

BSE

MARKETING + KEYSTONE
 MANUFACTURERS AGENT



For four generations BSE has focused on nurturing existing relationships while creating new ones with groups, brands and individuals who share our passion for the industry and providing more than a simple solution.

“THE SECRET TO SUCCESS IS NO SECRET. ITS CALLED WORK YOUR ASS OFF AND FIND A WAY TO ADD MORE VALUE TO PEOPLES LIVES THAN ANYONE ELSE DOES”

- TONY ROBBINS -



NEW YORK DEMO KITCHEN



MEL our MOBILE
 EQUIPMENT LAB



NEW JERSEY DEMO KITCHEN



WHAT'S COOKING



MODULAR ELECTRIC DECK OVEN

Fast, Practical and Easy to Use!



The new Empire LFMD Modular Electric Deck Oven is a bakers dream! Clean European design emanates a combination of advanced technology and elegant form.

Featuring:

- Quick installation, compact size
- Ovens are stackable up to 5 independent chambers
- State of the art energy efficient heating elements
- Sturdy Base with pan storage
- Hearth provides perfect artisan results each and every time
- Touch Screen controls are extremely easy to use
- Ample Thermal Insulation allows for zero clearance



WHAT'S BREWING

More Ice. Less Price.

DUAL CIM1126 ELEVATION SERIES ICE MACHINES OVER A 48-INCH BIN DOUBLES ICE PRODUCTION & ALLOWS FOR CONTINUOUS PRODUCTION WHEN ONE MACHINE IS OFF-LINE!

ONE-TOUCH CLEANING
 One touch to Sanitize & De-Lime
 Food Zone Parts Easily Snap In & Out
 All Are Dishwasher Safe

DUAL EXHAUST
 Air Discharge From the Side or Top



Ice-O-Matic

Ice. Pure and Simple





WHAT'S
DOING

Combi-Vector

Stacked Configuration

CV3 & CV4 Models

CTP7-20 OVER A VMC-F3 OR VMC-F4

[Learn more](#) CLICK TO LEARN MORE



So, who is going to raise the margin? Who can sell their own value enough to garner the right price? Is it the DSR's job to educate his customer and sell his/her own value? Is it the manufacturer's responsibility to discount so that the dealer can realize the right margin? Is it the buying groups rebate strategies which will figure it out? Is it a little bit of each? Will the good dealers realize their own value, to the operator, and sell that value equation, therefore raising margins? Will the manufacturers stop caving to the deeper discounts and extended buying group rebates, returning to meritocracy and REALLY REWARDING the specific dealer partner who brought the brand to the table. To quote Albert Einstein, "Insanity is doing the same thing over and over, and expecting different results." The current paradigm must change!

Notice that I am done pontificating about e-commerce pricing, as full service dealers should no longer be asked to, or baffled about competing with e-commerce pricing. For those who are still attempting to give traditional full dealer services at e-commerce pricing, I believe it will be the inevitable fate of dogs chasing cars.