

UPDATE

The R H Hall newsletter /Spring 2012

DIAMOND JUBILEE EDITION



**Win a £2,299
Crown Verity BBQ**

apetito insist on iWave

Win an Apple iPod Nano

WELCOME



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**DON'T FORGET ...
Our new 2012
Catalogue is now
available**



Our new 129 page edition includes 100's of new innovative products from leading brands such as Sharp, Blue Seal, Electrolux, iWave®, Lec and Rational along with Buying Guides, Food Solutions, Healthcare Solutions & Vending Solutions sections PLUS our new Fabrication Services Division! We have also added even more market leading brands, including: Cambro, Alto Shaam, Sirman, Winterhalter and Manitowoc - to name but a few!

For your copy, call:
01296 663 400

Welcome...

to our Spring 'Update'. . . and as the milder weather is upon us, the daylight hours become longer and a more positive feeling possesses us, triggering thoughts to more outdoor activities, holidays, eats and drinks out ... and with so many big UK and European events happening this year we can expect to benefit from an increase in foodservice business which is certain to make it a big catering year for us here in the UK.

There is lots of news to announce in this edition but there is no doubt that the Spring season really does kick start the exciting outdoor catering and BBQ season and none more so than this year, so we've included a dedicated section (see page 5) on our outdoor foodservice products and bespoke concepts and we are launching a new competition to win a superb Crown Verity professional BBQ (see below).

Not only that, but "WOW" have we got a cracking BBQ offering available once again this year too – the very popular Crown Verity range and outdoor kitchen packs are back in stock – we expect a high demand this year so we recommend that you reserve your requirements and stock up early. Other outdoor products such as ceramic heaters and mobile food carts are also well stocked in anticipation of high demand. Call us today for more details of this exciting range and full offers available.

Team R H Hall very much look forward to serving your foodservice equipment needs this season and with our exclusive range of star performers providing one of the best line ups in the equipment market, you can be sure of hitting your personal best and even scooping Gold! And remember we now even offer a full fabrication service following our fabrication/metalwork factory acquisition made last year. "If you can sketch it... we can make it", no challenge is too big or too small. Please take a look at the new web site www.rhhallfabrications.com

Here's to a fabulous Queen's Diamond Jubilee, Team UK Olympic success and a busy and successful 2012 Spring foodservice season.

Ray Hall
Managing Director
Team R H Hall



Win a Crown Verity BBQ



Calling all caterers, chefs and business owners ...

Enter our BBQ Event Menu Challenge competition and you could win a Crown Verity MCB30 BBQ worth £2,299 or a day's BBQ cooking lesson with Ben Bartlett, the UK's BBQ Champion.

Devise a Diamond Jubilee or Olympic themed BBQ menu and you could be in with a chance of winning.



For full competition details and an entry form, email:
cvbbqcomp@rhhall.com

Here are just some of the latest additions to our outstanding range of equipment – all sourced from market leading brands, as you would expect!

NEW PRODUCTS

OPTIMAX performers!

NEW Victor OPTIMAX Refrigerated Merchandising Units

Perfectly suited for delis, coffee shops, convenience



stores and all food-to-go applications, the 35 model OPTIMAX range boasts refrigerated, heated and ambient versions, with many innovative features including an air circulation system which flows over the glass display area to reduce condensation in high humidity environments and a unique energy saving rear door design which minimises the loss of chilled air upon frequent opening.

Three sizes are available: 650mm, 1000mm and 1300mm wide, finished in either stainless steel, colour coated steel, laminate or wood to suit any interior.

Victor

For more information visit:
www.rhall.com

The competition is toast!

NEW Maestrowave Sandwich Toasters

This new stainless steel toaster is stylish with its classical shape, highly polished finish and special Union Jack decal, yet durable enough to withstand the tough environment of a professional kitchen.

The new toaster features long-life heating elements with a self-cleaning system and a dishwasher safe crumb tray. Two independent toaster slots each have their own new soft-touch ergonomic knob controls and four minute automatic timers.

Supplied with a pair of heavy duty, spring operated stainless steel toasting tongs to make perfect toasted sandwiches or use without for toasting individual bread slices at an output rate of 60 rounds per hour per each slot.

In stock and now available!

SPECIAL OLYMPIC EDITION



MAESTROWAVE

For more information contact our Sales Office:
01296 663 400

COMING SOON...Combi Chef 7!

WATCH THIS SPACE!



Following on from the extremely successful launch of the Combi Chef 6 last Spring, Maestrowave has been busy working on the latest addition to the

Combi Chef family of products. The Combi Chef 7 will join the line-up – Combi Chef 4, Combi Chef 5+ and Combi Chef 6 and promises to pack even more features and functionality into

the small Maestrowave Combi Chef footprint! Watch this space ...

MAESTROWAVE

MENU CREATOR

NEW official suppliers to Cedabond

One of the industry's leading buying and marketing consortiums, Cedabond, has appointed R H Hall as an official supply partner. Cedabond has been operating since 1977 and has a membership of over 60 catering distributor companies and buying agreements with over 40 suppliers. Members are carefully vetted and must adhere to a Charter of Standards and Service. We are proud to be working with this organisation.

cedabond

KRIS' INDUSTRY UPDATE

2012 a big year of opportunity ...

The Olympics and the Queen's Diamond Jubilee – the biggest events in our country's history for over 50 years.

Yes it's finally here – 2012. What a year it promises to be! If you haven't started already, there is no time to waste to make your plans to make the most of the opportunities. According to sources, the food, drink and entertainment industry could benefit from at least £82 million spend from the Olympics alone. There's no doubt about it, despite the harsh economic climate, 2012 has to be the year of catering opportunity!

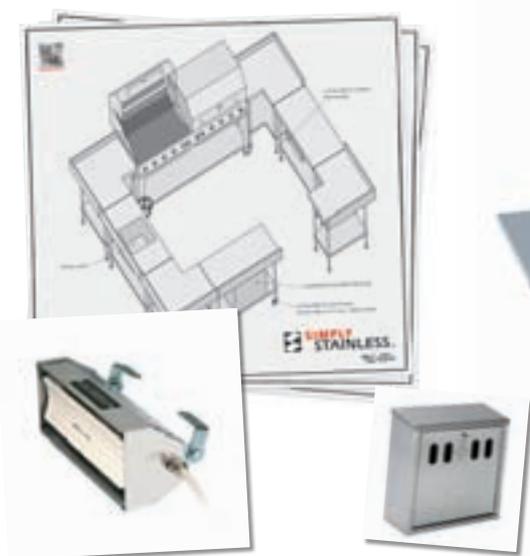
Team R H Hall is here to help you make it happen. We've been planning our product ranges and stock levels to ensure we can cater for all your needs – whether it's indoor or outdoor catering! As with every team there are 'star performers' and coming to the fore are our Exclusive Top Selling Brands – all market leaders to ensure we help you achieve your personal bests! Equipment with top performance, consistency and stamina – all the qualities needed to go for Gold in a tough competitive marketplace. Here's to a successful catering season. Let the Games begin ...



Kris Brearley
Sales Director

Outdoor Solutions

This year, more so than any other, outside catering will be a big opportunity. Turn your outside space, no matter how small, into a profit potential. Our dedicated Outdoor Solutions product range has been created to maximise any external space come rain or shine!



The range includes all levels of outdoor cooking equipment from entire portable kitchens, to cooking stations, food carts, right down to a simple BBQ – the options are endless. And for added creature comforts, ceramic outside heaters, portable fold down event tabling, canopies, furniture and big screen TV's can also be supplied. Oh and not forgetting cigarette disposal containers for when the nerves reach breaking point as Britain goes for Gold!!

WANT TO COOK ON AN OLYMPIC SPECIFIED BBQ? Well now you can. R H Hall is the exclusive UK distributor of Crown Verity professional BBQ outdoor cooking systems. Specified by Arena Leisure for catering at the Olympic Games rowing events, these systems fulfil the needs of the most discerning chef and the business owner looking for a very profitable solution. Choose from a simple BBQ or specify 'add ons' including, griddles, side burners and rotisseries. Combine this with

Simply Stainless steel benches and you have yourself a complete food store, cook and serve facility all in one and fully portable for ease of storage.

GIVEAWAY!

The first five orders for a Crown Verity BBQ will receive a FREE copy of BBQ Champion Ben Bartlett's new Haynes Guide to Grilling. This 'BBQ Bible' is now available from bookshops for £21.99.



SPECIAL OFFER!

**No deposit
No interest
No time to lose!**

36 months interest free credit across the entire Crown Verity range. For example, a top selling MCB30 BBQ System pack works out at less than £2.10 a day. For more details call today on:

01296 663 400

Star players ... top performing brands

The World's leading athletes are competing this year and so too are the World's leading foodservice brands!

R H Hall holds the exclusive distributor agreements for five of these leading names and has done so for many years. Maestrowave, Sharp, Smeg, Simply Stainless and Crown Verity are all exclusive to us in the UK and Eire.



Brands for all foodservice applications ...

Within our key brands there is a range of equipment to suit even the most unusual or demanding of foodservice applications – indoors or outdoors – and all from under our one roof! For fast regeneration we have the Sharp microwaves, for every bake-off and food to go scenario we have the super Smeg ALFA oven range and for greater versatility in cooking we have the Maestrowave Combi range.

For more information
contact our Sales Office:
01296 663 400

Partnering success with Smeg

Having been the exclusive UK supplier of Smeg commercial ovens for over 10 years, R H Hall has already established a solid awareness of the brand with a good steady sales growth. With the joint objective of tapping potential and increasing sales further in the UK, Italian brand Smeg is now putting considerable additional investment behind their commercial category.

This investment has included exhibiting at this year's Hotelympia alongside R H Hall. The Smeg stand showcased the extremely popular bake-off oven range which generated plenty of interest and enquiries about the new oven ranges – for more information please call our sales team.



R H Hall's Nick Sanders ready on the stand at Hotelympia

DEDICATED SUPPORT

To give R H Hall a dedicated Smeg resource, for the first time in the UK Smeg has now appointed a dedicated Foodservice Sales Manager. Adam Banfield has taken on the role having been with Smeg supporting their domestic sales operation based in Oxfordshire for almost a year. Adam told Update, "This is an exciting opportunity for me to work with R H Hall on growing our share of the UK market. This additional commitment comes at a time when our products are ideally suited to one of the largest growth areas in foodservice – the food to go sector – where we see a focus amongst others on forecourts and sporting venues."



Adam Banfield

He continues, "Within our Oxford operation we now have the infrastructure in place to really help to develop our commercial sales here in the UK".

Adam will be partnering with our Sales Team to get out and about to see our customers and discuss the Smeg commercial proposition with you very soon!



Microwave Association recognition

Hotelympia saw the inaugural awards ceremony of CESA's Foodservice Order of Merit programme, launched to recognise elected leaders of major foodservice industry associations for their commitment and dedication to their respective organisations and the industry at large. Many congratulations to Jennipher Marshall-Jenkinson, Chairperson of the Microwave Association (an organisation very close to R H Hall hearts!) who was chosen to receive an Award for her significant contribution to the hospitality industry.



apetito and iWave turn hospital mealtimes on their head!

At a time when hospitals are under increasing pressure to run a cost-effective catering service that satisfies patient demand for quality, flexibility and choice, a new system pioneered by leading healthcare meals provider, apetito has been launched. Working with equipment specialist R H Hall, apetito has developed CarteChoix, a restaurant-style approach to hospital meal times that enables the provision of individual complete meals, served on a warm china plate, as and when a patient wants it.

This new system uses the revolutionary iWave automated cooking system with apetito's ground breaking ready meals. It relies on a unique upside down cooking method and compartmentalised plastic trays which keep the meal components separate until the last moment, ensuring meals are well presented. With a cook time of just 5-7 minutes it means patients do not have to order many hours in advance, the meal of their choice can be heated up within minutes on the ward, so it can offer significant labour savings and reduce food wastage too.

Designed to complement multi-portion bulk systems, the new 'industry first' solution has been specifically developed in response to research which revealed a gap in the existing food provision for a flexible meal offering across acute settings with a high turnaround, such as Maternity and Admissions.



New CarteChoix plated meal system

The CarteChoix offering has just gone live at St. George's Hospital in Tooting and Christie's Hospital in Manchester and has proved to be very popular among patients. Additionally, Christie's are making full use of iWave's detailed and useful management e-reporting functions, including valuable data for caterers on meal take-up and choices. The iWave's integral temperature probe and e-HACCP monitoring system ensures each patient meal is cooked to perfection and at a safe serving temperature.

Pat Taylor, dietician for contract caterer, Mitie, which has been using the CarteChoix range at St. George's says, "This range has increased our flexibility to deliver a responsive meal service that totally meets the nutritional needs of a number of different patient groups."

Rosemarie Hoyle, Divisional Manager at apetito Healthcare sums up: "There's real truth in the adage that food is the best form of medicine – if patients don't eat they are unlikely to get better. In our experience, the ability to order closer to mealtimes and to get the food you have ordered, can vastly reduce wastage and

enhance rates of recovery. Bulk Meals systems are still an excellent solution for many longer stay patients, however in the acute hospital setting plated meals can offer the greater flexibility which can make a significant difference".



REGIONAL ROUNDUP

National Accounts



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January proved to be a quieter month than anticipated in terms of orders, but I have been kept very busy with opportunities and plans for the next quarter with some

different and challenging projects to get involved with. The past three months has seen us working with IMC on three bar refurbishments for key Ambassador Theatre sites and we are working on plans for further ones this year and we've once again been working with The Grove Hotel at Watford. We're also currently in discussions with a number of other new and existing clients regarding their plans for the coming months and it looks like being an exciting and interesting year ahead!

Food Solutions



Chris O'Neill
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A very busy and interesting period, with Condor Ferries putting the first Combi 6 onto their fast track Catamaran, which runs between Weymouth, Guernsey and

Jersey, with more set to follow. We have also secured to supply the newly opened Red Lion Pub that is owned by Watford Football Club with all their kitchen requirements. An international project with the Naafi is underway with the first trial site in Germany. Following successful trials with Torbay hospital we will be installing 8 new iWave Systems into several of their wards with apetito as the food partner, with whom we are working on their new and unique CarteChoix plated meals system.

Public Sector



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As we head towards the climax of the year, at last some customers in the Public Sector have found some money to spend. As is the usual at this time of the year there is great pressure to get jobs done,

and paid for, in a more often than not totally unrealistic timescale. However, that is what we are best at, solving problems and delivering results. Certain sectors of the market seem to have no requirements at all at present, notably schools and the NHS, hopefully they will get some money to spend in the new financial year. The new tender for Government Procurement Service (formerly Buying Solutions) is due out in the next couple of weeks which will certainly help to generate some enquiries throughout the Public Sector.

The South



Derek Poole
AREA SALES MANAGER - SOUTH
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The months leading up to the New Year proved to be difficult in terms of sales for the South with dealers having to fight hard for lower than expected business opportunities.

Thankfully the start of 2012 has given me a sense of optimism again with January sales proving very positive and showing a big improvement. With the launch of the new Spring promotion at the beginning of February offering some great deals and also the upcoming major sporting events in the UK over the next 6 months, I believe there is plenty of scope for increased sales for my dealers in the South. Everyone at R H Hall looks forward to being of assistance to you all.

The Midlands



Nick Sanders
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Despite the cold start to the year things have really heated up through the exhibition season and with so many exciting events just ahead I'm confident the region will

continue to grow. Dealers looking for new opportunities have found Nirey Knife Sharpeners and Vax Carpet Washers which complement our key brands and show the diversity of our offer. While others find it hard creating opportunities, R H Hall through product support, CEDABOND links or promotions, do what we do best and generate them.

Keeping up with our membership of the FCSI I went on a valuable "speed dating" event, meeting with consultants, dealers and contract caterers.

The North



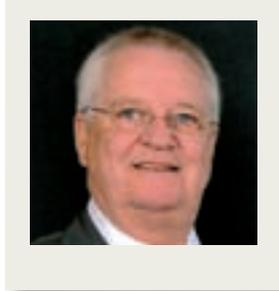
Tom Caine
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Now we are at the flipside of the busy Christmas trading period, key product group growth and as always the strong mutual relationships with dealers remains a priority as these will be important

areas of growth to both R H Hall and its dealers forming the building blocks for the future. The visit by one of our key brand suppliers last year was beneficial, so much so that Brian Dunnage of Simply Stainless is to revisit the UK in June 2012. I have always been committed to supporting the dealers in local trade shows and product demonstrations along with staff training, and I look forward to these opportunities coming up once again. Finally it was great to catch up with many of you at Hotelympia this year.

Staff in the spotlight

The new Fabrications division is now well and truly integrated into the R H Hall Team and Update caught up with two of its key players.



Geoff Murray
Fabrications General Manager

Involved in fabrications for more years than he wishes to remember - in fact, over 40!

Originally an accountant, Geoff first became involved on the shop floor when numerically controlled machines were introduced, as his expertise with figures helped him back-up the engineers as and when any anomalies occurred, helping to minimise any costly production mistakes.

Geoff's role has evolved to include him more in the creative /product development side of the business. His role is predominantly client facing in sales and business development. He is the key liaison point between clients, design and shop floor - ensuring all projects are workable and viable!

GEOFF'S FUTURE VISION ...

All shop floor machines are now computer programmed and further advances including designing in 2D and 3D perspectives are all enhancing product creativity within fabrication production.

"I see the Fabrications division as an extremely diverse business with a wealth of applications and opportunities. At present catering equipment accounts for 30-40% of manufacturing throughput, with 60-70% being other applications. Going forward the plan is to give catering equipment its own manufacturing unit as the increase in business is growing all the time.

Currently we make all the iWave trolley units plus tabling/shelving here, plus a lot of bespoke work, from the tiniest of fittings for example door handles to the largest tailored foodservice equipment solutions - off the shelf or made to measure, really setting us apart from our comparative supplier competitors. In fact anything you'd want made out of stainless steel or mild steel R H Hall Fabrications can design it and manufacture it!"



John Lancashire
Fabrications Works Manager

Been with the Fabrications business 'man and boy'! John has over 25 years' experience of the shop floor starting at just 17. He has the full knowledge of how long projects should take through concept to completion. He has grown up with most of the guys he now manages and knows them better than his own family!

JOHN'S DAY TO DAY ...

"No two days are ever the same! Each morning I have a 'toolbox talk' with each member of staff to ensure they understand their schedule for the day. It's a very organised and experienced team, so my

main priorities are deadlines, ensuring all programmed work is completed correctly and on time.

The day can also bring meetings with Geoff and our designer, Steve Potter (25+ years in the business too!), talking over new projects and prototypes or samples production, a lot of which are happening at the moment especially for catering equipment - the mobile food cart started out as a prototype from a sketch and now the units are in full production.

Other days can involve supervising new staff and looking after their training. Health and Safety falls within my responsibility too and is a constant consideration. I have to ensure I'm up to date on this area through training courses.

The Maestrowave Combi Chef and iWave manufacture has moved to the Fabrications factory and existing members of the R H Hall Team have come over too and we're forming an even closer knit production team, all making for greater efficiencies."

For more information visit:

www.rhhallfabrications.com

Competition time!

We have an Apple iPod Nano to give away to the first lucky reader pulled out of the hat.

To win, simply answer correctly the following 3 questions:

1. What's the name of R H Hall Fabrications division Works Manager?
2. Who was presented with a CESA Merit Award at Hotelympia?
3. What is the name of the new plated meals system from apetito ?

Email your entries to competition@rhhall.com.

Closing date: 31st May 2012

Congratulations to Katy Rawlinson of Design Catering Equipment who was the winner of an Amazon Kindle in our Winter Update competition.



See us at HCA

We will once again be exhibitors and main sponsors of this year's Conference in April. The theme this year: Accept the Challenge and Feed the Future. The challenges for hospital caterers are huge - quality is key, but every penny counts! We will be featuring our revolutionary iWave system that not only produces consistent results, but saves energy and reduces food wastage too.

iwave
PLATED MEAL SOLUTIONS

