



OOH NOVEMBER 2015 SOUPS FEATURE

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

The 365soup® Soup Server is a new, unique and innovative soup dispensing system that allows 100% natural soup to be served with minimum effort and guaranteed results - from crop to cup! It's a great way to get soup on the menu 24/7, 365 days a year!

The ideal choice for a wide range of foodservice environments – café's, service stations, schools and many, many more – this innovative and unique solution is incredibly easy to use and can be set up for back or self-serve, with a variety of payment options, creating a fantastic opportunity for additional revenue in any establishment.

We are currently working alongside a major foodservice company to offer a complete soup serving system, fully branded and offering the UK's No 1 Soup! More news on the exciting collaboration will be hitting the industry soon...

- A totally unique plug and go soup dispensing system serving, from crop to cup, a range of the UK's favourite soup from the UK's No1 Soup brand.
- The soup is high quality and freshly made using a unique 'cold fusion' process, with a 12 month shelf life and guaranteed to contain no artificial ingredients, colourings or preservatives. Fresh vegetables ensure a great texture and 'crunch' to every serving!
- Profit from every single serving 365 days a year 24/7!
- Leasing the system costs from as little as £2.50 per day over 5 years. If a site sells just 50 cups per day at £2.49 a cup, R H Hall estimates the 365soup® system will generate the customer £26,467 gross profit per annum from just one system alone.
- Easy to site – small footprint, large output - plug and play, operating from a single 13 amp supply
- Easy to use – Touch screen technology with automatic soup portion control, monitoring and reporting services.
- Easy, hygienic and safe to fill – using patented designed durable soup pouches
- Easy to clean and easy to maintain - with self-cleaning function
- Minimal waste – Soup can hold in the server for up to 12 hours - No other soup serve system offers this totally closed system technology.
- Soup stays in perfect condition from first serve down to the last drop
- Easy to store product – The soup pouches have a long and safe 12 month shelf life.
- Meets every foodservice safety standard and compliance
- The soup server identifies the soup and automatically programs the soup server to required serving temperature and other soup serve parameters.
- Set your own margin and control your profit with confidence
- Choose from a range of proven best-selling high quality Branded soups
- Stock with the confidence that your soups will sell through with no waste

With health at the forefront of the mind of many consumers, this innovative product has a proven track record in Europe, bringing an ideal solution for the UK market. A great alternative to traditional 'fast foods', the Soup Server offers a fantastic 'On the Go' snack for the health conscious consumer.

Designed with food safety in mind, each of the 2 litre soup pouches carries a unique barcode containing batch information for tracking and tracing ingredients – ensuring conformity to HACCP guidelines. The interactive display shows all nutritional data – including allergens – reducing the need for any staff interaction and ensuring speed of service. The Soup Server also includes an electronic reporting facility allowing full nutritional information and product traceability on demand.

A world first, the 365soup® system is an innovative and unique solution with huge potential throughout the Foodservice Industry!

For more details, please visit www.rhhall.com

R H Hall are the Sole UK & Eire Importer for the 365soup® Soup System

FOR PRESS INFORMATION CONTACT:

Emma Smith

emma.smith@rhhall.com

01296 663400

R H Hall, Hallco House, Beacon Court, Pitstone Green Business Park, Pitstone, Beds, LU7 9GY

T: 01296 663400

F: 01296 663401

E: sales@rhhall.com

W: www.rhhall.com