

Andrea Genoni is the new Sales & Marketing Director of Brema Group

It is a great pleasure to announce that Brema Group has appointed Mr. Andrea Genoni as Sales & Marketing Director.

Born in 1978, graduate in Translation & Interpreting (English & German), **15 years of experience** in the **foodservice industry**.

A solid and strong background that allowed him to obtain the **CFSP (Certified Foodservice Professional) accreditation** back in 2019.

Andrea Genoni will bring his skills and know-how to strategically lead the **Sales, After-Sales and Marketing teams**.



"I am thrilled to get the chance of joining Brema Group, a global leader in high quality commercial ice making equipment.

Ice definitely represents a new chapter in my professional life; a fascinating and exciting challenge.

Together with the Sales, After-Sales and Marketing teams, we'll commit with passion and dedication to a customer centric approach aiming at fostering synergies with both historical and new partners globally.

Can't wait to meet you all in person".

ABOUT BREMA GROUP

Making ice with care and passion has been our mission since 1985. We think of ice as the evolution of water, designing it in the ideal shapes to meet every need: from the most classic gourmet shape appreciated by Bartender Managers (Ice Cube) to the more squared and trendy shape demanded by Mixology artists (B-Qube), from the truncated pyramid shape favoured by fast food outlets (Fast Ice) to the elegant elongated thimble shape that goes well with fruit juices and soft drinks (Ice Finger), from the extremely versatile drawn ice in logs (Ice Pebbles) to the granular display ice perfect for the presentation of fresh products (Ice Flakes), right up to the sub-cooled ice flakes that last over time (Ice Scales).

<https://www.bremaice.it/en/>

ABOUT HOSHIZAKI CORPORATION

Since Hoshizaki was founded in Japan 70 years ago, the spirit of adventure has always been at the heart of the company. As of 31 December 2021, the total number of consolidated Group companies rose to 51, including 18 in Japan, 15 in America, 18 in Europe and Asia. The total number of employees on a consolidated basis was 12,923 and the consolidated net sales were JPY 274,400 million (JPY 175,200 million in Japan and JPY 99,100 million overseas). the Hoshizaki Group has become a global company, a leading manufacturer of commercial equipment for large kitchens and the professional catering industry.

<https://hoshizaki-europe.com/>