



THE CATERER PRODUCT EXCELLENCE AWARDS 2015

RANGES AND OVENS CATEGORY:

SMEG ALFA144XE1 CONVECTION OVEN

The Smeg ALFA144XE1 Convection Oven offers an innovative and versatile cooking solution and is one of the most technically advanced ovens on the market today. Already used throughout Pret a Manger stores across the UK, France and Dubai - this oven has been tried and tested in the most demanding of situations – a market leading oven, used and endorsed by the market leading coffee chain.

Able to cook a wide range of savoury pastries, breads and even the most delicate of morning goods such as croissants, there is actually relatively little that cannot be baked to perfection in this flexible oven. With a temperature range of 50-280°C and a twin fan system that uses timed bi-directional operation to ensure even heat distribution throughout cooking, consistently outstanding results are achieved every time.

Electronic controls offer ease of use and 40 presets allow regularly used cooking times to be programmed to ensure consistency. Combined with a 1-99 minute timer with manual option, pre heat function - which can be set with a delayed start time - and a digital display to easily view and adjust cooking functions, the ALFA144XE1 offers a wide range of functions to ensure an optimum user experience.

The Smeg range is already synonymous with design, and the ALFA144XE1 is no exception. Stainless steel inside and out, the oven is practical for back of house use, but also stylish enough for any front of house set up, where the visibility and smell of baked goods can help to maximise sales. The double glazed door remains cool during cooking, offering safety and reducing heat loss.

Within the stainless steel cavity, the ALFA144XE1 has space for 4 trays, either in 600x400mm or GN 1/1 to suit the food being cooked. With a 77mm pitch between each tray position, there is plenty of room to cook multiple items at peak service times. However, the unit still remains compact enough for countertop use if required, maximising space in smaller kitchen environments.

Efficiency is key in any cooking appliance and the ALFA144XE1 offers a unique adjustable power consumption setting, allowing the user to change the kW rating to suit their installation and output needs. Users looking for maximum efficiency can choose to operate the oven on 3kW, utilising a simple 13 amp plug, whilst users looking for maximum output can choose 8.3kW 3 phase or 5.5kW 1 phase, hardwired installation.

Overall, the ALFA144XE1 combines functionality, design and efficiency to create a user friendly, stylish and practical oven for any commercial kitchen!

ENDS

For more details, please visit www.rhhall.com

R H Hall are the Sole UK & Eire Distributor for the Smeg range of Convection and Bake Off Ovens.

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