



BARBECUES & GRILLS FEATURE

CASUAL DINING MAGAZINE – APRIL 2015

Please attribute any comments to Ray Hall, Managing Director, RH Hall

Q. How can operators make the most of their grills and barbecues?

Barbecues can now be used throughout the year, so looking at the opportunities this represents will help operators think about making the most of their barbecues and grills. With the occurrence of the no smoking ban, there has been a greater concentration and effort put into outside areas and this is equally the case with casual restaurants' outside eating areas.

So, with the use of covered and heated outside areas being more prevalent, there is no reason why barbecues can't feature more readily in a food offering all year round.

It is something out of the ordinary traditionally because of our weather, but as mentioned above there is no reason why a barbecue can't be a daily offer – considerations are staffing or skill issues for a daily offering, but both of which can be overcome - the benefits can far outweigh these issues. We have clients that use their barbecue daily and they have become an important revenue stream in their own right and a very popular addition to their overall restaurant business, drawing in customers on a more regular basis.

They have even created a separate barbecue menu and have a dedicated chef to look after the cooking. British BBQ Champion, Ben Bartlett, is the Crown Verity ambassador and works with us on offering BBQ cooking workshops and training on these exceptional barbecues for which we hold the sole distribution in the UK. Undoubtedly a special occasion is a great opportunity to break out the barbecue and we certainly have enough events throughout the year to create a theme around the barbecue itself and again theme the menu, if a daily offering isn't feasible for a casual dining restaurant.

To also ensure they make the most of their grills and barbecues, operators should look at investing in the right equipment - a commercially built BBQ with key operational and usage features such as griddle plate, rotisserie, side hob, adjustable bun rack and one which has a removable hood, will help expand the menu/dishes on offer, the throughput and occasions that they can use it.

Q. As well as meat, what other interesting foods can be grilled or barbecued, to add a point of difference to a menu?

Fish, chicken, vegetarian, ethnic dishes, pizzas, puddings and desserts can all be cooked using a barbecue and by using the 'add on' accessories it is possible to cook virtually anything including wok cooking! Just use your imagination, experiment and innovate.

We have hosted the Crown Verity BBQ Battle for the past 4 years and in that time we have seen some extremely creative 3 course menu's cooked on a barbecue.

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We've seen dishes such as Jamaican marinated pork tenderloin, spicy prawns, sardines, gammon steaks and sweet dishes including grilled pineapple with Balsamic vinegar and marshmallows. Vegetarian options can be also created with great flavours.

The beauty of a barbecue is that you don't have to stick to the traditional and typical dishes! Smoking produce is right on trend as are creative rubs and marinades at the moment. Ben Bartlett advises us that smoking produce is right on trend as are creative rubs and marinades. He has menus available and can be followed on twitter @bbqben1.

A menu can look to take on traditional regional ingredients too - these combined with innovative barbecue techniques, creativity can show no bounds!

Q. What can operators do to promote grilled and barbecued food?

Operators should really sell the benefits of the fresh off the grill, homemade, specials side of grilled and barbecued foods – the quick service and great value for money that can be achieved.

Also being in the technical age, operators can promote their event and menu's through the various mediums that customers regularly use, mobile SMS, Facebook pages, twitter, youtube and email – however, the straight forward, traditional hand-out can also work!

Special promotions for money-off or loyalty schemes could also feature in their marketing of their menu as will theme events.

Q. What can grilling or barbecuing add to food taste and quality?

The searing process locks in the flavours brilliantly and by adding smoke flavoured wood chips and cooking on seasoned wood planks, salt blocks adds even more variety of taste, texture and colours. Marinating foods prior and basting whilst grilling also adds some unique flavours to BBQ food.

Q. What should operators look for when buying a grill or barbecue?

A genuine commercial model, a domestic typical shed BBQ will not be able to recover quick enough during a busy service and also will not last. Look for a BBQ that uses commercial grade stainless steel (be wary that many domestic models use stainless steel but are of light duty construction). Operators should check out the grid racks - stainless steel work much better than coated ones that invariably chip and flake off in time. Look for good portability as many have poorly constructed wheels. Ensure the product comes with a full commercial warranty. Some have a lifetime guarantee! Look for a model that provides useful add on accessories and also one that you can remove the hood. After all you would not buy a domestic cooker for your commercial kitchen so apply the same thought process for your outdoor BBQ!

Q. Do you have any facts and statistics for grills and barbecues in the casual dining sector?

This is a fast growing market - our sales alone have doubled year on year for this sector.

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- **Other information we feel your readers would be interested in:**

Exclusive Crown Verity Professional BBQ Systems

RH Hall has the exclusive distributorship for the range of Crown Verity professional BBQ systems in the UK and Eire and BBQ Champion, Ben Bartlett, endorses the Crown Verity range.

Crown Verity provides the complete outdoor cooking system, with a range of grills to suit every user with the smallest outdoor space to the busy event caterer looking for the ultimate outdoor cooking station. Every model in the range is built to the same high specification using only the finest materials and workmanship throughout and has the option to be modified to suit any requirement.

An outdoor kitchen built around a Crown Verity BBQ, is an investment that will generate large returns from day one. With an extensive range of BBQs to suit every size of operation, exciting accessories and the exclusive Simply Stainless range of tabling, sinks plus new portable hand wash system, and outdoor canopies we can help create the perfect outdoor solution. We can even offer expert menu advice!

An outdoor solution such as the BBQ Place (see details below) can easily pay for itself through additional food sales alone, but it can also be a catalyst for operators to create other events around alfresco dining, for example with the World Cup this year, themed country menus could be developed – why not put some South American hot and spicy foods on the BBQ!

The **BBQ Place** is a complete roll-out/roll-in outdoor kitchen:

Roll in the profits, it's that simple!

Here's a new idea, bring the kitchen outside whenever you need it! This simple system can be rolled out and set up very quickly, then packed away, if required, back into its packaging to minimise storage space ready for the next event. It is essentially a knock down cooking centre, complete with refrigeration, cooking facilities, preparation tabling, waste disposal and sink. The concept is very simply to put together due to the modular structure – anybody can do it from the chef to admin personnel.

The BBQ Place creates the ultimate outdoor, very relaxed alfresco dining experience, which can be branded in many different ways, providing a professional and imposing difference.

At the centre is the cooking facility. The Crown Verity BBQ system is extremely versatile, being able to knock out over 200 burgers in an hour, as well as the ability to roast, smoke and char grill almost any food product. It sits at the same height as the Simply Stainless tabling, and is made from the same quality and finish of stainless steel, so it is a match made in heaven!

The BBQ Place package comes with bespoke branding and artwork, full menu development and BBQ product training with Ben Bartlett, Britain's best BBQ'er!

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Take a look at the new Crown Verity web site where you can build your own BBQ configuration online www.crownverity.com or visit www.rhhall.com. Every possible configuration is available from our UK stock.

Rental, lease or interest free purchase options are available, with prices starting from £1,500 or just £5 per day! A Crown Verity Grill has longevity too – a 10 year warranty on the stainless burners and cooking grates speaks for itself!

Alternatively, **the Crown Verity Island Suite** could be your solution:

This amazing complete outdoor cooking system includes a 36" grill, a side-burner and ample storage to stow all your BBQ gear. It's as stylish as it's as powerful: constructed from 300 series top grade stainless steel with independent 15,000 btu stainless steel burners, running on propane and capable of cooking up to 280 fresh burgers or 210 New York strip steaks per hour. The unit is easy to clean and features a removable water pan. For the chef's convenience, a spice tray and utensil hooks are built into the design. An adjustable bun rack is also included however, other options such as a rotisserie, smoker box, removable griddle plates, veggie/fish tray and BBQ cover are all available to purchase separately.

The Island Grill unit is completely self-contained and comes fully assembled ready to attach the gas and go! The system is fully mobile, with 4 locking castors and strong grab handles either end of the unit allowing for ease of movement.

This ultimate outdoor kitchen will enhance the alfresco dining areas of any casual dining establishment.

Ben Bartlett & British BBQ Association Top 10 tips for Barbecuing:

1. Season the grill with olive oil and rosemary before you start
2. Bring meat to room temperature before cooking as it will cook through quicker and will also drain fat better
3. Spice it up - by adding a powdered spice to your meat
4. If you are using coals let them turn grey before you start cooking
5. Choose a sheltered spot to eliminate wind that may delay cooking time
6. Always have a bucket of water on standby
7. If you are grilling in the evening have ample lighting
8. A clean grill burns better and doesn't leave a bad taste on foods
9. When using wooden skewers always soak well in water before use
10. Marinate overnight - it's magic, but remember to baste the meat during the last 5-10 minutes of grilling it.

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The Crown Verity British BBQ Battle 2015

The search is now on for this year's British BBQ Battle Champion!

Now in its fourth year, the competition's organisers are calling for all brilliant budding BBQ'ers to devise and submit a winning 3-course menu that can be cooked within a 1 hour time frame using a top of the range Crown Verity gas BBQ. The dishes can take a twist on the traditional or be as worldly wild and creative as you wish!

From all the entries, a shortlist of just 8 chefs will be invited to compete for the title of Crown Verity BBQ Battle Champion at a live cook-off final on 20th May at the Mentmore Golf & Country Club in Buckinghamshire, where they will have just 1 hour to create their winning 3-course menus.

The winning chef will walk away with the British BBQ Battle Champion title, plus a £3,000 Crown Verity BBQ and accessories pack, plus £100 One4All vouchers.

In addition all 8 finalists will be rewarded with: a Sharp commercial microwave; Simply Stainless professional chef's table; Smeg designer stand mixer; choice of 10 bottles of Lion sauces and exclusive British BBQ Battle chef's whites. A total of £15,000 worth of prizes!

Chefs from all walks of the foodservice industry are invited to enter. All you need to do is go online to www.britishbbqbattle.co.uk and submit your 3-course menu with a brief description of your starter, main course and dessert.

The only requirement is that all courses must be able to be cooked using a BBQ and incorporate at least one Lion sauce, from the choice of BBQ, hot sauces, salsas and chutneys, mustards, and mayonnaise and dressings listed on www.lionsauces.co.uk - and that's it! Good luck!

The competition is free to enter and **the deadline for submitting a menu online at www.britishbbqbattle.co.uk is Wednesday 1st April 2015.**

- **Please include a definitive website address where readers can go for more info on your company.**

For further information visit www.rhhall.com www.crownverity.com www.britishbbqbattle.co.uk

Or more detailed information or to arrange a demonstration, contact our Sales Office on 01296 663400.

FOR FURTHER PRESS INFORMATION: Linda Stone, Media Monkey, 07880 734326

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