



Counters & Food Displays Feature

FSM – May 2015

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

Operations need to consider whether the inclusion of counters and food display cabinets in their dining facilities will be of real benefit to the service – especially in terms of throughput and mealtime turnaround.

Also the type of operation needs to be considered and the foods/menu items suitable for display and think about future needs too 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?

There are solutions for every need, from slimline units, to freestanding serve over counters and upright glass door refrigerated units and smaller countertop heated displays - but above all with food display, style and looks are of paramount importance to maximise the appeal.

Operators should consider all of the operational functions that commercial counter and food display units have to offer. Features such as easy to clean exteriors and interiors are vital, visible temperature display for HACCP monitoring, rapid cooling and self-closing doors to ensure optimum performance levels and forced air control systems to ensure uniformed temperatures and condensation prevention as this will ruin visibility and deter choice. In addition, heated units need to offer good heat distribution and a humidifying feature to prevent foods drying out. All the features embodied into units nowadays play a key role in ensuring they perform at their optimum to help ensure operators can comply with the food safety guidelines.

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. Good internal lighting will also 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. Cabinets also allow the opportunity for adults and children to get closer to the foods without the risk of contamination from touching fingers or coughs and sneezes!

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.

Cont'd ...



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.

Bespoke counter solutions for every size of fit and application

RH Hall's expertise goes beyond equipment supply... the company can advise on how to plan an effective servery layout, within the space available, develop menus and help choose the most suitable equipment for the needs of the operation and all to a budget.

We can also offer bespoke and tailored solutions for any foodservice brand, concept, menu or operational need through our in-house Foodservice Solutions team.

RH Hall has its own Fabrications business, so we can offer bespoke products from scratch, tailor making a solution to an individual client's needs. We are also the sole distributor of the Simply Stainless range of tabling, sinks. A client can start the initial design process by themselves to get an idea of what can be achieved before seeking further advice from RH Hall. By working with one of our key exclusive supply partners, Simply Stainless, we now offer an online Kitchen Design Tool available at www.simplystainless.com.

With this design package an outline layout can be drawn up to fit a client's kitchen dimensions and to suit their working requirements. It allows for the full specification of work units/frames to be included from the range of Simply Stainless' off the shelf modular stainless steel benches, then accessories can be added, such as chefs' drawers, door panels and under/over shelves. Once a client has an idea of what they would like, we can then advise them on their plan and see if there is any need for bespoke alterations, which can fully maximise the space available. We can of course make these in our fabrications factory. We will produce a fully costed out plan along with a delivery/installation schedule – we can offer very competitive finance packages too. Once finalised, the final kitchen is then available from RH Hall from stock and can be fitted by our team if required. Bespoke dimensions which require tailoring by our factory has a turnaround time generally within 7 days from the date of order.

Clever equipment solutions

Incorporating clever pieces of equipment to go with an optimum layout, can help save space, time and costs within a garden centre catering operation. By working with one specialist supplier, such as RH Hall, caterers can fully discuss their requirements and have a complete foodservice solution designed to their requirements, all backed up by an aftersales service to offer complete peace of mind.

Cont'd ...



RH Hall is the largest independent catering equipment supplier in the UK and with 36 years' experience in the industry we are ideally placed to offer completely independent expert advice to all operations on the best foodservice equipment solutions available. We can supply solutions nationally via our extensive network of approved distributors or direct via our national account and public sector divisions.

All this expertise is backed up by excellent after sales and service capabilities.

**For more information visit: www.rhhall.com,
www.rhhallfabrications.com or www.simplystainless.com**

FOR MORE PRESS INFORMATION CONTACT:

LINDA STONE, MEDIA MONKEY TEL: 07880 734326 EMAIL: lindastone2010@hotmail.co.uk