

## MICROWAVE FEATURE SLTN – 27<sup>TH</sup> SEPTEMBER 2018



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

- **What are the key factors for operators to consider when buying a new microwave?**

To choose the right kind of microwave, operators should look at their menu offering and decide what tasks the microwave oven should undertake. If the microwave is to be used mainly for simple reheating and defrosting of foods then a straight-forward commercial microwave will suffice. However, if you wish to reheat and cook food products then a combination microwave oven is well advised. Items such as pastry will become soggy if reheated in an ordinary microwave whereas using a combination microwave the crisp, golden brown and conventional finished result will be achieved in microwave time! It is very important to choose the correct microwave oven wattage. You need to select an oven with sufficient power, but just as importantly, do not over specify. If too low, frustrations can be caused by delays, and if too high, it will be difficult for the user to judge the timing of small portions. Whilst it is common for caterers to choose speed (the higher the output the faster reheat times), it is also very important to understand that for some food products too much speed will destroy smaller portions of food or the delicate and sugary types of products. Finally, always choose from a commercial range of microwaves, consumers shouldn't be tempted to go down the domestic route – these units simply aren't built for the rigours of a professional kitchen. Likewise we would also recommend that cheap imports are also avoided – the testing, safety and product back-up that are offered by the leading brand names are often not available with a cheap import. Always check the warranty offering available. A good quality commercial machine should come with a minimum of 1 year on site parts & labour warranty – with many of the leading manufacturers now offering up to 3 years. Look particularly at the cover offered on the magnetron, which is the heart of any commercial microwave!

- **How important can a commercial microwave be to bars and restaurants?**

Today's microwave ovens are sophisticated, yet easy to use and produce excellent cooking results in a fraction of the time it takes to cook foods conventionally and their versatility is under estimated. Many foods and dishes can be cooked very, very well in a microwave oven, with great results. The most obvious benefit to any operator is speed, but there is a great deal of versatility that a microwave can offer. Used properly, the microwave will form a key part of the kitchen operation and the ability to serve a full menu.

- **What classic pub dishes can be cooked in microwaves? What types of food are most appropriate to be cooked in a microwave?**

Pub menu classics such as burgers, jacket potatoes, lasagne, chilli con carne and curry can all be quickly and easily prepared in a microwave. There are many options for operators to purchase pre-prepared meals that can then be reheated in as little as 2-3 minutes in a 1900W machine. Importantly, caterers should always test their menu items prior to launching their menu, to ensure they have their timings correct. Our nationwide network of approved dealers can help advise on the best option for a proposed menu offering. For operators looking to offer a more diverse menu, consider a Combination Microwave such as the Maestrowave Combi Chef 7. By introducing convection oven and grill modes, this versatile piece of kit can cook fries, pizza, toasted sandwiches, pastry products and more! A video showing all features and benefits of the model is available on our website [www.rhhall.com](http://www.rhhall.com)

- **What new features have been added to modern commercial microwaves in recent years?**

Manufacturers are always looking for new and innovative ways that microwave technology can be used. The Combination Microwave and High Speed Oven market is continuing to grow – with these clever machines offering the speed of microwave cooking, combined with the versatility of more conventional methods. Many also include pre-programmable menu facilities, such as the Maestrowave Combi Chef 7 which includes Menu Creator 2.0™, allowing users to set up to 99 different menu settings and deploy these to as many machines as required via SD card – ensuring

total consistency. We are currently seeing rapid progress with Combination Microwave technology and expect to see imminent changes in this area – we are currently working with some major manufacturers in developing the next generation! The use of barcodes with microwave cooking also continues to be exclusively marketed and developed by iWave. The company are currently planning an addition to the range that will be designed to appeal to the wider catering market. Keep an eye on [www.maestrowave.com](http://www.maestrowave.com) for the latest news. The microwave oven continues to be seen as a must have kitchen product within commercial foodservice operations. We continue to work in partnership with our dealer and distributor network to offer the full microwave solution. Multi-sited chains may require additional support in the form of food testing, demonstrations or training, pre-programming, branding and more. Your specialist microwave supplier should always be able to liaise closely with the operator to offer these services and we have had notable successes with our Distributor partners – signing up a number of chain accounts in the last 18 months. We are here and ready to work with you!

- **What support do you offer bars, pubs and restaurants that use your products?**

Our knowledgeable team can assist an operator in selecting the right model for their requirements, depending on predicted usage and the menu to be offered. Training is also available if needed, as well as the potential for food trials and testing for larger operators and chains. In addition, operators we offer reliable service back up via our dedicated Customer Service team and nationwide network of service agents. We can also offer maintenance contracts if required – and have good availability of all spare parts, with stock held for fast delivery.

- **What top three tips would you offer would-be operators looking to expand their menus with microwave cooking?**

- Test your menu items in advance to ensure you have the right model for your menu, ensuring you have the correct cooking times for top quality results.
- Always choose the best model you can afford, with a proven track record of reliability and durability. Check the warranty and service back up available, as well as spare part availability.
- Consider touchpad programmable or manual controls, dependent on your menu – as well as additional operational features such as double quantity cooking and express defrost.

***R H Hall are the Sole UK and Eire Distributor for the Sharp range of Professional Microwave Ovens and Sole Worldwide Distributor for the Maestrowave range of Catering Equipment.***

***For more information:***

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

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