



Be an iSi Hero

iSi Culinary launches gastronomy support campaign

Media exposure, help with advertising costs and a public platform for promoting businesses and attracting customers – iSi Culinary’s blueprint for boosting the hospitality industry in Austria and Germany. Long-established Austrian company iSi is throwing its weight behind the unsung heroes of the restaurant trade, who give their best day after day, through a wide-ranging campaign and valuable money saving tips, and shining a light on the achievements of this special group of ‘iSi Heroes’. In addition to restaurants, the campaign also encompasses cafés and coffee shops, patisseries and bars. Its goal is to boost awareness, visitors numbers and revenues for businesses, in a show of solidarity with its customers.

Vienna, 07. September 2020 | The past few months have left the crisis-struck f&b industry facing unprecedented challenges. But despite all the uncertainty and doubt, cooks, barkeepers and baristas are giving it their all every day to keep businesses going. “This makes them heroes in our eyes – iSi Heroes!,” said iSi Culinary Managing Director Maria Fürnhammer-Roskopf. “It is precisely this commitment from every single individual that we want to honour with the campaign, by supporting and drawing attention to the heroes of the gastronomy,” she explained. A purpose-built [website](#) gives companies in Austria and Germany the chance to showcase their businesses and reap the benefits of the extra coverage it generates.

Money saving tips to increase flexibility and efficiency of commercial kitchens and bars

iSi Culinary is not just the Austrian global market leader and a manufacturer of high-quality chargers, whips and siphons, but as an industry specialist and long-term partner to its customers, it is particularly well attuned to the needs of the restaurant trade, system caterers, hoteliers, cafés and bars. Working closely with its partners and focusing on high quality standards, iSi supports them with innovative kitchen technology and culinary know-how for a broad range of possible applications. As well as providing a platform for highlighting the work of its iSi Heroes, the [isiheroes.com](#) website is also a place for gastro professionals to find inspiration, recipe ideas and all the latest trends. The campaign centres on valuable money-saving tips that will help improve the visitor experience while helping to keep costs under control for business owners. And iSi’s handy tips prove that this does not have to be a contradiction in terms by demonstrating:

- how using the iSi system increases efficiency and flexibility of kitchen processes during mise en place,
- how the quantity of ingredients used is reduced through increasing volume to create more portions – without sacrificing quality.
- That the iSi system increases shelf life by up to 10 days without any artificial preservatives
- and the visitor experience is enhanced through appealing textures and a contemporary touch – without any additional investment.

Become an iSi Hero

The campaign will get under way in September, when submissions open for all businesses to enter their iSi Heroes and start putting the coverage of the iSi platform to work in their favour. Simply prepare an iSi dish or drink, add it to the menu, send in the photos and start to reap the benefits of a strong network– it couldn’t be easier!



Selected businesses will also be given an advertising budget of EUR 200 which iSi will use to help with promotion on Google, Google Display, Facebook and Instagram. In conjunction with this, iSi will launch a new video series entitled “iSi zu Gast bei”. Working alongside industry professionals, iSi Culinary will share valuable – and entertaining – tips and tricks with chefs on how to get the most out of the iSi system, as well as some of the countless culinary solution that can be achieved using iSi equipment. “iSi is based on an innovative system: which saves costs in the hospitality industry thanks to its efficiency, while delivering a sensational, full-flavoured experience for guests. A system that is already well-established and anchored in many businesses in the industry. We are using creative ideas and flashes of inspiration to encourage our customers to use it to its full commercial potential,” concluded Maria Fürnhammer-Roskopf, who is looking forward to receiving lots of submissions from the iSi Heroes.

iSi Heroes is an initiative of iSi GmbH and supported by the Vienna Economic Chamber (WKW).

Campaign details and entry requirements can be found online at www.isiheroes.com

For additional information, recipes and videos, visit <https://www.isi.com/us/culinary/recipes>

PRINT-READY IMAGES

Please use the following link to download the high-resolution versions of the images below: [download](#)
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Rose and raspberry syrup / iSi
Gourmet Whip/Rapid Infusion Set
[RECIPE](#)



Nitro Espresso Martini / iSi Nitro
[RECIPE](#)



Markus Leitner / iSi Thermo XPress
Whip PLUS



Pumpkin Foam Soup / iSi Gourmet Whip with heat protection
[RECIPE](#)



Oreo Café Latte / iSi Dessert Whip
[RECIPE](#)



Garden Herb Oil / iSi Gourmet Whip / Rapid Infusion Set
[RECIPE](#)



New York Cheesecake Cappuccino / iSi Cream Pro Whip
[RECIPE](#)



'iSi Heroes' campaign logo



Maria FÜRnhammer-Roskopf,
Managing Director of iSi GmbH and
iSi Culinary

About iSi

iSi Culinary is part of the iSi Group and one of three business units that have been producing and exporting pressurised gas cylinders for various industries worldwide since 1964. A global market leader, Austria-based iSi Culinary is a byword for innovative, high-quality products for commercial and home applications. Its portfolio of products comprises seamlessly integrated devices, charges and accessories for use in the production of whipped cream, espumas, soups, sauces, desserts and sodas as well as creative nitro drinks. The company supplies its products to 90 countries worldwide from its Vienna headquarters.

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