



Press release FiltaFry Deutschland 28 July 2020

New franchise power for mobile fryer service in Germany, Austria and Estonia

Despite the coronavirus and the associated bad news from the restaurant and catering industry over recent weeks, FiltaFry was able to acquire four new franchise partners who will bring more sustainability to professional kitchens with their mobile fryer service as well as other solutions. At present 13 franchisees at 17 locations or areas in Germany and Austria service more than 400 customers from the food service and hotel industries. These include several leading caterers, student unions, furniture chains as well as numerous restaurants, hotels, stadiums and leisure facilities.

While Vitali Becker is opening up the Ostwestfalen-Lippe area with cities such as Bielefeld, Herford and Paderborn, Abbas Awada is starting with FiltaFry in the cities of Düsseldorf and Berlin, where he continues to service already existing customers and will continue to actively drive forward the growth of the company.

The benefits are clear

Michael Mohl is a new addition in Austria with the East Austria territory, including Vienna. He is the second Austrian FiltaFry partner along with Philipp Kastan, who is responsible for West Austria. An industry insider, Michel Mohl knows about the benefits that FiltaFry offer him: "It is still a very new, largely unknown system in Austria and I see high growth potential that I can tap into gradually and sustainably", emphasizes Mohl. "Also in terms of financial feasibility, I have not found a system that is equally as attractive for me."

Launch in the Baltics

FiltaFry is now operational in the Baltic region as well. Despite difficult circumstances because of restricted travel options, FiltaFry Estonia successfully launched with Merilin and Aivo Ader.

“It’s important for us to see that even in extraordinary circumstances like the present one, we can survive in the market with our unique concept for mobile fryer management and additional measures to strengthen franchise partners, and that we are also appealing to interested parties internationally”, says Jos van Aalst, Managing Director of FiltaFry Deutschland.

Additional partners sought

In order to reach the medium-term objective of being able to offer the FiltaFry service throughout the German-speaking region, FiltaFry is looking for growth-oriented entrepreneurs in Munich, Nuremberg, Freiburg, Bremen, Kiel, in numerous East German urban areas and in Switzerland, among others.

Press photo:



Photo: FiltaFry Managing Director Jos van Aalst (left) welcomes new partner for Austria East, Michael Mohl (right)

More photos for download: <https://www.filtafry.de/presse/pressebilder>

About FiltaFry

FiltaFry – full-service mobile fryer management – was founded in 1996 in the UK and operates on a franchise basis. Today FiltaFry is established in many countries around the world and is also active in Germany (since 2015) and Austria (since 2018) with FiltaFry Deutschland GmbH, which since 2018, belongs to the Filta Group. The concept consists of filtering and cleaning cooking oil and on-site fryer cleaning including the removal and professional disposal of waste oil. Upon request, FiltaFry delivers fresh oil and refills the fryers. Furthermore FiltaFry provides additional mobile services: the direct on-site manufacture of refrigerator seals and regular, organic drain cleaning and disinfection.

Customers include restaurants and snack bars, hotels, caterers, sports venues, leisure parks, and company and university canteens among many others. In 2017 FiltaFry was awarded the “Sustainability Project 2017” quality seal from the German Council for Sustainable Development and in 2018, the prize for excellence as a start-up from the German Institute for Service Quality. As a supplier, FiltaFry has been recommended with the Green Key eco-label since 2019 and has been distinguished in the same year as one of the three “greenest” franchise companies by the German Franchise Association. FiltaFry was among the companies nominated for the 2020 German Sustainability Award in the SME category. FiltaFry is a member of the German Franchise Association as well as the Greentable and United against Waste initiatives.

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