



Crown Steam Group



To Whom it may concern;

May 7, 2019

The purpose of memo is to validate Crown Steam products as the legitimate and identical replacement for those previously Branded Southbend, Blodgett and Market Forge.

The relevant history goes back roughly 13 years. At that time Crown Steam in Toronto Canada was contracted by Middleby Corp to manufacture, under a private label arrangement, designs from Crown's portfolio. At that time the agreement was to offer those designs under both the Southbend Brand and the Blodgett Brand. The concept was successful and within a few years both Brands were selling significant volume of these products to their customer base through their existing channel partners.

Market Forge was one of Crown's original customers. Crown has been making product for them for roughly 30 years. When Middleby acquired Market Forge in 2014 the steam related models available under the Blodgett and Southbend Brands were added to the unique models Market Forge was offering prior to the acquisition.

As of April 1 2019, all of Blodgett Steam models, all of the Southbend Steam models and all of the Market Forge models that were identical to the Southbend and Blodgett Steam models are now only available under the Crown Brand. Market Forge continues to make, market and ship those legacy models that remain unique to that Brand.

The models available from Crown have always been made by Crown. Southbend, Blodgett and Market Forge have never made those products.

A cross reference chart is available through Auto Quotes or you can simply request a quote for the product you desire on Auto Quotes and the appropriate Crown model will be displayed. We have also linked a cross reference chart on Auto Quotes. An excel cross reference chart is available upon request.



Crown Steam Group



We appreciate your business and look forward to providing you with the highest quality and widest variety of Kettles, Skillets and Steamers in the industry.

Please feel free to contact the Crown Steam team as listed below;

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