



TUCO magazine

Catering Design - November 2014

Please attribute any quotes to Kris Brearley, Sales Director, RH Hall

Kitchen & catering design, with no compromise

With 36 year's specialist experience, our breadth of knowledge goes beyond the supply of products alone – the company prides itself on understanding and anticipating the needs of its customers. We can consult and advise both customers and food companies on how to get the optimum results from their food, menus and equipment - providing innovative total foodservice solutions that meet clients' needs perfectly. This expertise transfers itself perfectly into the planning and provision of a range of kitchen schemes.

The design of a kitchen and dining area is extremely important when providing a top class catering service. It can be the deciding factor between a normal service and an exceptional service. No matter how good the catering staff, they need to be able to work to their optimum skills and strengths with a kitchen and dining area that is a well thought out and equipped space.

Not only should the front of house area function well in terms of servery areas and overall seating and ambience, but the back of house heart of the kitchen needs to be planned and designed to maximise space, be ergonomically friendly and flow with the catering/menu preparation and cooking requirements. If the space isn't planned correctly in terms of the right mix of storage, worktop/preparation services and cooking equipment, then the whole catering operation will perform below its maximum efficiencies and the whole feel of the catering provision (whether the seating area is beautifully designed or not) will not entice and keep students eating on campus.

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RH Hall's expertise goes beyond equipment supply... the company can advise on how to plan the layout, within the space available, develop menus and help choose the most suitable equipment for the needs of the operation and all to a budget.

We are also working with key business partners to bring together 'total solutions' that marry together innovative food/menu items, with unique equipment with maximum operating efficiencies, such as with the iWave®. We can also offer bespoke and tailored solutions for any foodservice brand, concept, menu or operational need through our in-house Foodservice Solutions team. University caterers can tap into this service and the successful creative foodservice solutions that have been developed already with a number of major foodservice chains and operators, including ready-made packages that offer a simple start up way to launch a concept into a foodservice operation – one such example is the package created with Chicago Town with their Pizzas and the Smeg ALFA43UK oven – all the leg work has been done – all the optimum menu timings, products selections have been developed and the package is ready to buy and have installed, up and running, almost immediately.

As an approved national distributor for over 70 foodservice brands, with exclusive distributorships in the UK for Sharp, Maestrowave, Crown Verity, Smeg and Simply Stainless with a product range of over 10,000 items of catering equipment, RH Hall can truly give unbiased advice on what equipment and solutions we feel would work best for a client.

With our modern fully equipped 15,000 sq ft UK based fabrication factory we are able to offer clients a complete and extremely comprehensive foodservice equipment product offering and a fabrication/metal work/production service – for an 'off the shelf' or 'perfect fit – made to measure' service. We can even adapt standard foodservice equipment, tailoring it technically and cosmetically to suit our clients' needs perfectly, which is quite a unique position for a distributor.

We advocate that if possible, it is best to see the equipment in the flesh to get the correct feel for build quality, functionality etc. This is especially the case when considering larger pieces of equipment and bigger investments such as with refrigeration and prime cooking equipment.

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Our RH Hall approved national distributors are available regionally to help in terms of showrooms and demonstrations and also offer unparalleled advice on kitchen design solutions and regularly work with our distributor partners on complete turnkey packages for projects and schemes of all sizes.

We also have a 3,000sq.ft. 'state of the art' development kitchen facility at our Bedfordshire HQ which showcases a vast range of the equipment we offer from the leading brands we represent. We have hosted development chefs and clients here, where they can not only look at the equipment, but gain hands-on experience of how the pieces work and feel.

Kitchen Design Tool – bespoke solutions

A client can start the initial design process by themselves to get an idea of what can be achieved before seeking further advice from us. By working with one of our key exclusive supply partners, Simply Stainless, we now offer an online Kitchen Design Tool available at www.simplystainless.com.

With this design package an outline layout can be drawn up to fit a client's kitchen dimensions and to suit their working requirements. It allows for the full specification of work units/frames to be included from the range of Simply Stainless' off the shelf modular stainless steel tables, sinks, units, corner benches and racking, then accessories can be added, such as chefs drawers, door panels and under/over shelves. Once a client has an idea of what they would like, we can then advise them on their plan and see if there is any need for bespoke alterations, which can fully maximise the space available. We can of course make these in our fabrications factory. We will produce a fully costed out plan along with a delivery/installation schedule – we can offer very competitive finance packages too. Once finalised, the final kitchen is then available from RH Hall from stock and can be fitted by our team if required. Bespoke dimensions which require tailoring by our factory has a turnaround time generally within 7 days from the date of order.

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Clever equipment solutions

Incorporating clever pieces of equipment to go with an optimum layout, can help save space, time and costs within a university catering operation. By working with one specialist supplier, such as RH Hall, caterers can fully discuss their requirements and have a complete foodservice solution designed to their requirements, all backed up by an aftersales service to offer complete peace of mind.

**For more information visit: www.rhhall.com,
www.rhhallfabrications.com or www.simplystainless.com**

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