



# Brand Purpose – Vision & Mission

(Reference: Extract from Section 1.1 Comcater  
Quality Policy Manual)

## **Smarter kitchens, better food, happier lives.**

How do we achieve our Brand Purpose?

- We believe great food enriches lives. So, we dedicate ourselves to making better food available to more people.
- We provide expert problem-solving and advice that empowers our partners to get more from their kitchens – driven by our unabashed passion for hospitality, lived culinary knowledge, world best technology and an insatiable drive for innovation.
- We serve up smarter food service solutions, seamlessly combining the best cooking methods and technology available today to create and maintain a kitchen that lives up to each customer's unique food ambitions.
- Our partners:
  - Dealers/Dealers' End Users
  - Direct Supply End Users
  - Consultants/Sub-Contractors
  - Service Providers

A handwritten signature in black ink, appearing to read 'R. Ward', written over a horizontal line.

Managing Director