



## CATERING EQUIPMENT DISTRIBUTORS EDUCATERING – SEPTEMBER 2015

*Please attribute any quotes from this information to Kris Brearley, Sales Director, R H Hall*

- ***What are the benefits of a catering equipment distributor for schools?***

When dealing with RH Hall, caterers can benefit from professional, independent advice, coupled with sound customer service and after sales back-up.

Our breadth of knowledge goes beyond the supply of products - we pride ourselves on understanding and anticipating the needs of our customers built up from over 36 years of being established in the industry. We can consult and advise both caterers and food companies on how to get the optimum results from their food, menus and equipment - we are innovators and provide total foodservice solutions that meet clients' needs perfectly. We can even adapt standard foodservice equipment, tailoring it technically and cosmetically to suit the clients' needs. We have our own fabrications business so we can also offer bespoke products from scratch, which is quite a unique position for a distributor.

We have a nationwide network of approved distributors to offer advice and after sales care on a regional basis too, working with our own Area Sales Managers to understand and meet the needs of school caterers. We advocate that if possible, it best to see the equipment in the flesh to get the correct feel for build quality, functionality etc. Our distributors help here too in terms of showrooms and arranging on-site demonstrations and we also have a 3,000sq ft state of the art development kitchen facility at our Bedfordshire HQ which showcases a vast range of the equipment we offer from the leading brands we represent. This means clients can not only look at the equipment, but gain hands-on experience of how the pieces work and feel too – invaluable when investing in equipment.

If they select carefully, a caterer can use one distributor – but it will need to be one that carries a large and comprehensive range of equipment and one that can advise on the equipment and overall project; manage the installation and then provide a complete after sales support in terms of servicing and spare parts. There are benefits also to using the one distributor i.e. a relationship and understanding will be built up between the two and that distributor should then be in a position to fully understand and anticipate the operational needs of the caterer and the organisation and give more informed advice accordingly.

- ***What is the schools market like for catering equipment distributors?***

The schools market is becoming increasingly busier for us as a distributor – not just in terms of demand for our range of catering equipment such as refrigeration, prime cooking and food preparation utensils, but for our bespoke solutions too. Our Foodservice Solutions division are being asked to provide tailored solutions to school caterer's needs which can involve us modifying standard equipment through our own fabrications manufacturing facility and providing bespoke tabling – projects as opposed to single one off equipment needs.

- ***Can catering equipment distributors help schools achieve the aims of the School Food Plan?***

Absolutely! Without the support of the right equipment behind them, schools cannot achieve the recommendations in place. This is where the right distributor steps in, ensuring the school has considered every element of their operation and recommending reliable and reputable products to suit their needs.

- ***What are the most popular pieces of equipment in schools?***

One of our most popular pieces of equipment is the Maestrowave Combi Chef 7, which offers speed of service, is multi-functional and versatile, plus can be ideal where space is at a premium. This oven is able to operate in a vast combination of modes – bake, roast, grill, steam, defrost, regenerate, microwave, boil or simply keep food warm – all of these stages of cooking can be pre-programmed into the unit under individual menu dishes and then caterers can quickly regenerate dishes in super quick time - this oven can do it all and is extremely easy to use, producing quality results in minutes.

The oven also includes the latest Menu Creator 2.0™ software package, which allows you to ‘create your own menu’ and programme up to 99 menus, meaning it can be used in skilled and unskilled kitchens very easily.

We have produced a brand new video showing all the features and benefits of combi cooking using the latest and innovative Maestrowave Combi Chef 7. Simply log on to [www.rhhall.com](http://www.rhhall.com) and follow the links from the home page.

- ***Should schools go to catering equipment distributors for advice on the market?***

Yes definitely, if they have selected one of the established and highly regarded distributors.

RH Hall has a vast and extensive knowledge of the market and of all foodservice equipment. Our breadth of knowledge goes beyond the supply of products - we pride ourselves on understanding and anticipating the needs of our customers built up from our 36+ years of being established in the industry. We can knowledgeably and independently advise clients on not only equipment solutions, but on market trends, menu's and what is happening in other sectors of the industry that they may be able to adopt and adapt successfully for their own needs.

- ***Please include any other comments you feel our readers will be interested in***

It is best to choose a company that is well established, reputable and one that can give independent, professional and unbiased advice. Also one that operates to acknowledged standards e.g. ISO accredited. Also with regards to purchasing within the education sector, caterers can be sure of their supplier's credentials through the ESPO buying agreement – RH Hall is an ESPO accredited supplier. All the financials, pricing, service have already been checked out at the tender stage, so caterers in the sector can buy with even greater confidence.

- ***Please include a definitive website address where readers can go for more info on your company***

Please visit [www.rhhall.com](http://www.rhhall.com) or [www.maestrowave.com](http://www.maestrowave.com) for more information of our products and services.

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