



April 14, 2022

## **Lancer Worldwide to Release New Dispenser for Asia**

**- Cultivate Asian market by introducing Asia-fit product -**

**LANCER**<sup>®</sup>  
W O R L D W I D E

The launch of a new counter electric beverage dispenser, the CED 400, by LANCER CORPORATION (hereinafter referred to as "Lancer"), a US subsidiary of Hoshizaki Corporation, takes place in April 2022. This dispenser targets the Asian market based on the sales company, Lancer Shanghai Co. Ltd. (hereinafter referred to as "Lancer Shanghai") which was established in Shanghai in April 2020. Some of the prominent features of this unit are as follows:

### ■ **World's Narrowest Dispenser Featuring Eco-Smart Cooling™**

The CED 400 is a counter electric beverage dispenser designed for fast-food chains and other establishments with relatively smaller kitchens as typically found in Asia. The small 10.8" (275 mm) footprint allows users to effectively use their space in the kitchen. The CED 400 is the world's narrowest 2-4 valve dispenser in its class\*. Boasting the latest technology for energy savings and sustainability with the flexibility to offer carbonated and non-carbonated beverages.



### ■ **Easily Removable Refrigeration Deck**

While conventional models require the entire unit to be taken to a shop for repair, the internal refrigeration deck on the CED 400 is completely removable for ease of service. It allows the technician to determine if it should be serviced on-site or swapped out with another deck, meeting customer needs for minimizing downtime in the event of a breakdown.

### ■ **Lancer Shanghai to Expand Business in Asia**

More and more global fast-food chains, which are Lancer's primary target, are expanding into Asia. Lancer Shanghai offers an engineering service team, allowing them to identify customers' needs for custom designs that harmonize with the atmosphere and image of the store.



\* Based on the survey by Lancer

LANCER CORPORATION was founded in 1967 in San Antonio, Texas. Since they began manufacturing their own beverage dispensers in 1971, they have been a leading innovator in the industry ever since. In addition to their overwhelming presence in the North American market, Lancer has also built a global sales network, with facilities in Mexico, Australia, New Zealand, Belgium, United Kingdom, and China. Hoshizaki Group continues to challenge further proactive investment for overseas business including M&A, expanding its existing business and venturing into new domains as it aims to become the world's best company for food service business.



Lancer Beverage Dispensers - Line Up

【Lancer Corporation website】

<https://www.lancerworldwide.com/>



Electric connection	115V/60Hz	220V/50Hz	220V/60Hz
Power consumption	270W	450W	450W
Dimensions	W x D x H (mm) 275 x 719 x 764		
Weight	66.2kg		
Refrigerant	R290 (propane) (*2)		
Exterior	Stainless		

(\*2) Natural refrigerant to omit less greenhouse gas

**LANCER WORLDWIDE**

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