

MICROWAVE FEATURE SLTN – 18TH JANUARY 2018



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

- ***Can you list some of the pub friendly dishes that can be easily prepared using only a commercial microwave and an approximate cooking time for each one?***

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

- ***How much space on the bar should a licensee set aside for the equipment, presuming they don't have a separate kitchen?***

Microwaves take up very little space and typically need only a 600x600mm area on a countertop or wall shelf. Some models can also be stacked, giving additional output without sacrificing additional space. If space allows, products such as the Maestrowave Combi Chef 7 can be easily combined with a refrigerated prep table, to create a 'kitchen in a box'!

- ***What are the various purchase options available to licensees?***

Entry level commercial microwaves such as the Maestrowave MW10 are available from as little as £200 + VAT, with medium duty 1000W models from around £300 and extra heavy duty 1900W models from around £600. The Sharp range of Commercial Microwaves have a machine to suit every menu and budget! Operators considering a combination microwave are looking at a more substantial investment, but will reap the benefits of the additional menu items that can be prepared. For further advice and a quotation, we can provide details of our nearest approved dealer, of which we have many throughout Scotland.

- ***The wet led pub is a shrinking section of the licensed trade, but there are still plenty across Scotland. What are the advantages to these premises of introducing even a limited food offer?***

Even a limited food offering is likely to expand the potential customer base and encourage customers to stay for more than just one drink, increasing overall spend per head. There is also the potential to offer themed menu's such as a regular curry night, or enhance events such as quiz nights with a food offering – drawing increased demand.

- ***How often should a licensee think about replacing their microwave?***

With annual servicing in place and by buying a recognised quality brand, there is absolutely no reason why your commercial microwave oven shouldn't last between 3-5 years and even more, dependent on site and on how the oven is cared for! Regular cleaning and servicing are key to ensure users get the maximum lifespan from their microwave. It is very important to choose from a commercial range of microwaves, operators shouldn't be tempted to go down the domestic route – a domestic machine will not cope with the rigours of a professional kitchen. Importantly, any warranty provided with a domestic machine will also be invalid if used in a commercial environment, meaning that an operator could be faced with regular costly repairs or replacements.

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 www.maestrowave.com

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