



## MICROWAVE MENU DEVELOPMENT FOODSERVICE EQUIPMENT JOURNAL – APRIL 2019

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

***There is a view from some quarters that operators only use microwaves to reheat sauces or heat up basic dishes. How far removed from the truth is that?***

Microwaves will always hold an essential place in any commercial kitchen for basic reheating tasks. However, microwave technology can be used in many other ways to provide innovative solutions for a wide range of applications. With a full understanding of microwave cooking, incredibly versatile results can be achieved. Combination microwaves offer the flexibility to cook a wide variety of foods – including pastry, pizzas and more – with perfect results. Combining microwave speed with traditional convection and grill, products such as the Maestrowave Combi Chef 7 can provide a solution for sites looking to expand their food to go menu.

***What role can commercial microwaves play in menu development?***

Products that offer pre-programming and bespoke memory settings allow operators to ensure consistent results, particularly when looking at multi-sited chains. Our food solutions team have many years of expertise in microwave cooking and work closely with development chefs to achieve the perfect finished menu item, which can then be rolled out to multiple locations. Our in-house production team can provide a pre-programming service prior to despatch, ensuring the customer can simply plug in and start cooking!

***What sort of flexibility and functionality does the latest generation of commercial microwaves offer to operators when it comes to individual menu items?***

Microwaves can offer huge flexibility and there are many opportunities to expand menu items, particularly when thinking of new and innovative ways to use this technology. We are currently rolling out a new Food to Go solution to 15 trial sites of a leading hotel chain – using the iWave® Foodservice Solution to provide a self-serve hot food offering. iWave uses barcode technology to ensure perfect results every time, with very little customer interaction – simply scan and go! This technology offers a huge amount of potential for a variety of applications and our food solutions team provide full menu development back up.

***If you think about your customers that really generate maximum value and usage from their commercial microwave, what do they do differently that others don't?***

Customers that have a full understanding of the versatility of microwave cooking are ultimately able to put their microwaves to better use. We have seen great success when microwaves are used in innovative ways and places! With over 40 years of specialised microwave experience, we are able to educate and support to ensure the best results and achieve maximum value from this essential catering appliance.

***For more information, please visit:***

[www.rhhall.com](http://www.rhhall.com)

[www.microwaveassociation.org.uk](http://www.microwaveassociation.org.uk)

[www.maestrowave.com](http://www.maestrowave.com)

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