



## BBQ FEATURE SLTN MARCH 15<sup>TH</sup> 2018

*Please attributes any quotes to Ray Hall, Managing Director, R H Hall*

- ***What are the benefits to pubs and bars of hosting outdoor BBQ events?***

Barbecues may not previously have been seen as an essential item, but outdoor eating is a growing area of the UK market and operators should be taking the opportunities for extra revenue that barbecues can provide seriously. Provided some sort of outdoor area is available, any establishment can quickly and easily set up a barbecue for use almost immediately. Cooking outdoors can become a regular feature during the Spring and Summer months, and perhaps even further with the right equipment! Barbecue menus can provide a great focus for special events such as bank holidays, but can also provide a great source of extra income every weekend. Few can resist the smell of a barbecue on a summer afternoon and caterers can offer a simple barbecue menu without a great deal of expense or planning, providing they have the right equipment in place. Outdoor events also often bring in new customers, particularly on sunny days.

- ***What are the key pieces of kit required to execute a successful al fresco BBQ in the on trade?***

For any outdoor cooking set up, the most important piece of equipment to get right is the Barbecue itself! Provided some sort of outdoor area is available, any establishment can quickly and easily set up a barbecue for use almost immediately. Charcoal and Gas options are available, with gas options using portable gas cylinders. Operators should also consider some kind of portable hand wash station and also prep/serving areas to avoid constant back & forth to the main kitchen. The Crown Verity range includes both simple charcoal barbecues and versatile, portable gas options. Also available in the CVEHS hand wash station and the range can easily be paired with Simply Stainless Modular Fabrication to create a complete outdoor kitchen! With the Crown Verity Professional Barbecue range, operators can either create their own BBQ Station by combining a barbecue with stainless steel prep areas, refrigeration and even branding – or look at ready made options, such as the MBI80 which includes a 36" barbecue with side burner and storage.

- ***What should operators look for in a BBQ?***

First and foremost, caterers should ensure that they are purchasing truly commercial equipment. Many domestic barbecues look the part, but will not last or be able to recover quickly during a busy service. Look for a Barbecue that uses commercial grade stainless steel (be wary that many domestic models use stainless steel but are of light duty construction) and also check out the grid racks - stainless steel work much better than coated ones that invariably chip and flake off in time. Look for good portability as many barbecues have poorly constructed wheels. Importantly, ensure the product comes with a full commercial warranty. Some have a lifetime guarantee! Remember that you would not buy a domestic cooker for your commercial kitchen so apply the same thought process for your outdoor Barbecue.

- ***Do you offer any financing or hire options for the on trade?***

We are able to offer a wide range of purchasing options including rental, hire and leasing.

- ***What maintenance should a venue's staff undertake to make sure BBQs stay in top condition throughout the warmer months?***

Regular maintenance and cleaning will help to prolong the life of your equipment, so it is very important that all staff are aware and capable of performing essential daily tasks. Look for products that are easy to clean and maintain – removable parts such as grease traps, particularly on barbecues, are invaluable. Also consider that extra measures should be taken for equipment that will be stored outside. Look for equipment that can be easily manoeuvred for storage and purchase a purpose built cover for extra protection when not in use.

- ***What top best practice tips can you offer licensees for providing a great BBQ offer?***

Events can be kept as simple as firing up the BBQ on a Summers day, but can also be enhanced with live music or family entertainment to increase the draw. The bigger the event, the more planning will be required. Advertising locally with posters and banners is likely to draw attention – and also ensuring regular customers are aware of the event in advance, so they can spread the word! If the weather forecast is looking good and large numbers are expected, operators should ensure staff levels are considered and also ensure the bar is well stocked – when the sun comes out, record sales can be achieved! It almost goes without saying, but make sure the BBQ has been fired up in advance and if recently purchased, ensure that the chef has tested his menu prior to the event.

Traditional barbecue foods such as burgers, sausages and steaks will always be a hit with customers and very few will be able to resist the smell of a barbecue on a summer afternoon. The Crown Verity MCB range includes models capable of cooking anything from 210 – 560 burgers per hour, with a grill to suit to output of any user! However, events such as the British BBQ Battle demonstrate that Barbecue cooking need not be restricted to food served in a bun! Chefs from across the industry have been able to turn out very impressive 3 course menu's year after year and with a little bit of creative thinking venues can offer exciting menu options to appeal to a wide range of customers. Past BBQ Champion, Ben Bartlett, regularly demonstrates innovative ways to spice up your BBQ menu – Follow him on Twitter - @bbqben1 – for the latest news.

The Crown Verity range of Professional Barbecue systems includes a wide range of accessories such as griddles, steam pans and additional side burners to allow a vast and varied menu.

***For more information:***

[www.rhhall.com](http://www.rhhall.com), [www.crownverity.com](http://www.crownverity.com) or our You Tube channel for videos showing the versatility of the Crown Verity range.

***R H Hall are the Exclusive UK Distributor for the Crown Verity range of Professional Barbecue Systems***

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