

Meeting BUSINESS NEEDS



R H Hall is a leading independent national catering equipment supplier and approved national distributor for over 70 major brands. It has exclusive distributorships in the UK and Eire for Sharp, Maestrowave, Crown Verity, Smeg and Simply Stainless



The R H Hall development kitchen

Ray Hall, managing director of R H Hall, believes there are a few important credentials to look for when choosing a distributor. "First of all they should be an accredited supplier. R H Hall is accredited and backed up by the Catering Equipment Suppliers Association (CESA) for customers' peace of mind.

"Next you need to ask yourself if you simply want a piece of catering equipment or do you really need more? Do you need advice or would you get more benefit from a complete foodservice solution?

Hall continues: "It is best to explain to the distributor what you want to achieve rather than simply ask for a price.

"In fact, the best way to approach the purchase is to explain your business need. A good distributor should be asking these questions and be able to help you expand on your ideas.

"Take time to listen – you may be pleasantly surprised. And importantly you

will need to know about after sales service.

Finding a distributor with a development kitchen is also a big advantage, says Hall. "You will be able to work with their experts, creating menus utilising the best-suited equipment and food for your business needs. This will allow you to view, hands on, the many options available."

"At R H Hall we believe in keeping abreast of industry trends and being innovative. It is important to work in partnership with major food companies and suppliers.

"We have recently created a new team for our customers called the Foodservice Solution Division to spearhead this philosophy.

"They are experts in creating new concepts, working closely with food and equipment manufacturers/suppliers and customers in our extensive 2,500 sq ft

Exterior of the firm's head office in Bedfordshire



Ray Hall, Managing Director, R H Hall

dedicated development kitchen facility offering a valuable hands-on environment to develop new menus and concepts.

"Our ethos is about providing our customers with the complete package – best known brands, extensive product range, with over 10,000 lines stocked, dedicated knowledgeable staff, including over 1,400 nationwide appointed dealers, insight into the market place, foodservice solutions, help and advice and some of the very best buying terms available in the industry and following the company's recent acquisition of a British-owned fabrication company we can now supply any bespoke foodservice fabrication needs," says Hall

CONTACT DETAILS

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