



Pub & Bar Magazine

Alfresco Dining Feature – March 2014

Please attribute any comments to Kris Brearley, Sales Director, RH Hall

As a nation we have certainly become more adventurous in terms of eating outside, despite the British weather! In 2010 the overall BBQ and alfresco eating and entertaining market was worth just over £7 billion, up from £150 billion back in 1997! Alfresco dining is continuing in popularity and is set to be a real trend for 2014 and one that pubs should look to invest in.

More and more pubs are making use of their outside area, partly due to the result of the smoking ban, but also due to lifestyle changes and the appetite for a pleasurable alfresco dining experience. Pubs can certainly extend their business and profits by making good use of the outside and with the use of canopies, glass screens and heaters these areas can now be used all year round.

Somehow a meal seems to be seemingly more special if it's eaten outside and by paying attention to every detail a publican can make it even more so – from the furniture, to the awnings, hard landscaping and lighting – by being creative the outside dining area can pay for itself many times over. And by being creative in the menu that is offered the whole alfresco experience can be perceived as a treat will keep customers coming back for more.

When planning their alfresco offering, operators should consider how they can service an outdoor eating area – will their kitchen be able to cope with additional customers? Are the logistics of the building good for getting the food out to the tables easily and clear away again? Is their existing menu suitable to reflect the alfresco experience they hope to create?

One option available that could be considered as the answer to these questions is the new BBQ Place available exclusively from RH Hall...

- **The new BBQ Place 'roll in/roll out' outdoor cooking solution**

RH Hall has developed the brand new BBQ Place 'roll in/roll out' outdoor cooking solution to help create the ultimate alfresco relaxed dining experience. Essentially a mobile cooking centre, complete with refrigeration, cooking facilities, preparation tabling, waste disposal, sink and POS systems this simple system can be rolled out and set up very quickly then packed away, if required, back into its packaging to minimise storage space ready for the next event.

At its' heart is the cooking facility – the Crown Verity BBQ system is extremely versatile and very efficient – over 200 burgers per hour can be cooked on the top of the range model MCB72, and it has the ability to roast, smoke and char grill almost any product. Combine this with the Simply Stainless bespoke tabling and the complete modular solution literally looks like you've brought your professional kitchen outside! The difference being you can very easily break it down, store it and build again whenever you need it!

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Hygiene can often be an issue outdoors, but with the BBQ Place a fully portable hand sink is included – newly launched by Crown Verity it is fully portable and provides over 300 hand washes with its own soap and paper towel dispensers as part of the complete unit.

The concept can be sold as per the entry BBQ Place package or can be modified to suit a client's specific requirements, all available in under a week, thanks to having our own fabrications factory. Bespoke branding, artwork, full menu development and BBQ product training with Britain's champion BBQ'er, Ben Bartlett, are all part of the complete package. Help is also available to spread the cost through rent, lease and 0% payment options, so that profit and payback can be realised from day one!

Creative BBQ Food

An outdoor solution such as the BBQ Place can easily pay for itself through additional food sales alone, but it can also be a catalyst for operators to create other events around alfresco dining, for example with the World Cup this year, themed country menus could be developed – why not put some South American hot and spicy foods on the BBQ!

The evolution of BBQ food has moved the style and type of dishes on from the traditional banger and burger - there is so much that can be cooked on a BBQ, it would surprise you!

Take for example the winning 3 course menu of Fiona Dulake of The Boot Pub, St Albans, who won the British BBQ Battle 2013 sponsored by RH Hall and Crown Verity.

STARTER

Newlyn sardine splash

Fresh butterfly sardine fillets basted in olive oil, garlic, chilli and lemon zest, served with chargrilled garlic bread, fresh lemon and lettuce.

MAIN

Queenie's mustard gammon steak

Juicy Dorset gammon steak, glazed with English mustard and golden sugar, served with singed Jersey royals and garlic butter corn cobbettes.

DESSERT

Kentish marshmallows

Sweet Kent strawberries rolled in Cointreau and sugar, skewered with pink marshmallows, served on toasted sweet waffles with lemon-zested crème fraîche.

Fiona cooked all 3 courses on a Crown Verity CV30 barbecue. Features include a 30-inch grilling area and four burners. It's the entry model in a line-up of five, but there's no compromise on performance and a range of accessories is available including rotisseries across the entire range, making it the choice of barbecue experts, including Ben Bartlett, Britain's Best BBQ'er who helped judge the competition.

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RH Hall is the exclusive distributor for the Crown Verity range of outdoor cooking solutions. Designed specifically for the professional foodservice industry, the heavy duty build and incredible output and performance are second to none. The Crown Verity BBQ system will pay for itself in a very short time and become a great profit generator for years to come. A Crown Verity Grill has longevity – 10 year warranty on the stainless burners and cooking grates speaks for itself!

Operators can also create other events around their BBQ and outdoor space as The Brampton Halt pub in Northamptonshire has done...

• CROWN VERITY BBQ – CASE STUDY

It's 'full steam ahead' for BBQing at The Brampton Halt

The former old stationmasters house has been sensitively restored by the McManus pub group and The Brampton Halt, which has breathtaking views over the Northamptonshire countryside and a lake, provides the perfect setting for fabulous BBQs, family events, fireworks and with a marquee for private events, is very popular for weddings and private functions.



Donna Leah, joint Manager at the pub explains more. "Due to our fantastic location, reputation for good food and ales, the pub is extremely busy, every day. It is fortunate that we have a great outdoor space, as our kitchen and indoor seating cannot accommodate alone the capacity we need to cater for. Last year we had an outside bespoke island style kitchen suite built under an awning, and it incorporates two BBQ's. Unfortunately the BBQs we had couldn't cater for the numbers - we BBQ every day from Easter to November 5th, plus they had corroded badly over the year. Andy Chinn, of our long standing local equipment supplier, Countywide Catering Equipment and Nick Sanders of RH Hall introduced us to the new Crown Verity Outdoor Cooking solutions and we haven't looked back!"

The Crown Verity BBQ is now centre stage outside and is used every day - Monday to Thursday from 6pm and then all day on a Friday, Saturday and Sunday. Two dedicated chefs and a team of waiting staff operate the outside food offering and on a typical evening they cater for 250 customers and over a weekend, 400-450 per day. At the last Beer Festival the pub ran in April, they catered for 1500 customers per day and the Crown Verity apparently stood up to the task excellently.

A creative and extensive BBQ menu is offered, including mixed grill platters, grilled fish, steak, chops and chicken, burgers and quick bites plus a children's BBQ menu, but this not only appeals to the daily trade, Donna tells us, "80% of the weddings we cater for in our marquee have the BBQ food for their reception too. It has definitely been an investment that has paid for itself many times over."

Features on the Crown Verity BBQ system which especially appealed to The and Brampton Halt was the durable stainless steel finish, the bigger cooking space and the top rack which you can actually cook on as well and the unit's overall performance. For more information visit

www.mcmanuspub.co.uk or www.thebramptonhalt.co.uk



And for the BBQ traditionalist...

- **Crown Verity BBQ best just got bigger!**

Crown Verity can now boast the biggest BBQ unit available on the UK foodservice market. For the traditionalist who love charcoal, Crown Verity has launched the whopping BM60 – a 6 ft heavy duty unit constructed from 14 and 16 gauge cold rolled steel with high heat enamel finish and a 10 year warranty on the cooking pit.

Features include a 5ft grilling area with a simple slide action grate to vary the grilling height for increased cooking temperature control and quick release removable legs on castors for mobility and storage. This amazing unit is exceptional value at just over £400 - you can achieve payback in one day! Bill Verity of Crown Verity can explain all at <http://www.crownverity.com/products/grills-and-griddles/60-inch-charcoal-grill-BM-60>



FOR FURTHER PRESS INFORMATION PLEASE CONTACT:
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Note:

The 2014 British BBQ Battle will take place June 2014. For further information on how to enter please contact the RH Hall Sales team on 01296 663400