



## NEW PRODUCTS

The multistate E. coli outbreak at Chipotle, which hospitalized 21 and prompted JP Morgan analysts to forecast the company will have lost three years of earnings between fiscal years 2014 and 2017, has underscored the extent to which all F&B businesses are vulnerable to bacterium-borne illness.

How well that facility handles the sterilization and disinfection of indoor spaces can make or break the bottom line—both immediately amid the swift consequences should illness present, and longer term due to permanent damage to the brand reputation that will assuredly persist to some degree. Emerging technology is making the sanitation process much easier, quicker, more effective and less expensive such as Germicidal Lights and Disinfection Ultraviolet Lamps. Such UV light-based sterilizers for indoor spaces, like the full spectrum of GermAwayUV solutions offered by **CureUV.com**, can readily disinfect both air and surfaces in a single room or throughout a complete business—and are eco-friendly.



## Taking it Personally

**Sheraton Atlanta** welcomes **Melvin M. Marcano** as Executive Chef to the Food and Beverage Team of the Sheraton Atlanta and in-house restaurant. Fandangles.

