

UPDATE

The R H Hall newsletter / Summer 2012

BBQ CHEF OF THE YEAR



**WIN A
ROBERTS
DIGITAL
RADIO**

WELCOME



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The Great British Summer Promotion



The team at R H Hall has once again put together a sizzling Summer Promotion. Choose from over 200 products from our exclusive and best selling brands and let us give you something back ... special gifts and vouchers from the UK's leading retailers: Argos; Marks & Spencer and Tesco. As well as outstanding prices, every product listed in this promotion can earn Reward Points. Simply log the points earned on all purchases made from now until 30th September 2012, but hurry as stocks won't last!

For your copy, call:
01296 663 400

Welcome...

to our Summer 'Update'. This issue contains details of our latest Great British Summer Promotion where points really do make prizes and there's also lots of other information on 'what's hot' and 'what's new'. We hope you take full advantage of our sizzling promotion and enjoy the read.

WHERE HAS THE TIME GONE THIS YEAR?

It seems that only recently we were celebrating the turn of the year and writing our Spring newsletter and now we are 7 months into 2012! So what's happening in the R H Hall camp I hear you ask?

Well it's all been good and a very busy few months. The business is trading well considering the continued poor UK economics and difficult world trading issues. However with such an action packed year of UK events in terms of hospitality and catering opportunities perhaps we should not be too surprised of the extra business that these events have brought in. With the Olympics now in full swing the boost to the catering trade should continue to keep the tills ringing and equally put a strain on equipment which should lead to good replacement business by the end of summer and into autumn in preparation for the busy winter trade period.

20 YEARS OF GREAT SERVICE

Congratulations to our Sales Director - Kris Brearley who has made it through 20 years of great service to R H Hall. Kris started his career at R H Hall during June of 1992 as a Saturday part timer from leaving school and within a fairly short period he was working his way up the ladder taking on greater responsibilities year on year. Kris has played a major part in the company's success and to that end we gave Kris a very special treat to mark this great achievement. More information is contained in the Staff Spotlight section on the back page.

THE GOOD OLD BRITISH SUMMER

Well the hope of a long patch of hot and dry weather was not to be during June and July but there is still good time to profit and maximise opportunities with an outdoor catering facility. Our Crown Verity BBQ sales to date have been very good considering the long wet period and it would seem that many caterers are providing outdoor areas which are covered and often heated to attract customers whatever the weather. Sales of complete outdoor cooking solutions have been very positive this year, take a look at www.rhhall.com and see the versatility of combining a Crown Verity outdoor cooking system with Simply Stainless tabling, sinks and mobile solutions. And to get an idea of some of the amazing dishes you can cook on a BBQ, we launched our first BBQ Event Menu Challenge and BBQ Chef of the Year 2012 competition - see page 5 for this story.

Also take a look at the new Crown Verity web site where you can actually build your very own BBQ configuration online! Visit www.crownverity.com. Every possible configuration is available from our UK stock. Call us for a brochure today. Don't forget if you require any bespoke needs we have our fabrication company on hand to make anything you could wish for. "If you can sketch it, we can make it!" Visit www.rhhallfabrications.com for more information.

Well that's about it from me so here's to wishing our customers and readers a great summer trade and we look forward to serving all your foodservice solution needs perfectly as always ...

Best regards

A handwritten signature in black ink, appearing to read 'Ray Hall', written over a white background.

Ray Hall
Managing Director



Ray and Kris with Ben Bartlett and Bill Verity judging the BBQ Chef of the Year 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

NEW Maestrowave Ceramic Contact Grills

With a more efficient way of transferring heat and lower power consumption, the new Maestrowave Ceramic Grills are fast becoming in high demand – rapid heat up times and excellent heat retention delivers efficient and consistent cooking results. Investment is slightly higher than non ceramic, but a quick pay back is making them an economic and very profitable purchase.



For more information visit:
www.rhall.com

NEW Evolution Fryers from Valentine

This new series features eleven models and a new and unique stainless steel oil pan for optimum hygiene. Performance is constantly monitored to ensure fast, quality fried food.

A tank fitted sensor allows the onboard computer to continually analyse the oil and automatically adjust cooking times to ensure precision frying and excellent results. Each model features individual cooking programmes and an energy efficient Cold Zone offering a saving of between 5-10% of oil capacity. Fryers with uprated turbo elements are available for the busiest restaurants.



Valentine
EQUIPMENT LIMITED

NEW Smeg ALFA150 Oven

The innovative ALFA150 professional electronic oven is finished in stainless steel but with a revolutionary cooking chamber entirely lined with refractory stone, combining traditional cooking methods with modern technology, enabling food to develop in flavour during the cooking process. It promises to turn the simplest dishes into a sublime experience for the palate!



smeg
FOODSERVICE SOLUTIONS

Exclusive offer on Smeg ALFA 43UK

To help celebrate this year's 'Great British Summer' in style, we are offering an exclusive deal on one of the UK's best selling professional ovens.

Purchase a Smeg ALFA43 professional convection/catering oven including four trays and receive automatic entry into our monthly competition to win a fabulous Smeg Special Edition FAB10UK fridge worth £900. Please Quote 'FRIDGECOMP' on your order.

Place an order for 18 units and get our lowest unit price PLUS the fridge FREE.



PHONE NOW
FOR SPECIAL
QUANTITY TERMS
AND GET OUR
LOWEST EVER
PRICE

For more details call us on:
01296 663 400

Invaluable HCA showcase



We had a double stand at this year's conference once again. The focus of the event was challenging hospital caterers on the topic of 'feeding the future' to help create a better healthcare system. It

was an invaluable event at which we met with healthcare catering and facilities professionals and presented the further developments of the iWave system which were received with much interest.

KRIS' INDUSTRY UPDATE



Kris Brearley
Sales Director

This edition of Update comes at a momentous time ... as you read this, the Olympics will be in full swing and we as a country will be experiencing an unprecedented time of sporting activity and up to an extra half a million visitors here too! With events happening across the country and 22 live big screen sites, I hope you've been able to tap into the opportunities this has created.

Despite the weather, all this activity is creating a very exciting time for catering and none more so than for outdoor events. According to an article I read recently more than 120 million 'barbies' were held last year, worth around £7bn – proving how successful eating out al fresco has become. This popularity has been reflected in the level of entries we had for our first Crown Verity BBQ Menu Competition – the final cook-off was held at our HQ – what a sizzling day to remember!

Talking of memories, it is also a momentous summer for me as I have just clocked up 20 years at R H Hall. I had an action packed day (not sporting though!) thanks to my Co-Director, Ray Hall, to celebrate! It is with immense pride and enjoyment that I have been able to look back over my 20 years - see the back page for my reluctant interview!

MCW – the flying Dutch Hornets visit!

Our Dutch Maestrowave and iWave partners, MCW came over for their annual visit which included a trip to watch Watford FC beat Ipswich Town FC. Mari and Jan-Bert (now the newly nick-named Dutch Hornets!) also had the opportunity to see the food solutions we've supplied to WFC including our Proper Cornish food cart merchandisers now in the new Yellow & Red Lion Pub owned by WFC.



Going the extra mile!

It's the furthest service call in our history! When key client Pret-a-Manger had an equipment problem 48 hours before opening their first store in Paris, we went the extra mile and sent our senior technical engineer, Giuseppe Lazzara to fix the problem. Typically it was a Friday evening! By Saturday afternoon, the problem was solved and even a second back up unit was installed. Luckily Giuseppe speaks fluent French. That's R H Hall service!



Fabrications Division is going from strength to strength...

Best Bunk Beds for MOD

Working with Best Bunk Beds Ltd (BBB) we recently won a tender to supply heavy duty bunk beds to the MOD.

Using our vast metal work knowledge and experience we designed a high specification product with all materials and production being 100% British! We've been working with BBB for over a year now to develop a range of unique UK made contract bunk beds and have already produced hundreds of beds to various applications.

Stephen Holland, MD of BBB comments, "Our latest Morpheus 3 production range surpasses any other contract bunk beds on the market and working in partnership

with R H Hall Fabrications we are now targeting the youth hostel and multi sited corporate market for large contract volumes. The relationship we have built up is proving to be a great partnership and our expectations for further future successes are high."



Premier listing with Global Automatics

This leading specialist manufacturer of automatic pedestrian access doors has chosen us to manufacture and supply a number of key component parts for their top selling Premier-Slide 100 automatic sliding door operator.

Del Thomas, MD at Global explains, "This operator unit is fitted to a set of sliding doors to control their opening. These systems are commonly seen in shopping centres and supermarkets and microprocessor technology can link them into access control systems and fire alarms. The nature of the application

means it has to be of robust design and high build so that it matches up to the high usage these door sets get. We've chosen to work with R H Hall Fabrications because of their knowledge and quality production in precision components". British manufactured parts going into a British made door closer - it's great to be working with Global Automatics.



For more information visit:
www.rhallfabrications.com

BBQ Event Menu Challenge & BBQ Chef of the Year 2012

During the spring of this year, R H Hall launched a new competition named "BBQ Event Menu Challenge". The aim was to find the best themed BBQ feast menu - starter, main and dessert. From the many entries submitted, the eventual winner was Partridges of Sloane Square, who devised a very innovative and creative menu, which on the 25 July was cooked by three selected chefs using their own recipes, in a 'Big Cook Off' competition to find the Crown Verity "BBQ Chef of the Year".



Wayne Harris cooking his way to victory

On a scorching day, guests and judges arrived, including Bill Verity, President of Crown Verity in Canada and many representatives from the catering industry publications. The BBQ's were warmed up and Ben Bartlett, Britain's best BBQ'er, took the stage to give a short master class in using the unique Crown Verity BBQ systems and set the scene for the days challenge.

The three chefs then took their places in the special BBQ marquee areas and it was competition time! Going head to head were Sinna Thambi, Wayne Harris of N H Case and Mike Harrison, who amongst many of his roles works for Bolton council as a food consultant.

During the day Bill Verity took the opportunity of awarding Tom Caine the 'Golden Sausage' award as this months Top Crown Verity salesman.



The team from Partridges receive their prize

The menu challenge and the final dishes were judged by Bill Verity, President of Crown Verity, Ben Bartlett, Ray Hall and Kris Brearley.

BEST BBQ THEMED MENU

Partridges won the nationwide search for the best themed BBQ feast menu and were presented with a Crown Verity commercial BBQ, the King of BBQ's, worth over £2,299!

The creative team at Partridges included, François Ginther, deputy manager; Sinna Thambi, Chef and Neil Perera, Restaurant Manager. Thanks for their amazing menu!

CROWN VERITY BBQ CHEF OF THE YEAR – 2012

The award was presented to Wayne Harris of N H Case for his great interpretation of a fantastic menu.

Ray Hall comments, "The aim of the competition was to highlight the use of outdoor space as a valuable and profitable revenue generator. There is no doubt that with a Crown Verity professional BBQ system the commercial kitchen can now be extended to where for many was an unused space. There is no limit to what can be produced on these BBQ systems. The chefs today have all cooked a complete menu that would sit comfortably on any top class restaurant table. This is the first event of what we intend to continue each year – and I am sure that it will grow to become a major event in the catering calendar."

Bill Verity concludes, "It was a great day and I am very excited about the future of Crown Verity in the UK!"



BBQ CHEF OF THE YEAR 2012

PARTRIDGES' WINNING MENU

Starter

Grilled Mushrooms Tapas
Basque Country Style
(Held on a toothpick when serving with a prawn on top)

Main Course

Jamaican Marinated
Pork Tenderloin Sandwich
served with Chunky
American Coleslaw

Sweet

Grilled Pineapple with
Balsamic Vinegar of
Modena Glaze
served with Movenpick
Vanilla Ice-cream and
a Crêpe Dentelle
from Brittany

WAYNE HARRIS' WINNING DISHES



A new 'Lookout' for Whipsnade Zoo

ZSL Whipsnade Zoo in Bedfordshire is set in over 200 acres and is the UK's largest zoo and sister to London Zoo. It has been open since 1931 and attracts thousands of visitors each year. Animal conservation and welfare are at the heart of its existence but so too are paying visitors! Ensuring that these visitors get the best possible day out with facilities to match is of paramount importance.

As part of a general improvement programme the Lookout Café, which is one of two main food outlets in the park with dine in facilities, is the latest refurbishment project. Day Visitor Catering Manager, Zoë Fitzpatrick tells us more, "As one of the original eateries built on site, the Lookout was looking dated and needed a facelift. With its stunning panoramic views overlooking the Aylesbury Vale it is the ideal spot to enjoy a break and we weren't maximising this opportunity. The refurbished café opened in May and the increase in catering uptake has been brilliant."

R H Hall and distributor partner Catercare were fundamental in specifying the catering equipment. Zoë explains, "We have been working with Adam of Catercare for a number of years and both he and R H Hall's Nick Sanders supplied excellent advice in terms of the servery



and cooking equipment we needed in order to offer the type of menu we had in mind and the style of café we wanted. The new 'coffee shop' style café now seats 80 internally plus there is a veranda outside providing additional seating."

To increase the service efficiency and reflect the coffee shop feel, modern stainless steel Counterline refrigerated counters were specified which also display the new food offering, including freshly made sandwiches, filled ciabatta, sausage and bacon baps. Two new high performance Electrolux High Speed Grills quickly heat up the filled ciabatta and hot baps, which have become extremely popular already. Zoë further explains,

"The grills are a brand new addition to our kitchen and thanks to their ease of use and great training by Nick, our café staff are able to prepare these dishes quickly, freeing up our chefs. In our first month we sold 950 units of filled ciabatta alone, which is a great uptake. Our new full coffee menu is also proving a success with the first barista operated coffee machine on site. Freshly prepared frappes and smoothies complete the offering."

The Lookout Café is open daily and operates from 10am until an hour before the Zoo closes. The refurbished building also now provides a reception area to the new Lookout Lodges in which visitors can stay in the park overnight.



The new café servery

Competition time!

We have a Roberts DAB Radio to give away to the first lucky reader pulled out of the hat.



To win, simply answer correctly the following 3 questions:

1. How many years' service has Kris Brearley just celebrated?
2. Who was the creator of the winning themed BBQ menu?
3. What is the name of Whipsnade Zoo's refurbished café?

Email your entries to competition@rhhall.com.

Closing date: 1st October 2012

Congratulations to Krishna Radia, Purchasing Officer at Loughborough University who was the winner of an Apple iPod Nano in our Spring UPDATE competition.

REGIONAL ROUNDUP

National Accounts



Jerry Dutton
NATIONAL ACCOUNT MANAGER
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2012 is proving to be a challenging year! There is much positive thought and plans a plenty in a variety of areas, however there is a

reluctance to commit and put these plans into action right now. This is resulting in a quieter order book than may have been expected at the present time. In addition the pre-Olympics boost which was anticipated does not seem to have taken full effect.

However, we know we have a great range of products and services to offer and the current goal is to seek out the companies who are in a positive frame of mind and looking to spend their hard earned profits!

Food Solutions



Chris O'Neill
NATIONAL ACCOUNT MANAGER
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Ginsters 'Have me Hot' offering is still performing very well and they have started to put the Combi 6 into one of their prestigious accounts WRVS with some very good results.

We also supported Ginsters at the NEC students' union exhibition. Enterprise Inns is still growing their numbers of Combi 6's in their estate and are using all the food solutions now on offer to them. We have won via Lockharts the Compass run Lloyds TSB account, with a range of new savoury products to enhance their staff dinner menu. Whilst on Compass we now are moving into our first partnership with iWave and the Compass Steamplivity plated meals system which will be served to patients at Basildon hospital.

Public Sector



David Rance
BUSINESS DEVELOPMENT MANAGER
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The last quarter of our financial year certainly went with a bang. From being a desperately hard year, things turned around in the last 6 weeks to result in my best year for orders in the four

years I have been here! It was an extremely busy time but all deadlines were met and my customers were very pleased with the end results.

This financial year has started quietly on orders until budgets are sorted but far more positive is the good quality enquiries, particularly from Local Authorities, many of these new to R H Hall. The other major event of recent weeks is the submission of our tender to GPS (Government Procurement Service). We now have to wait for the results, but we are confident of success!

The South



Derek Poole
AREA SALES MANAGER - SOUTH
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The early part of 2012 proved to be a little disappointing, thankfully the introduction of our Spring Promotion helped maintain sales at a reasonable

but lower than expected level. Enough doom and gloom! The first quarter of our new financial year has started well and there is still so much to go at and this is a great time for us all to go out and get it. The good news is that they all happen over the summer and BBQ season.

I would be very happy to work with you over the coming months to promote and demonstrate our Crown Verity range of BBQ's and the recently introduced 3 year interest free offer.

The Midlands



Nick Sanders
AREA SALES MANAGER - MIDLANDS
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Challenging though trade remains in the Midlands & Wales Area, opportunities have always been found: Spring cleaning with Vax carpet washers and vacuums, soup kettles for the cold in

April or ice creams and BBQs in the heat that followed! Crown Verity BBQs continue to fly out the door – the payback for clients can be as low as a weekend!

The R H Hall Development Kitchen Showroom has seen many visitors where there is always something new to see and always a positive opportunity to showcase what is achievable, which is the key. Undoubtedly with the holiday season upon us and now the Olympics, people are spending and there are still opportunities to be had, which we can help you with.

The North



Tom Caine
AREA SALES MANAGER - NORTH
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This time I am not going to mention the 'R' word. That said, business being as it is, it's critical for dealers that they give themselves the best possible chance of winning the business that is out there.

So what gives you the edge? The availability of R H Hall's complete foodservice solutions behind you and the tools to maximize upon these opportunities.

Everyone is aware of our vast product range, excellent pricing, regular promotions, and back-up service, however, in addition we offer support at local trade shows, joint visits to potential sites with dealers, sales team training and equipment training for dealers and end users.

I am committed to giving this support to my dealers in order to win business together.

STAFF IN THE SPOTLIGHT

Kris Brearley, Sales Director

Update catches up with Kris Brearley as he celebrates 20 years with R H Hall. We ask him how it all started, his career highlights and what keeps him here?!



“My passion and journey into the foodservice industry started 25+ years ago whilst studying for A Levels (1986). To help pay for my education, beer (!) and petrol, I started a job in my local restaurant on weeknights and a weekend sales role at R H Hall. After my studies were complete and with the foodservice and hospitality industry firmly in my blood, I applied for a full time role at R H Hall within the Sales Office (1987 – 1990).

I took a break away from the business for a couple of years to pursue another passion of mine ... gardening. I set up my own landscape gardening business which my Dad successfully ran until 2007. But in 1992 the bright lights of foodservice still attracted me and having kept in touch with Ray and Ron every week at our favourite watering hole 'Langley's, re-joined R H Hall.

20+ years on I have now (just about) held or experienced every role within the company - warehouse/distribution, service, sales coordinator, sales manager, buyer and NPd (iWave amongst others) to my current role as Sales Director which I've now held for 11+ years and helped to grow and manage a group

turnover which is now in excess of £10m. In fact our July 2012 turnover was equal to our entire 1992 turnover!

I'm still here (and hope to remain for many more years!) due to a number of reasons, but the biggest is the friendship and synergy that I have with our Managing Director, Ray Hall. We are very likeminded and share the same passion and vision for the company – the drive for innovation and a commitment to doing our best for the foodservice industry. We haven't had many cross words - crucial when working together for over 25 years! Ray and I are also best friends outside of work and our families have grown up together. In fact I met my wife Jacqui through working at R H Hall – it was a blind date!

The other reasons are to do with the rate of change and progress and what the future holds. I've enjoyed being part of the changes, through equipment innovation and the way in which we supply foodservice solutions - not just off the shelf options – but the 3 way partnership and technological advancements by – food companies, packaging companies and

equipment companies like ourselves to design and deliver exactly what solution a client wants.

It also been incredibly exciting to be involved in what I think are the most ground breaking and innovative products in 2012 (unbiased!), the iWave and our new Maestrowave Combi Technology – all produced and designed here at our UK HQ.

iWave is changing the face of patient feeding in healthcare, vending and retail in UK/ Europe and I'm confident it will become a global brand in the near future!

Looking ahead, keeping the bar high and trying to deliver the best customer service/ solution/package within our industry (not just empty words – fact!) keeps me motivated.

Product development and evolution within our industry provides a never ending progression!

My thanks to: Our management team, Ron Hall (past Chairman and founder), staff past and present and equally as importantly – our customers/suppliers for their continued help and support, to my wife Jacqui, daughter Ella and son James for their support (for putting up with me – including 'boring' them with what equipment does what/where - whenever we are out!)

And last but definitely not least, to Ray Hall our MD. Thanks for the friendship and opportunities of the past 20 years. It's been a very enjoyable 20 years – here's to the next exciting chapter!

RHHALL/CAREER HIGHLIGHTS ALONG THE WAY ...

	1992	2012
Turnover:	£1.2M	£10M+
Commercial Microwave Ovens sold annually:	1200	10,000+
Pages in our catalogue:	20+	110+
Products available:	1000	10,000+
Average monthly orders processed:	100	2000
Changes in communication: The pager! The amazing fax machine! The mobile phone! Emails! The Web!		
The amazing development in foodservice equipment!		

A very big thank you to Ray Hall for an amazing day out to Monte Carlo!

It was private jet, helicopters and Phantom Rolls Royce all the way, not to mention a gastronomic feast at the Louis XV restaurant, Hotel de Paris.

Ray and Kris with their wives Kim and Jacqui, enjoy a day to remember!

