

Midtown



Designed
To Serve

Expanded from 5 pieces to 22!

Midtown

Sleek, sophisticated and refined in true mid-century modern style, Midtown's complete collection of rectangle and square coupes add undeniable style to your tabletop. Put the spotlight on your culinary creations with this classic white surface paired with simple design.

Featuring well-constructed, durable melamine bodies and porcelain-like brightness, Midtown is ideal for replacing similarly shaped porcelain. As melamine outlasts porcelain 3:1, you'll enjoy a bounty of savings by making the switch.

Midtown has been expanded with new pieces with a porcelain-like look and feel, allowing

you to achieve the desired square coupe look across all serving applications: tabletop and employee-served buffet and banqueting.

Only G.E.T. provides such a comprehensive square coupe line in classic white. No porcelain provider comes close.

Even better, Midtown comes with a standard two-year warranty. Nearly all porcelain in the popular square coupe shape is so fragile it almost never comes with a warranty.

So forget about chipped corners and costly replacements with porcelain. Switch to fashionable Midtown and enjoy the savings instead.



Why Should You Replace Your Porcelain With Midtown Melamine?

Melamine, when cared for properly, will outlast porcelain 3:1 thanks to its durability. For example, if you spend \$1,000 on melamine, you can expect to spend \$3,000 on similar porcelain due to porcelain's high breakage. If you spend \$10,000 on melamine, a similar porcelain purchase will cost you \$30,000.

So why spend the extra money when you have a beautiful melamine option that will please your guests just the same?



Reasons to Love:

- Popular mid-century modern coupe style with a porcelain-like brightness in traditional white puts the focus on your food
- Attractive replacement for costly porcelain with an equal or better guest experience
- Save money the longer you serve on melamine
- Comprehensive collection with expanded tabletop and employee-served banqueting/buffet pieces for nearly any type of menu
- Heavyweight construction blends the benefits of the heft of porcelain with the cost-saving durability of melamine
- Fully stocked and ready for immediate shipping and sampling



Small Vessels

As part of this favored collection's expansion, we've added a monkey dish and bread and appetizer plates. Now you can serve small bites, amuse bouche and sides of sauces in sleek Midtown style.



Additional Dinnerware Pieces

New to the Midtown menu are several entrée-sized square coupe plates and bowls and rectangular coupe platters, offering you more gorgeous and durable options to showcase your culinary creations.

Many of the rectangular platters are ideal for plating burgers or sandwiches with a square soup or side dish bowl.



Family Style Dining and Employee-Served Buffet and Banqueting

Perhaps the most exciting course of the Midtown expansion is the new family style platters and large bowls. Now you can plate consistently across your tabletop and employee-served buffet and banqueting with pieces significantly lighter and more durable than porcelain. Your staff and your budget will thank you.



Midtown



5 Legacy Pieces • 17 New Pieces



● CS-600-W
Square Plate
6"
2 dz.

● CS-801-W
Square Plate
8"
2 dz.

● CS-950-W
Square Plate
9.5"
1 dz.

● CS-1101-W
Square Plate
11"
1 dz.

● CS-1212-W
Square Plate
12"
1 dz.



● CS-948-W
Rect. Platter
9.5" x 4.75"
1 dz.

CS-1575-W
Rect. Platter
15" x 7.5"
12 ea.

CS-1257-W
Rect. Platter
12.5" x 7"
1 dz.

CS-1405-W
Rect. Platter
14" x 5.5"
1 dz.

● CS-1411-W
Rect. Platter
14" x 11.5"
6 ea.

● CS-1812-W
Rect. Platter
18" x 11"
3 ea.



CS-1156-W
Rect. Platter
11.5" x 6"
1 dz.



● CS-50-W
Square Monkey Dish
5 oz 3.25" length
1.5" deep
2 dz.

● CS-120-W
Square Bowl
12 oz. 4.25" length
2" deep
1 dz.

CS-4722-W
Bowl
16 oz. 4.75" length
2" deep
1 dz.

● CS-320-W
Square Bowl
32 oz. 5.75" length
2" deep
1 dz.

CS-8020-W
Bowl
1.5 qt. 8" length 1.75" deep
6 ea.



CS-9236-W
Bowl
2.3 qt. 9" length
2" deep
6 ea.



● CS-960-W
Square Bowl
3 qt. 9.5" length
2.75" deep
3 ea.



● CS-1281-W
Square Bowl
4 qt. 10" length
3.25" deep
3 ea.



● CS-1920-W
Square Bowl
6 qt. 10.5" length
4.25" deep
3 ea.



● CS-4480-W
Square Bowl
14 qt. 14.5" length
4.75" deep
3 ea.

Who Should Serve on Midtown?

Nearly any foodservice operation can benefit from the popular coupe style and the cost savings from using long-lasting melamine:

- Casual and fast casual restaurants
- Hotel dining
- Patio, outdoor and rooftop dining
- Catering, banquet and buffet service
- Employee dining
- Select college, university, business and industry dining halls



Who Should NOT Serve on Midtown?

Melamine is an excellent material for most operations but porcelain performs better in a few areas. If your operation commonly uses the following techniques for cooking and serving, porcelain, or a mix of porcelain and melamine are better choices:

- Plated entrées requiring a steak knife
- Plated entrées requiring oven or salamander finishing
- As always, melamine should not be microwaved



Request a Sample: <https://resources.get-melamine.com/get-sample-request>



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