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AN IPOD
NANO

UPDATE

The R H Hall newsletter /Spring 2013

CROWN VERITY
BRITISH BBQ
BATTLE LAUNCH

NEW SIMPLY STAINLESS BESPOKE SERVICE

WELCOME



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NEW 2013 Catalogue extended



The NEW extended 2013 R H Hall corporate foodservice equipment catalogue is now available. With 132 pages of leading brands and 100's of new and innovative products, it's the only publication you need to find all your equipment requirements including buying guides, foodservice solutions, healthcare and vending and a NEW section on the bespoke Simply Stainless and Fabrications service.

A NEW matching Price List is also available in an improved easy to use format.

For your copies, call:
01296 663 400

Welcome...

Welcome to our Spring 2013 'Update'... this month we have loads of interesting seasonal, new product and catering industry information to tell you about in this spring edition so we hope you enjoy the read.

The milder weather is coming upon us, the daylight hours are becoming longer and with the landscape starting to colour up, nature seems to be buzzing back to life. Spring is also a usually positive trading time for the catering industry, with consumers starting to get into holiday mind mode and with increased outdoor activities, including socialising, drinking and eating out more. So it's time to start planning on how we can be more proactive and smarter in our business approach and put thoughts to great outdoor catering opportunities and get those BBQ's fired up!

This month sees the launch of our National Crown Verity BBQ Chef of the Year Competition to find the best UK BBQ'er. You may recall our inaugural 2012 competition was a great success and this year's event will be even bigger and better.... Celebrity chef and head of the official UK BBQ Team, Ben Bartlett "Britain's Best BBQ'er", will be working with us again on this year's competition and offering top BBQ advice to participants. He'll also be working on demonstrations and various outdoor road show events/exhibitions which we will be participating at throughout this culinary season. What a way to start the season... see page 5 for more information of this fabulous and fun event plus details of our ever growing outdoor catering solutions including the launch of the brand new Crown Verity 'all weather' Portable Hand Wash Station which we hope you will take full advantage of and profit by this year.

Team R H Hall very much look forward to serving your foodservice equipment needs this season and with our ever growing comprehensive range of top foodservice brands providing one of the best line ups in the equipment market, you can be sure of product suitability and competitive terms to meet budget and industry sector needs.

Remember we now offer a full fabrication service following our fabrication/metalwork factory acquisition "If you can sketch it ... we can make it", no challenge is too big or small. Please take a look at the new web site www.rhhallfabrications.com. Also read about our new appointment on page 8. Ben Chrystal joins the R H Hall Fabrications team to head up our brand new Bespoke Foodservice Solutions division.

We have solutions, solutions, solutions - so let's make it happen!

Here's to a cracking good spring and summer trading period.

All the very best

Ray Hall
Managing Director
Team R H Hall



Ray Hall and Kris Brearley judging the Red Nose Day cupcake competition

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

Smeg and Maestrowave launch at Hospitality 2013



Exhibiting at this year's show, we unveiled new products and concepts from Maestrowave and Smeg, both very favourably received by visitors (see our 'In the Industry' Quality Cuisine case study).



On show for the first time was the new Maestrowave Combi Chef 7 with the latest version of Menu Creator 2.0™. Packed full of brand new features, this is the most flexible Combi Chef ever produced.

The Smeg ALFA144 and ALFA43UK were on stand, two of the six new professional ovens announced by Smeg. A completely redesigned range, they combine high performance, cutting-edge

technology and modern design and style, developed to cater for all needs – high or low volume, bakery and/or catering operations. Also created are new stands and hoods to suit the range.

COMING SOON

Maestrowave take a slice of the action



New range of top quality slicers featuring high performance blades for clean, precision slicing.

Available in 8, 10 and 12 inch models for various applications, the slicers come with an integral blade sharpener and blade removing tool. The range offers heavy duty slicing at lightweight prices - incredible value.



New range of Crown Verity Pro Fryers



New outdoor Pro Fryers designed to cook high volumes of product in a short period of time.



Electrolux professional laundry systems



For small businesses considering bringing their laundry in-house, the new Quick Wash and Quick Dry machines from Electrolux are the ideal solution.

In a strikingly new black design, they have been designed using advanced technology for the ultimate in speed and performance, taking half the time compared to domestic solutions. Low water and energy usage is assured and the machines are stackable, saving space. Both are available in 240V 13amp. Long life up to 15,000 cycles.



New mobility from Craven



A new Economy range of catering trolley's has just been launched.

Leading the way is the EME20N-Z general purpose trolley with 3 tiers. The new range also features a tray stacking trolley and mobile cutlery trolley.

Hard wearing and durable design, fully welded stainless steel finish.



Crown Verity hand wash unit cleans up



Brand new to the UK, this stylish hand washing unit is the ideal accompaniment to the outdoor catering and hire scene.

Providing 300 hand washes from its 64 litre capacity, this completely mobile unit requires no power supply, an integral foot pump delivers water to the large sink area. Manually filled, it takes cold or warm water and at the end of the day it's easy to drain. Rear wheels allow the unit to 'roll & go'!

KRIS' INDUSTRY UPDATE

Spring is in the air and another financial year is over for us already! Where does the time go when you're having fun?! Thanks to all of our customers and partners for their support in what has been another successful year, against, as we all know, pretty tough trading conditions. It goes to show by working together, innovating and having a positive and proactive approach, the business is out there!

Team R H Hall look forward to another year of partnering up with our outstanding suppliers and our loyal and potential customers to package together unique foodservice solutions – both off the shelf and bespoke.

For starters and to whet your appetite, we have an abundance of new and unique products we've added to our portfolio: the new extended R H Hall catalogue; plus new and additional services – and this includes a very warm welcome to Ben Chrystal, our new Bespoke Solutions Manager. And certainly not one to be forgotten is our 2013 Crown Verity BBQ Competition, taking place once again following on from the fantastic success we had with the launch event last year – inspirational BBQ'ing at its best!



Kris Brearley
Sales Director

Simply Stainless extended range & design your own kitchen planning tool!

The range of modular off the shelf stainless steel solutions has been further extended to include 2100mm products, including wall benches, centre tables, wall shelves and sinks and even more accessories. We also have a new Simply Stainless Price List and Product Guide which shows the full range available

or visit www.rhhall.com and try out our very useful Simply Stainless kitchen design planning tool. See our back page for details of our new Bespoke Simply Stainless & Fabrications Service.



Partnership goes from strength to strength

Our exclusive supplier partnership with EGI Milan Toast now stems back over 10 years!



Being Italian, they pride themselves on quality manufacturing and using only the best components and they still have the largest range of Contact Grills in the market. With the new range of ceramic

grills they now offer a grill for every application.



The NAFEM Show – Orlando, Florida

R H Hall recently visited this show and found the event to be busy, vibrant and the mood very positive; a good buzz back in the US foodservice market after four years of stagnation.

There were many new foodservice products and food themes on show with a continued emphasis on 'hi speed' cooking ovens combining Impinger technology and some with Microwave energy combined. Induction cooking equipment was much more prevalent than 2 years ago and as you would expect, outdoor cooking continues to be big in the USA. We linked up with Crown Verity and were shown further additions to their outstanding range of portable high quality BBQ grills and equipment, including a very useful and stylish Portable Hand Wash Station which is now available in the UK from R H Hall.

The digital age and internet was also very evident with apps for iPhone and android units being promoted in abundance regarding table bookings and customer loyalty schemes. The inclusion of touch screen control panels and digital marketing and signage technology was also big amongst leading foodservice brands.

All in all it was a very inspiring visit and we would very much recommend the trip to anyone in foodservice looking for fresh new ideas for themes, styles, and equipment. Held every two years, the next show is in February 2015.



www.thenafemshow.org

True warranty extension

True commercial refrigerators and freezers sold in the United Kingdom and Ireland will now receive a full five-year parts and labour warranty as standard, including the compressor.



Crown Verity British BBQ Battle 2013

Hot on the grills of the Crown Verity BBQ Event Menu Challenge and BBQ Chef of the Year Competition launched last year, we are throwing down the BBQ tools once again to find the 2013 BBQ champion.

This year, working with the leading publishing group H2O, we will be searching the nation for chefs strong enough to step up to the challenge and compete in the Crown Verity British BBQ Battle.



President of the British BBQ Association and winner at the World Championships, Ben Bartlett, will be heading up the judging panel alongside Bill Verity, and will be looking for unique and creative ideas that take a spin on British favourites.

You will need to submit a brief description of a starter, main and dessert that can be prepared on a BBQ. If shortlisted you will be invited to the live final on 20th June to battle against other chefs to produce your three course menu within a 1 hour time frame to be crowned Crown Verity British BBQ Battle Champion.

There are £11,000 worth of prizes to be won, including a £3000 Crown Verity BBQ to the winner.



For more information and to take part, visit:
www.britishbbqbattle.co.uk
Deadline for entries is 10th May.

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. When is the Crown Verity British BBQ Battle live final being held?
2. Which two brands launched products at Hospitality 2013?
3. Which country does Ben Chrystal originate from?

Email your entries to competition@rhhall.com.
Closing date: 30th May 2013

Congratulations to Tina Dodsley of Garners Food Service Equipment in Nottingham who won a Panasonic Digital camera in our Winter Update competition

Are you equipped to profit from this year's hottest foodservice trend?

More than 120 million BBQs were sold last year, worth around £7bn*, a clear indication of how successful eating 'al fresco' has become.

Opportunities are numerous, despite the Great British weather! Give your hotel, restaurant or Gastro pub catering a big point of difference and bring the outdoor eating theatre experience to your establishment. An outdoor kitchen built around a Crown Verity BBQ, is an investment that will generate large returns from day one.

With an extensive range of BBQs to suit every size of operation, exciting

accessories and the exclusive Simply Stainless range of tabling, sinks and new Crown Verity Portable Hand Wash Station, we can help create the perfect outdoor solution. We can even offer expert menu advice!

Take a look at the new Crown Verity web site where you can design your own BBQ configuration online:
www.crownverity.com.
Every possible configuration is available from our UK stock.



Rental,
lease & interest
free purchase
available!
PRICES FROM £1,500
OR JUST £5.00
PER DAY!



*Kantar Worldpanel - Dec 2011

Partridges fly the BBQ trend for the Craft Guild of Chefs

Last year's winners of the prestigious "Crown Verity BBQ Event Menu Challenge" was Partridges of Sloane Square. Deputy manager, François Ginther, devised the winning menu and has since been instrumental in creating the winning dishes during an evening sponsored by Wine of Portugal for the Craft Guild of Chefs, who were so impressed they have asked Partridges to organise another dinner. Partridges plan to have many more BBQ events this year based on the success of 2012.

Quality Cuisine choose quality oven

Quality Cuisine produce a quality range of handmade savoury products with a real emphasis on innovative and creative baked solutions. Based in South Devon since 1999, they continue to provide their savoury products across the UK through their network of wholesale distributors. They work closely with many high profile hotel, pub and restaurant groups.

When visiting Hospitality 2013 in January, Colin Liddy, Managing Director of Quality Cuisine, came onto the R H Hall stand. He was immediately impressed with the new Smeg ALFA43UK oven on show. So impressed, he bought one!

The oven was delivered within days of the visit and was up and running in the Quality Cuisine test kitchens.



A quality savoury pudding

Colin Liddy comments, "We purchased the new Smeg oven to help launch the new Longini product range designed for the 'food on the go' market. This new product is a range of pastry bases topped with a choice of five combinations of mouth-watering ingredients. They are supplied ready packed in their own oven-ready foil container, are simple to store and prepare from frozen".

"I believe the new oven will be of great value to us in demonstrating how best to regenerate this new range. The versatility the oven gives us out on the road is also important, it reduces the need for a number of pieces of equipment which is crucial as we do a lot of trade shows to enhance our business and for the promotion of the new Longini range and very successful savoury pudding range".



The ALFA3UK oven is the latest addition to the extensive Smeg range from R H Hall.

With a larger internal cooking chamber, four levels of cooking can be achieved. This larger cooking chamber creates a bigger space between the cooking trays and this coupled with thermo ventilation and rear mounted fan, an improved cooking result is achieved, ideal for 'bake-off' and 'convection' operation and its fast recovery time makes it ideal for refrigerated or frozen products.



Hole in One for Crown Verity at the historic Hockley golf club

Hockley golf club is set on 250 acres of historical chalk down land overlooking Winchester, the ancient capital of Wessex. A private members club, established in 1914, it opens its greens to visitors and society groups and can offer club house catering of bar meals or menu dining after a round of golf. However, last September the club purchased a Crown Verity MCB72, BBQ system, to enhance their outdoor offering during the busy events months.

Jane Sidoli, Catering and Bar Manager comments, "We bought the BBQ very late in the season so to date we have merely christened it when we undertook a BBQ event to coincide with the Ryder Cup final day and evening's play as it was on US time! The response was really good, we had in the region of 100 members and guests, a great atmosphere was created and it was a huge success. The BBQ itself was a notable focus of attention. We were

impressed with all the extras, which came with it and are very much looking forward to utilizing it more fully this season and are planning a number of events." The Crown Verity MCB72 BBQ system, available exclusively through R H Hall, is the ultimate! With a total of almost 6ft cooking area the model will cater for the most adventurous or largest catering event and create that much needed additional revenue stream.



The mighty MCB72

Manufactured to the highest standards these professional BBQ systems are designed and built for the most discerning chef and are capable of being the 'complete outdoor cooking system'.



HOCKLEY
GOLF CLUB

REGIONAL ROUNDUP

National Accounts



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After a remarkably slow first two weeks to the New Year (did everyone forget to come back to work?!) it has proved to now be one of the busiest starts to a new financial

year I can recall! Getting orders signed, sealed and delivered still remains a bit of a challenge at times, but if the early year activity translates into finalised business in the coming months, then the National Account Division can look forward to a very positive year! However, as we all know, nothing in sales can ever be taken for granted!

Nevertheless, with the work we are doing now, we are setting a course with the aim of achieving another interesting and order filled year!

Food Solutions



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This period has seen some really good development success - we now have our first live installation of Maestrowave and iWave into the Leicester Trust with

Compass and the mobilisation went very well. Another major coupe is the forthcoming installations of our Smeg equipment into the forecourts of Road Chef. Finally, we are now breaking into new ground with iWave - a leading convenience chain will be trialling iWave in 10 stores. Also I've been working with leading food company, the Sandwich Factory, to develop a range of hand held products to go through the iWave system and we now have a range of hot snacks the first of which will be used by ISS Mediclean for patient snacking.

Public Sector



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I have been focussing on getting us listed in purchasing groups websites and catalogues. This approach will not produce results immediately but will bear fruit in the long term.

As major sponsors once more for the Hospital Caterers Association Conference in April we should be able to catch up on existing projects and, hopefully, gather information on new projects.

A major development is our possible working with an international facilities provider. They are an existing customer in the Healthcare market but we are now providing equipment into other areas with them, primarily education and our Simply Stainless and Fabrications solutions provide great potential for future growth here.

The South



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Sales in Quarter 4 this year more or less mirrored the corresponding period last year and it was pleasing that both mine and my dealers' efforts over the past two

sales periods proved to be worthwhile with additional sales of equipment across our Key Brands. As we enter the spring/summer period, sales of Crown Verity BBQ's increase and I hope together we can promote this fantastic system and range. Indeed where required, I can demonstrate on your behalf.

Finally a warm welcome to Ben Chrystal who has joined the team and will support you, in conjunction with myself, on everything Simply Stainless and Fabrications.

The Midlands



Nick Sanders
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A cold start to 2013 has led to a bright spring for the Midlands & Wales - The 6 Nations proved as exciting as our Catering Essentials Promotion which kick-started

Smeg sales in particular. Crown Verity BBQs have already been rolling out the door and with Ben Chrystal joining us from Simply Stainless in Australia, I have seen a lot more enquiries and orders for Fabrication-with such a quality product, service and great pricing, it's a simple choice! I keep saying it: but visits, demos and support are only a call away - just ask those who have gained already by contacting us. If you can't find a particular product, then call us and let us see if we can!

The North



Tom Caine
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My dealers and I have continued to focus strongly, in this quarter, on consolidating key brands together. I have continued R H Hall dealer support by setting time aside to approach end users on

behalf of dealers, and this has resulted in increased awareness and sales of key lines, resulting in good sales growth for quarter 4.

It's nearly BBQ time, so the focus will again be on Crown Verity, continuing on from successes of last year and not forgetting our key brands too! Looking ahead to quarter 1, I feel that although the past year has been difficult, the foundations laid between R H Hall, myself and dealers will enable us to drive business forward together. Thank you to everyone for their support.

Launch of new division

Following on from the success of our Simply Stainless exclusive partnership supplying 'off the shelf' fabrication systems and the acquisition of our own Fabrications business, we are combining the two specialist areas and launching a brand new business division – Bespoke Foodservice Solutions. Heading up the new team is Ben Chrystal from Simply Stainless in Australia and you can read more about him and his new role below. Our new division will marry together all of the products and expertise to provide a bespoke, design and planning service that brings even more creative, cost effective fabricated solutions to the market – no other equipment supplier offers this kind of service – it's a market leading and unique service to the UK.

STAFF IN THE SPOTLIGHT Ben Chrystal

Welcome to Ben our new Bespoke Solutions Manager who has joined us with his considerable Simply Stainless and fabrications expertise from Perth, Australia!

Ben has been working in the catering industry for the past 5 years for sister company Caterlink. He was in Project Sales and Contracting, dealing a lot with fabricators, distributors, end users, consultants, architects and builders. His speciality was in the mining sector, an area of incredible growth in Western Australia. He has developed a depth of knowledge of the catering requirements for mine sites and has designed and specified kitchens to fulfil all their varied needs. The largest project completed totalled \$2.1m AUD, for the kitchen and bar mess alone. This had over \$120k worth of Simply Stainless products, a portion of which were bespoke.

Ben tells us, "I see my role here as primarily the face of Simply Stainless but also as a vital link to the Fabrication business. The direction I believe will be successful in the UK market will be the promotion of the Simply Stainless brand foremost and utilising where possible our bespoke solutions to complement it. We are looking to provide all the stainless steel components of a project, utilising the modular system where possible and using

componentry in order to provide bespoke solutions where the module won't suit - an 'all encompassing' service".

He continues, "This role will evolve so that in time, I hope, our entire dealer network will be fully aware of our fabrication ability, and Simply Stainless' functionality so that both can be utilised in almost all projects and fit-outs. It's a real case of educating the market of our new capabilities. I'm looking forward to working closely with our Area Sales Managers in order to assist them in any way they need to promote Simply Stainless, and assist them with providing accurate and timely pricing, especially with the bespoke side of our business. I can already see from my limited time in the UK how much potential there is for Simply Stainless to grow and expand, once we make our dealer network aware of Simply's functionality and adaptability, we are hoping that sales will go through the roof!"

Ben holds a CFSP accreditation in food service which helps him to bring confidence and knowledge of different markets and



New faces



Megan Hall
Credit Control Assistant

Megan joined in November last year and started her training working alongside Anne Farnham who is our credit control team leader. In January of this year, she took up her role as Credit Control Assistant. Megan has since completed an Introduction course into Credit Control Management with the ICM which she thoroughly enjoyed and is looking forward to completing further courses with them in the near future. Megan is building great relations with our customers and is developing her skills daily to pursue her long term career at R H Hall.

Congratulations to...

- Adam Hall, Carol Redpath and Tina Ransome on completing their NVQ Level 3 in Customer Service
- Nick Sanders on passing the CFSP exam – a relatively new professional qualification specific to the foodservice industry
- Brian McCann of our Fabrication Division on completing the Berkhamsted fun run!

Making funny money!

Once again we raised money for Comic Relief and all staff joined in various activities on 15th March including, a cupcake competition which was won by Sophie, dress down day, sweepstakes, raffles and the final icing on the cake... the Directors BBQ Cook Off. Ray and Kris went into action on the Crown Verity and cooked up a storm.

We also donated £1 for every sales item despatched on the day. All in all we raised £405 and had great fun!

