidence promised by the HOSHIZAKI brand, good cost performance.
 2. Cooling capacity: The product offers superior cooling capacity compared to competitor products (as tested by HOSHIZAKI).

- Target customer and market
Restaurants and hotels in South Korea

CONTACT

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