

True
the caterer's companion

True®

TrueNews

Issue 3 Spring 2012

from the world's leading commercial refrigeration manufacturer

Hotelympia: Come Visit the True Crew

Stand S1640: High performance PLUS energy saving refrigeration? That must be True.

At Hotelympia 2012 we'll be celebrating the end of a very successful first year, following our relaunch into the UK and Irish markets.

We'll be spotlighting several of the products that have created such a buzz in the market, including our hydrocarbon models and our prep counters – which combine energy-saving and high performance in one compact, flexible cabinet.

Sustainability is topical and will be a theme at the Show, but it's always been one of True's design characteristics – as you can see from the Michael Warde story in this issue. "Rising energy costs and environmental considerations mean buyers are taking a long hard look at getting value for money from their refrigeration," says John Lilly, marketing director of True UK. "We will have experts on the stand to explain how True's designs offer cost effective and environmentally friendly solutions."

Visit the stand and check out our interactive product selector and our energy-saving cabinets and counters. While you're there, grab a relaxing coffee and chat to the True Crew.



The True stand at the Milan Host Exhibition in October 2011

hotelympia
café • restaurant • pub • bar
hotel • contract catering
26 Feb - 01 Mar 2012
ExCeL London



"We will have experts on the stand to explain how True's designs offer cost effective and environmentally friendly solutions."

John Lilly
TRUE UK MARKETING DIRECTOR

Congratulations to the True

IPad winner

We had a great response to our competition to win an iPad – so much so that we're going to run a similar promotion later in 2012. Thank you to everyone who entered – and sorry to those who didn't win. Look out for details or sign up for the True Newsletter at www.truemfg.com/uk



Meanwhile, huge congratulations to Colin Thornby who won the 2011 competition. Colin works at Keemlaw Catering Equipment and will be able to use the tablet to read his favourite books, organise photos, watch videos and, of course, visit the True website.

Visit

www.truemfg.com/uk and request the True 'Essential Refrigeration Product Selector' to find out more about the industry leading core ranges of professional foodservice refrigeration available from True.



Truly Sustainable Refrigeration:

Ten Years And Still As Cool As Ever



Michael Warde in County Mayo is a traditional Irish pub. The oldest pub in Claremorris, it was opened in 1937 by Michael Warde's grandfather as a bar and hardware store. Now a thriving meeting place for local

residents and visitors, it serves traditional stout, ale, spirits, wines, bottled beers and ciders.

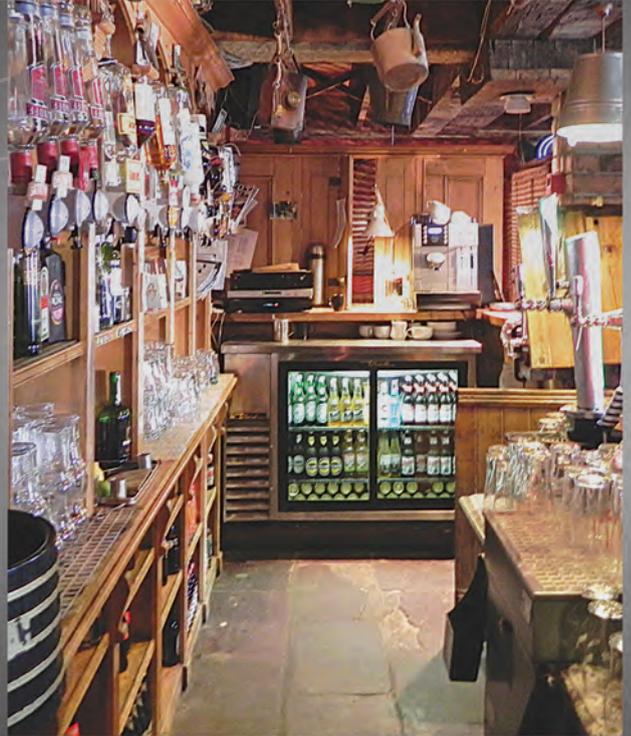
The bottled beers, such as Budweiser, Coors Light and Corona, are popular with Michael's customers and he likes to keep them at just the right temperature, winter and summer alike.

"Ten years ago we replaced our old bottle cooler with a True two door, glass-fronted model. We keep all our bottled beer and ciders in there," he says. "Our last fridge gave us quite a bit of trouble but this one has been really reliable and functional – and it's still going strong, well after ten years."

Michael Warde is an old stone and brick building with timber beams. It's an odd L-shape and back bar

space is limited - another reason for choosing the True bottle cooler.

The bottle cooler is capable of holding the equivalent of 516 x 355ml cans while only taking up floor space of 1248mm (l) x 623mm (d). The cooler's bright fluorescent interior lighting gives excellent visibility, especially useful in bars like Michael Warde, where lighting is low and atmospheric.



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Maintenance tip...

Keeping Stainless Steel Stainless



An issue that plagues users of commercial catering equipment is keeping their stainless steel clean. Here's some advice on how to deal with day to day smears, stains, fingerprints and grease.

A quick head's up: never use abrasives such as wire pads, brushes or scrapers on stainless steel. It can compromise the surface and result in corrosion. Similarly, use only non-chloride/non-chlorinated cleaners.

For general light soiling, use a soft cloth or sponge and warm, clean, soapy water. Detergent and warm water will also clean up fingerprints – if they persist, try one of the specialist polishes available that are designed for the job. With oil and grease marks, use a hydrocarbon solvent such as methylated spirits. For more stubborn stains, use non-scratching creams or polishes.

Whatever cleaning material you use, even plain water, always wipe off afterwards.

Some stainless steels come with visible polishing lines or 'grain'. You should polish and clean in parallel to these lines.

If you are worried about the cleaning agents you are using, or about stains on your stainless steel, then call in the relevant supplier and ask

them to check it for you.

The British Stainless Steel Association offers advice on cleaning all types of commercial catering equipment.

For more information check out www.bssa.org.uk.



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case study

Aldborough Primary, Norfolk

Fun-Loving School's Space-Optimising Refrigeration



Aldborough Primary in North Norfolk is officially the Most Fun School in Britain, according to a competition supported by Puffin Books. A high achieving school, it puts emphasis on healthy eating and recently had a new kitchen built. To keep in budget they used the equipment they already had – but in the case of the refrigeration, they bought new cabinets, manufactured by True.



Aldborough School chef Tracy Hindry and the True T35 refrigerator

"The issue was space," explains school chef Tracy Hindry. "We simply couldn't fit the old cabinets into the area allocated to refrigeration. One of the great things about the True range is that they offer so many different sizes and configurations, which is a big plus in a quality refrigeration brand. It means you're pretty much bound to find what you need. The two double-door models we now have could have been tailor made for us."



"The space restrictions meant that the True cabinets had to be sited in a relatively warm part of the kitchen," says Tracy Hindry. "Despite this, their performance is reliably excellent – they pull down to temperature quickly and efficiently, whatever the ambient temperature."

The speed of pull-down temperature is a result of True's heavy-duty refrigeration system, which features evaporators, fan motors, condensers and compressors that are 20 to 40% larger than the industry standard. Because the system is more powerful it pulls down temperature more quickly, which in turn means it uses less energy. Faster temperature pull-down times also enhance food safety and quality.

The two True cabinets at Aldborough are a T35 refrigerator and a T35FZ deep freeze. Each measures 1004mm (w) x 750mm (d) x 2074mm (h) and has a capacity of 991 litres.



True T35FZ Freezer

"...their performance is reliably excellent – they pull down to temperature quickly and efficiently, whatever the ambient temperature."

Product Focus

TRCB

Chef Bases

True's refrigerated chef bases are designed with enduring quality that protects your long-term investment.

The cabinet top is one-piece, heavy-duty, reinforced 300 series stainless steel that supports up to 326 kg. The drip-resistant "V" edge protects against spills.

Chef bases feature stainless steel front, top and sides and matching aluminium-finished back. Depending upon model and drawer capacity, drawers can accommodate either two or on larger models three full size 305 mm x 508 mm x 102 mm food pans (sold separately).

Standard Features



All evaporators are coated as standard.



Evaporators, fan motors, condensers and compressors are up to 20-40% larger than industry standard.



True units use less energy, saving you money on utility bills and helping protect the environment.



Cabinet top is one-piece, heavy-duty reinforced 300 series stainless steel. Drip resistant "V" edge protects against spills.



True's legendary build integrity allows our chef bases to support a wide range of cooking equipment.



MAKE

THE MOST OF YOUR AVAILABLE SPACE

True Chef Bases position your refrigerated ingredients at the point of cooking

5
YEAR
COMPRESSOR
WARRANTY

3
YEAR
PRODUCT
WARRANTY



TRCB-52

Additional sizes available



TRCB-79



The Essential Guide to Refrigeration

True's Essential Refrigeration Product Selector is a short, practical and straightforward guide to the UK's most popular refrigeration products, with a selection of True models that fit the application, from sandwich and prep tables to upright cabinets to food display units. For your free copy Freephone 0800 783 2049, email trueintl@truemfg.com or visit www.truemfg.com/uk

This is True:

True Manufacturing is the market-leading supplier of quality commercial refrigeration. Founded over 60 years ago in Missouri, USA, True now flourishes around the world – because its units are designed to offer the best environment to store your food products.

True UK is based in Goldthorpe near Rotherham, South Yorkshire. Alongside extensive warehousing the head office includes the UK's most advanced refrigeration testing facilities.

True News is produced by True UK.

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26 Feb - 01 Mar 2012
ExCeL London

Hotelympia 2012

26th February to 1st March at ExCeL, London

We look forward to offering you a True welcome at the Show. For more info and tickets for the event, see www.hotelympia.com and call us on 0800 783 2049 for more details on our products ahead of the show.



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