



FOR IMMEDIATE RELEASE:

EZ-Tilt™ Sneeze Guard: Cutting-Edge Roller Grill Protection and Merchandising
Tilting glass for quick wipe-downs, ergonomic loading, and a flexible accessories ecosystem.

MIDDLETON, WI — September 2, 2025 — Food Concepts, Inc. (FCI) announced the launch of EZ-Tilt™ Sneeze Guard, a roller grill sneeze guard and merchandising system designed to simplify loading, streamline cleaning, and enhance counter presentation for convenience retail.

Gold-medal award-winning design. EZ-Tilt™ received gold-medal recognition for its leading innovation, design, and in-store performance. *(details available for media on request).*

“Operators need equipment that protects food, looks great on the counter, and makes teams faster,” said Brad Duesler, Founder & CEO, Food Concepts, Inc. “EZ-Tilt™ brings all three together with a durable glass-and-metal design and a smart, tilting panel that makes daily clean-up and product loading noticeably easier.”

Key features

- A tilting glass that lifts upward for fast wipe-downs and ergonomic product loading.
- Optional lighting and flavor identifiers boost product visibility and reinforce brand identity.
- Innovative optional accessories improve organization, highlight products, and attract attention with style and functionality.

Order Information — EZ-Tilt and compatible accessories are available through FOODPROS**, the eCommerce site operated by Food Concepts, Inc. (foodpros.com).

Company Overview — Based in Middleton, WI, Food Concepts, Inc. provides complete retail and foodservice solutions, from planning and design to branded equipment, print, fulfillment, and eCommerce.

Websites: www.foodpros.com www.foodconcepts.com

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EZ-TILT

SNEEZE GUARD™

The new angle on the
standard sneeze guard!

