



KOPA CHARCOAL OVEN SALES MANUAL

FOR DEALERS AND SALES REPS

Charcoal oven cooking:

Charcoal oven is going to help you grill more in less time with less charcoal and everything is going to taste better.

Charcoal oven is a perfect combination of grill and oven. Controlled smoldering of the charcoal inside the grill charcoal oven prevents flames from breaking out, which is why the surface of the food isn't scorched, and the high-quality insulation system allows you to prepare succulent dishes quickly with a unique BBQ aroma. Our products are the end result of a highly technological process, with economical energy use and an elegant design at an affordable price. We provide various optional extras to help you adapt your Kopa adapt to your demands and combine with other high-end kitchen equipment to form the complete image of a modern kitchen.

Charcoal oven description and function:

Charcoal oven is a direct fired oven. Where the fuel is burning inside the cooking chamber and food is cooked directly above charcoal. It is essentially a charcoal grill in a box. High energy released from the charcoal is radiated back onto the food via thick chamber walls. The food is cooked from all sides at once (grilled from the bottom and cooked from the top). This is why charcoal oven is much faster than conventional grills (electric, gas or charcoal) where food is only cooked from the bottom. The air movement in the oven is kept to a minimum and this is why the food does not dry out. As a result, we can produce juicier steaks, chicken etc. than on a conventional grill.

Energy efficiency of a charcoal oven is much higher compared to a conventional charcoal grill with charcoal consumption up to 50% lower.

When the door of the oven is closed the heat radiation is brought to a minimum which makes for a better work environment in a kitchen.

Charcoal oven is also much more versatile than conventional grills. You can prepare more variety of foods in a charcoal oven than you can on a conventional grill.

Feature, Capability, Benefit

Difference between Feature, Capability and Benefit

Example: Coffee cup.

- A cup has a handle
 - This is a feature
- Holding the cup by the handle, one does not burn one's fingers
 - This is a Capability
- From such a cup, one can enjoy hot coffee on their terrace in the morning
 - This is Benefit

Implementation of Feature, Capability, Benefit on Charcoal ovens with regard who the decision maker is (chef or restaurant owner):

Charcoal oven features:

1. Closed environment grilling
2. Air management with two vents
3. Insulated casing
4. Works 100% on charcoal
5. Nice design in multiple colors
6. Charcoal fuel
7. Multiple configurations

Feature analysis:

Feature Nr. 1

Closed environment grilling

- Capability
 - 40% shorter cooking times or 66% greater throughput
- Possible benefit for the Chef
 - Easier to serve in time. Less stress in the kitchen
- Possible benefit for the Owner
 - More food produced on less space – less investment needed, shorter ROI

Feature Nr. 2

Air management with two handles

- Capability
 - Less convection in the cooking chamber
 - Less juices evaporate
- Possible benefit for the Chef
 - More satisfied customer better job security
- Possible benefit for the Owner
 - Returning customers due to superior taste – more revenue.

Feature Nr. 3

Insulated casing

- Capability
 - No heat radiation in the kitchen when the oven is closed
- Possible benefit for the Chef
 - Less heat in the kitchen and more satisfied and motivated work force
 - Less injuries in the kitchen
- Possible benefit for the Owner
 - Less workforce rotation, less problems with HR
 - More satisfied work force

Feature Nr. 4

Works 100% on charcoal

- Capability
 - Can operate independent of the grid
- Possible benefit for the Chef
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- Possible benefit for the Owner
 - Can be deployed where otherwise would be impossible to cook and earn money from a location that did not exist before. For example food truck, remote location.

Feature Nr. 5

Nice design in multiple colors

- Capability
 - Enhances the looks of the restaurant and can blend in with the rest of the restaurant. Warm colors make people feel better.
- Possible benefit for the Chef
 - Better work motivation if one works with beautiful things – proven
- Possible benefit for the Owner
 - Returning customers because they feel better

Feature Nr. 6

Charcoal as fuel

- Capability
 - People (especially men) love to work with fire.
- Possible benefit for the Chef
 - More satisfied and motivated work force better results
- Possible benefit for the Owner
 - Less rotation in the personnel – less HR problems

Feature Nr. 7

Multiple configurations

- Capability
 - Can adapt to different needs.
- Possible benefit for the Chef
 - Easier use of the oven less stress and movement in the kitchen
 - Hot cupboard can be used as a primitive low temp oven.
- Possible benefit for the Owner
 - Can save additional appliance that needs space. Less investment

Competition comparison (Josper and Mibrasa)

Door

Josper

The door of Kopa is lighter than that of Josper. Important if you need to open and close it more than 100 times a day.

Mibrasa uses counterweight system. Mibrasa door is light as well but heavy in construction.

Both Josper and Mibrasa use cast iron frame and door. Kopa managed to produce a thermally stable door out of sheet metal with substantial material and weight reduction and with better functionality and no performance loss.

Thermal insulation

Thermal insulation on Kopa is better than the one on Josper and Mibrasa. Newer Josper models have a better insulation than the older models, but they use a thick wall on the sides of the oven and that takes away valuable space in the kitchen.

Charcoal consumption

Charcoal consumption is lower with Kopa than it is with Josper or Mibrasa. This is thanks to better insulation. According to the data on their websites and user reports anywhere between 20% and 25% lower.

Size

Kopa is more compact than Josper. For example A Josper oven on a closed stand (L, LBC and LACXP models)– half of the stand is used for ash collection. Also the bottom part of the M and MBC models is substantially higher than the bottom part of the Kopa ovens.

Vent control

Mibrasa uses a cast iron drawer for the bottom air control. This gets very hot during the operation.

Cooking

Cooking process and characteristics are more or less the same. With slight variations between models.

Pricing policy:

Josper and Mibrasa both come standard with only one grill rack included and without fire break and firebreak hat.

Kopa offers type 300 oven with one grill rack standard and type 400 and 500 ovens with two grill rack standard. All ovens come standard equipped with a fire break and a fire break hat.

Materials

Josper and Mibrasa use refractory stainless steel for the cooking chamber. Kopa uses refractory steel. Kopa cooking chamber will rust a little if it's not used regularly. Also, there will be a little steel scale build up on the ceiling of the oven. This by itself is no problem, but

if the owner does not clean the oven inside of the oven with steel brush it might happen that particles can land in the food.

Full Stainless steel Kopas are available in the US NSF version, but are around 10% more expensive than standard ovens.

Customer complaints regarding the use of the regular refractory steel are less than 1% of all ovens sold, so we decided against changing all ovens to the more expensive material which would mean price increase. However it is important that the dealer knows there is a difference and can explain this to the customer.

Model comparison

It is sometimes difficult to compare different Kopa, Josper and Mibrasa oven models.

Best way to do that is to measure m² of the grilling space:

Kopa

Model	Grill surface
300	0,217 m ²
400	0,302 m ²
500	0,405 m ²

Josper

Model	Grill surface
HJX 20	0,172 m ²
HJX 25M	0,287 m ²
HJX 45M	0,345 m ²
HJX 50M	0,517 m ²

Mibrasa

Model	Grill surface
Mini / Mini plus	0,186 m ²
HMB 75	0,321 m ²
HMB 110	0,452 m ²
HMB 160	0,604 m ²

Essential technical data:**Materials used:**

Cooking chamber:

Refractory steel

Insulation:

High grade Ceramic wool

Outside material:

Stainless steel grade 316

Door material:

Outside: Enameled steel (black, brown, white)

Heat resistant powder coat (red)

Frame: Stainless steel grade 316

Inside: Refractory stainless steel

Grill rack:

Refractory stainless steel / Stainless steel grade 316

Charcoal consumption:

Oven model:	Type 300	Type 400	Type 500
Lunch:	2,0 kg-2,4 kg	2,3 kg - 2,7 kg	3,1 kg - 4,1 kg
Dinner:	2,4 kg-3,8 kg	2,7 kg - 4,4 kg	3,6 kg - 6,6 kg
Total daily:	4,4 kg-7,1 kg	6,0 kg - 8,0 kg	8,0 kg - 12,0 kg

Cleaning time:

In the morning when the oven is cold:

10 min for daily cleaning and 30 min weekly

Startup time:

Ignition and preparation: 5-10 min

Wait time to get in temperature 30-40 min

Normal cooking temperature:

200-350 °C

Weights:

Layout	Type		
	300	400	500
Basic	110 kg	160 kg	210 kg
S	158 kg	212 kg	265 kg
OC	124 kg	177 kg	230 kg
C	137 kg	198 kg	255 kg
SOC	172 kg	229 kg	285 kg
SC	185 kg	250 kg	310 kg

Frequent service issues:**Door spring break.**

Frequency: once per year

Service time cca. 15 min per spring. Customers with basic technical skill can do it by themselves. Kopa can provide manual

Thermometer break:

Frequency: rare

Service time cca. 30 sec. Customers with basic technical skill can do it by themselves. Kopa can provide manual

Charcoal grate change:

Frequency: once – twice per year.

Service time: 1 minute. Customers can do it by themselves. No service personal needed.

Charcoal grates are not in warranty

Door panel change due to shock damage as a result of falling etc.

Frequency: very rare

Service time: 30 minutes. Service personal or skilled personnel needed. Kopa can provide manual.

Possibility of customization:

Ovens: NO (Possible for higher number of units, but it takes time and money)

Stands: YES