

Buying Guide



Display

Design and display is an integral part of many a modern catering operation. Positive visual impact through effective food and drink presentation will entice customers and boost sales.

There are a variety of solutions that can be deployed and choosing the right display equipment is down to the menu, method of service, budget and space. There are three main functions – chilled, heated and ambient and then various solutions: from larger open front multi-decks; slimline units; glass fronted uprights; freestanding serve over counters with additions such as bain maries and food wells, to smaller countertop heated displays.

Style is obviously important, but there needs to be a balance of design and practicality - it's no good to simply look good, a unit has to have reliable performance and conform to the legislation relevant for holding and displaying food – hot or cold.

Consider whether the inclusion of food and drink display cabinets will be of real benefit to service – especially in terms of throughput and mealtime turnaround. Consider the foods/menu items suitable for display and think about future needs too as well as present and how these options will fit in with any existing servery/counters.

Standard units and ranges are available through RH Hall and can be used stand alone, but custom fabricated options are possible too via our own fabrications division - bespoke and tailored shop fitted solutions for any foodservice brand, concept, menu or operational need.

Advantages

- Products sell easier if they are displayed attractively and effectively.
- A good counter or display can ensure foods are kept at their optimum serving conditions, keeping them looking at their best – either at specific serving times (e.g. lunchtime) or throughout the day, hour after hour.
- Good internal lighting will help to catch customers' eyes and enhance the food display.
- Glass display cabinets allow adults and children to get closer to the foods without the risk of contamination from touching fingers or coughs and sneezes!
- Movable display units can help utilise and maximise space outside service times or for peaks in service.

Buying Tips

By choosing the right model you can expect it to last between 3-5 years even in the busiest environments.

- **Capacity** – Size is important. Choose a unit that is too small and it won't have the capacity during busy periods and if too large, it will take up space and energy. Consider capacity for future needs.
- **Build quality and reliability** – Choose a leading brand with an established reputation for good quality and reliability – high performance insulation is key. Ensure compliance with all the relevant food safety regulations and be sure of spare part availability and an efficient after sales service. Regular cleaning and 6 monthly servicing will keep units in peak condition with optimum efficiency.
- **Operational features** – Features play a key role in units performing at their optimum to help comply with the food safety guidelines – look for easy to clean exteriors and interiors, visible temperature display for HACCP monitoring, rapid cooling and self-closing doors to ensure optimum performance levels and forced air control systems to ensure uniformed temperatures and condensation prevention otherwise this will ruin visibility and deter choice. In heated units, good heat distribution and a humidifying feature to prevent foods drying out. Look for energy saving LED lighting that won't overheat the foods in refrigerated displays.

Key to icons

	Light Duty Designed for commercial use in a less busy environment
	Medium Duty Strongly constructed to perform in a busy situation
	Heavy Duty High standard of build to provide good service under heavy use
	Extra Heavy Duty High powered, fast throughput with the highest standard of build
	13 Amp Plug and go!
	Hardwired Hard wiring required
	Gas
	Stainless Steel Construction
	Warranty