



COUNTER DISPLAY EQUIPMENT – OOH AUGUST

Please attribute any quotes from the information below to Kris Brearley, Sales Director, RH Hall

What types of counter display equipment are available?

There is a display solution for every foodservice need – operators can choose from large open front multi-deck units, freestanding serve over counters or upright glass door merchandisers. Also available are smaller, countertop models which can often be stand alone or built into existing bespoke counters.

Most equipment is available in either refrigerated, heated or ambient options, meaning any type of food can be stored at the correct serving temperature.

Are there essentials that caterers must have?

Some kind of display equipment is essential to anyone with a front of house offering. The type chosen really does depend on what is being displayed and the space available. Serve over counters work well in takeaway or deli environments where a wide range of food and drinks need to be displayed and served to the customer directly by staff. Reach in multideck or glass door merchandisers are better suited to sandwich bars or cafes where the customer can easily make their own selection.

What difference do they make to customers choosing their meals?

Creative display and merchandising of food/meals can definitely enhance and increase appeal – the best advertisement itself is the food, but so often it can be wrongly presented. A good counter or display can ensure that foods are kept at their optimum serving conditions, keeping them looking at their best – either at specific serving times (e.g. lunchtime) or throughout the day, hour after hour.

How can the food or drink offer be made more attractive?

Good internal lighting will help to catch customer's eyes and enhance the food display – bringing dishes more to life with added vibrancy. Do check though that the lights won't overheat the foods in refrigerated displays. Some models have been further enhanced to include glazed cabinet ends which offer even more product visibility. Style and looks are paramount for any front of house offering, so curved glass options can provide a nice aesthetic. Various finishes are also available on some products, with Stainless Steel or Chrome often a popular choice due to its clean and professional appearance.

What should caterers consider before buying new equipment?

Out of the vast array of manufacturers and models available in this category, choose a leading brand with an established reputation for good quality and reliability. This way you will ensure compliance with all the relevant food safety regulations and be sure of the availability of spare parts and an efficient after sales service, keeping any down time to an absolute minimum. Try to buy the best unit that funds will allow and to provide for extra capacity for future peaks.

Are aftersales packages worth buying?

Simple low cost maintenance is the key to keeping cabinets in good working order – cleaning both internally and externally on a daily basis after service is a must to prevent harmful bacteria building up. That and regular 6 monthly servicing will keep units in peak condition and ensure they operate to optimum efficiency.

What one tip would you offer someone who is buying counter display equipment?

Consider the type of operation and the foods/menu items suitable for display, considering future needs as well as present. Will closed back-service display cabinets suit better than self-service options? Also, how will these options fit in with any existing servery/counters?

For more information, please visit www.rhhall.com

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