



Press release Filta Germany, 7 August 2023

## **Mobile fryer service: Maja Schneider is Germany's first female franchisee to launch Filta Berlin**

As of 1 August, Maja Schneider, as a new Filta franchisee in Berlin, will ensure clean deep fryers and micro-filtering of the frying oil with our mobile deep fryer services in the kitchens of the capital, resulting in significant savings in oil consumption.

"Maja has been responsible for marketing and press relations since the German launch of our franchise in 2015 and will continue to look after both," says Filta managing director Jos van Aalst. "We are all the more pleased that she, as the first woman on board our franchise family, is now also driving the expansion of Filta services as an independent entrepreneur with her Berlin team."

"Living in Berlin, I have been able to closely observe and familiarise myself with the Filta business here for many years," adds Maja. "Now is the right time for me to take this into my own hands. With the size and infrastructure of this city alone, I see the road to success as a big challenge that I'm really looking forward to."

With Thomas Kokott and Sandi Huseinovic, Maja already has two long-standing and, above all, field-tested fryer specialists in the team. The youngest employee, Linus Sohr, has successfully completed his induction period and is already on tour independently.

Maja is also taking over an existing customer base, some of whom have already been using the Filta service for deep fryers and frying oil on a weekly basis for many years. These include Marché and BMB with their restaurants and snack bars in both Berlin zoos, the gastronomy in the Mömax furniture stores and several burger chains with their stores.

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Image 1: The field-proven Filta Berlin core team with service staff Thomas Kokott (left) and Sandi Huseinovic (right) with franchisee Maja Schneider



Image 2: Maja Schneider signing the franchise agreement. Right: Nico Slutter, FiltaFry Deutschland GmbH

### About Filta

Filta – full-service mobile fryer management – was founded in 1996 in the UK and operates on a franchise basis. Today Filta is established in many countries around the world and is also active in Germany (since 2015) and Austria (since 2018) with FiltaFry Deutschland GmbH. The concept consists of filtering the cooking oil and on-site fryer cleaning including the professional disposal of waste oil. Upon request, Filta delivers fresh oil and refills the fryers. Furthermore Filta provides additional mobile services: the direct on-site replacement of refrigerator seals and regular, chemical-free drain cleaning, as well as state-of-the-art solutions for grease separation and cleaning of extraction systems. Filta is part of Franchise Brands Group since May 2022.

Customers include restaurants and snack bars, hotels, caterers, sports venues, leisure parks, and company and university canteens among many others. Filta is an active member of the German Franchise Association as well as the Greentable and United against Waste initiatives. Filta received the Green Franchise Award and the German Award for Sustainability Projects in 2022, and the 2023 German Sustainability Award.  
[www.filtafry.eu](http://www.filtafry.eu)

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