



## BARBECUE FEATURE

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

- When is the best time of year to dust off the barbecue?  
Why even put the barbecue away? Barbecues can now be used throughout the year! With the occurrence of the no smoking ban, there has been a greater concentration and effort put into outside areas and this is equally the case with university campus recreation and eating areas. So, with the use of covered and heated outside areas being more prevalent, there is no reason why barbecues can't feature more readily in a food offering all year round.
- How often should caterers host a barbecue? Should it be a special occasion or daily offer?  
Eating outside is seen as a special occasion in this country! It is something out of the ordinary traditionally because of our weather, but as mentioned above there is no reason why a barbecue can't be a daily offer – considerations are staffing or skill issues for a daily offering, but both of which can be overcome - the benefits can far outweigh these issues. We have clients that use their barbecue daily and they have become an important revenue stream in their own right and a very popular addition to their overall restaurant business, drawing in customers on a more regular basis. They have even created a separate barbecue menu and have a dedicated chef to look after the cooking. British BBQ Champion, Ben Bartlett, is the Crown Verity ambassador and works with us on offering BBQ cooking workshops and training on these exceptional barbecues for which we hold the sole distribution in the UK. Undoubtedly a special occasion is a great opportunity to break out the barbecue and we certainly have enough events throughout the year to create a theme around the barbecue itself and again theme menu, if a daily offering isn't feasible for university caterers.
- Are there any different food items aside from the typical burgers and sausages that can spice up a barbecue menu?  
Absolutely there are! We have hosted the Crown Verity BBQ Battle for the past 3 years and in that time we have seen some extremely creative 3 course menu's cooked on a barbecue – yes tapas style dishes and desserts can be cooked on a barbecue too. We've seen dishes such as Jamaican marinated pork tenderloin, spicy prawns, sardines, gammon steaks and sweet dishes including grilled pineapple with Balsamic vinegar and even marshmallows. Vegetarian options can be also created with great flavours.

Last year Ben Elsbury, chef de cusing at the University of Kent competed in the BBQ Battle and won the university category and his menu featured succulent squid and chorizo skewers, beef short ribs coated in a peach and bourbon BBQ sauce and Kentish apple baked with sultanas and brown sugar topped with apple liquor – his menu took traditional Kentish ingredients combined with innovative barbecue techniques. The creativity can show no bounds!

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Ben Bartlett advises us that smoking produce is right on trend as are creative rubs and marinades. He has menus available and can be followed on twitter @bbqben1.

- How can university caterers promote their barbecue menu?  
Caterers are best to promote their event and menu's through the various mediums that students use regularly on site such as the Student Union, mobile SMS, university's Facebook page, twitter youtube and email – however, the straight forward, traditional hand-out can also work!

Special promotions for money-off or loyalty schemes could also feature in their marketing of their menu as this will hit the marquee with most students!

- Please include any other comments that you feel our readers will be interested in.

### **The Crown Verity British BBQ Battle**

The live final takes place this year on 18<sup>th</sup> June at Blenheim Palace. Deadline for your 3 course menu entry is 2<sup>nd</sup> May. There is once again a University category. For more information visit [www.britishbbqbattle.co.uk](http://www.britishbbqbattle.co.uk)

### **Exclusive Crown Verity Professional BBQ Systems**

RH Hall has the exclusive distributorship for the range of Crown Verity professional BBQ systems in the UK and Eire and BBQ Champion, Ben Bartlett, endorses the Crown Verity range.

Crown Verity provides the complete outdoor cooking system, with a range of grills to suit every user with the smallest outdoor space to the busy event caterer looking for the ultimate outdoor cooking station. Every model in the range is built to the same high specification using only the finest materials and workmanship throughout and has the option to be modified to suit any requirement.

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 plus new portable hand wash system, and outdoor canopies 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 build your own BBQ configuration online [www.crownverity.com](http://www.crownverity.com) or visit [www.rhhall.com](http://www.rhhall.com). Every possible configuration is available from our UK stock.

Rental, lease or interest free purchase options are available, with prices starting from £1,500 or just £5 per day! A Crown Verity Grill has longevity too – a 10 year warranty on the stainless burners and cooking grates speaks for itself!

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Alternatively, the **BBQ Place** is a complete roll-out/roll-in outdoor kitchen:

## **Roll in the profits, it's that simple!**

Here's a new idea, bring the kitchen outside whenever you need it! 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. It is essentially a knock down cooking centre, complete with refrigeration, cooking facilities, preparation tabling, waste disposal and sink. The concept is very simply to put together due to the modular structure – anybody can do it from the chef to admin personnel.

The BBQ Place creates the ultimate outdoor, very relaxed alfresco dining experience, which can be branded in many different ways, providing a professional and imposing difference.

At the centre is the cooking facility. The Crown Verity BBQ system is extremely versatile, being able to knock out over 200 burgers in an hour, as well as the ability to roast, smoke and char grill almost any food product. It sits at the same height as the Simply Stainless tabling, and is made from the same quality and finish of stainless steel, so it is a match made in heaven!

The BBQ Place package comes with bespoke branding and artwork, full menu development and BBQ product training with Ben Bartlett, Britain's best BBQ'er!

Help is available to spread the cost through rent, lease and 0% payment options, so that profit and payback can be realised from day one.

### **Ben Bartlett & British BBQ Association Top 10 tips for Barbecuing:**

1. Season the grill with olive oil and rosemary before you start
  2. Bring meat to room temperature before cooking as it will cook through quicker and will also drain fat better
  3. Spice it up - by adding a powdered spice to your meat
  4. If you are using coals let them turn grey before you start cooking
  5. Choose a sheltered spot to eliminate wind that may delay cooking time
  6. Always have a bucket of water on standby
  7. If you are grilling in the evening have ample lighting
  8. A clean grill burns better and doesn't leave a bad taste on foods
  9. When using wooden skewers always soak well in water before use
  10. Marinate overnight - it's magic, but remember to baste the meat during the last 5-10 minutes of grilling it.
- Please include a definitive website address where readers can go for more info on your company.

**For further information visit [www.rhhall.com](http://www.rhhall.com)**

Or more detailed information or to arrange a demonstration, contact our Sales Office.

**FOR FURTHER PRESS INFORMATION: Linda Stone, Media Monkey, 07880 734326**

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