



Press release Filta Deutschland, 17 October 2023

Filta will again rely on the Franchise Expo in Frankfurt/Main in 2023 for the acquisition of new franchise partners from November 9-11, 2023, Stand A104

- Mobile services for deep-fat fryers, oil and grease more in demand again*
- Filta ensures greater sustainability and savings in commercial kitchens.*
- Complementary services offer franchisees additional sales opportunities.*

Since the founding of FiltaFry Deutschland GmbH at the end of 2014, the deep fryer and oil management provider has taken part in the international Franchise Expo in Frankfurt and uses the largest industry platform to exchange experiences, to acquire partners and, due to the numerous participants from the gastronomy industry, also to acquire new customers. This year, potential franchise partners will once again have the opportunity to meet the Filta team around Jos van Aalst in person and to get to know the services as well as the opportunities that the company, which won the "Green Franchise Award" in 2022 and the "German Sustainability Award 2023", offers its franchisees and customers.

Unique fryer, oil and fat management without competition

New business field, long-awaited service: Filta is the only management system for deep-fat fryers in the world. Every week, more than 8,000 customers worldwide benefit from the services of over 400 Filta partner companies in 15 countries. Those who now set up their own business with the Filta system have an absolutely unique selling point on the market.

With sustainability services to business success

Mobile fryer and oil management is more interesting than ever for customers due to increased oil prices and staff shortages in the food service industry. Filta partners take over the professional cleaning of the fryers and the filtration of the micro-based cooking oil on site, among other things. The collection and delivery of oil is also part of the service. Customers thus save time and money. In addition, the useful life of the oil can be

extended by up to 100 %, which means a measurable contribution to more sustainability and resource conservation for restaurateurs.

Additional services open up new target markets

In addition to the mobile fryer full service, Filta offers its franchise partners the opportunity to continually expand their range of products and services. This makes them more attractive to customers and enables them to tap into new target groups.

The additional services include

- the unique on-site replacement of refrigerator seals
- chemical-free drain cleaning
- automatic cleaning of fume cupboards
- state-of-the-art grease separation with the FiltaFOG Cyclone

What Filta partners appreciate

Sascha Peltret, Filta franchise partner in Frankfurt, took over the service for the Rhine-Main region a year ago and appreciates both his entrepreneurial freedom, the potential offered by the mobile services and the very good cooperation with the franchisor:

"With Filta, I found a franchise system that fits my interest in gastronomy, whose sustainability concept and customer potential continue to excite me, and in which I appreciate the fair cooperation with the franchisor."



**Get your free ticket here now
with promo code 1124:**

<https://www.franchise-expo.com/en-gb/for-visitors>

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, 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, Filta delivers fresh oil and refills the fryers. Furthermore Filta provides additional mobile services: the direct on-site manufacture of refrigerator seals and regular, chemical-free drain cleaning and disinfection, as well as state-of-the-art solutions for grease separation and permanent 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 a member of the German Franchise Association as well as the Greentable and United against Waste initiatives. In 2022, Filta received the Green Franchise Award as well as the German Award for Sustainability Projects. www.filtafry.eu

Press contact

FiltaFry Deutschland GmbH
Maja Schneider
Pliniusstraße 8
D-48488 Emsbüren
Tel +49 30 79708771
m.schneider@filtafry.de
www.filtafry.de