



Press release: FiltaFry Germany, 13 February 2020

## **Richard Grimm moves from Mise en Place to FiltaFry**

Richard Grimm is assuming the position of Business Development Manager at FiltaFry, reinforcing the management team of the mobile fryer service. A 26-year-old HR specialist, Richard's focus is on supporting franchise partners in Germany and Austria in sales and development of individual franchisee operations. He will report to Operations Director Frank Hartong (41), who is responsible for the establishment and development of FiltaFry locations throughout Europe.

Having trained as a human resources manager and having worked a total of eight years at Mise en Place, Richard is looking forward to taking on new areas of responsibility and challenges: "I will be on the move a lot - giving my best as the contact person for franchisees and actively helping to shape the growth of the company", says Richard. "I am specifically very excited about the FiltaFry concept. Their mobile services bring more sustainability into commercial kitchens, lighten the workload of kitchen staff and also save resources and costs."

"I am delighted that we were able to recruit Richard Grimm for the expansion of FiltaFry", says Managing Director, Jos van Aalst. "The fact that he has several years' experience in human resources and gastronomy and is a successful networker is a huge advantage in terms of both supporting franchisees and customer acquisition."



Photo: Richard Grimm, new Business Development Manager at FiltaFry

**More downloadable images:** <https://www.filtafry.eu/press/images/>

### **About FiltaFry**

FiltaFry – full-service mobile fryer management – was founded in 1996 in the UK and operates on a franchise basis. Today FiltaFry is established in many countries around the world and since 2015, is also active in Germany 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, FiltaFry delivers fresh oil and refills the fryers. Furthermore FiltaFry provides additional mobile services: the direct on-site manufacture of refrigerator seals and regular, organic drain cleaning.

Customers include restaurants and snack bars, hotels, caterers, sports venues, leisure parks, and company and university canteens among many others. In 2017 FiltaFry was awarded the “Sustainability Project 2017” quality seal from the German Council for Sustainable Development and in 2018, the prize for excellence as a start-up from the German Institute for Service Quality. As a supplier, FiltaFry has been recommended with the Green Key eco-label since 2019 and has been distinguished in the same year as one of the three “greenest” franchise companies by the German Franchise Association. FiltaFry is among the companies nominated for the 2020 German Sustainability Award in the SME category. FiltaFry is a member of the German Franchise Association as well as the associations “Greentable” and “United against Waste”.

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