



## BARBECUE FEATURE

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*Please attribute any comments to Kris Brearley, Sales Director, RH Hall*

Barbecues can now be used throughout the year! With the occurrence of the no smoking ban, there has been a greater concentration and effort put into outside areas.

Eating outside is seen as a special occasion in this country! It is something out of the ordinary traditionally because of our weather, but there is no reason why a barbecue can't be a daily offer – considerations are staffing or skill issues for a daily offering, 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 business, drawing in customers on a more regular basis. They have even created separate barbecue menus and have 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 menu.

The beauty of a BBQ is that you don't have to stick to the traditional and typical dishes! We have hosted the Crown Verity BBQ Battle for the past 3 years and in that time we have seen some extremely creative 3 course menu's cooked on a barbecue – yes tapas style dishes and desserts can be cooked on a barbecue too. 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 even marshmallows. Vegetarian options can be also created with great flavours. Smoking produce is right on trend as are creative rubs and marinades at the moment.

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!

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## 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!

Take a look at the new Crown Verity web site where you can build your own BBQ configuration online [www.crownverity.com](http://www.crownverity.com) or visit [www.rhhall.com](http://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 **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!





**Operators can also create other events around their BBQ and outdoor space as The Brampton Halt pub in Northamptonshire has done...**

- **CROWN VERITY BBQ – CASE STUDY**

**It's 'full steam ahead' for BBQing at The Brampton Halt**

The former old stationmasters house has been sensitively restored by the McManus pub group and The Brampton Halt, which has breathtaking views over the Northamptonshire countryside and a lake, provides the perfect setting for fabulous BBQs, family events, fireworks and with a marquee for private events, is very popular for weddings and private functions.

Donna Leah, joint Manager at the pub explains more. "Due to our fantastic location, reputation for good food and ales, the pub is extremely busy, every day. It is fortunate that we have a great outdoor space, as our kitchen and indoor seating cannot accommodate alone the capacity we need to cater for. Last year we had an outside bespoke island style kitchen suite built under an awning, and it incorporates two BBQ's. Unfortunately the BBQs we had couldn't cater for the numbers - we BBQ every day from Easter to November 5th, plus they had corroded badly over the year. Andy Chinn, of our long standing local equipment supplier, Countywide Catering Equipment and Nick Sanders of RH Hall introduced us to the new Crown Verity Outdoor Cooking solutions and we haven't looked back!"

The Crown Verity BBQ is now centre stage outside and is used every day - Monday to Thursday from 6pm and then all day on a Friday, Saturday and Sunday. Two dedicated chefs and a team of waiting staff operate the outside food offering and on a typical evening they cater for 250 customers and over a weekend, 400-450 per day. At the last Beer Festival the pub ran in April, they catered for 1500 customers per day and the Crown Verity apparently stood up to the task excellently.

A creative and extensive BBQ menu is offered, including mixed grill platters, grilled fish, steak, chops and chicken, burgers and quick bites plus a children's BBQ menu, but this not only appeals to the daily trade, Donna tells us, "80% of the weddings we cater for in our marquee have the BBQ food for their reception too. It has definitely been an investment that has paid for itself many times over."

Features on the Crown Verity BBQ system which especially appealed to The and Brampton Halt was the durable stainless steel finish, the bigger cooking space and the top rack which you can actually cook on as well and the unit's overall performance. For more information visit [www.mcmanuspub.co.uk](http://www.mcmanuspub.co.uk) or [www.thebramptonhalt.co.uk](http://www.thebramptonhalt.co.uk)



**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.

**For further information visit [www.rhhall.com](http://www.rhhall.com)**

Or for more detailed information or to arrange a demonstration, contact the RH Hall Sales Office on 01296 663400

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



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