



UPDATE

The RH Hall newsletter / Winter 2013

New products

Partnering
innovation

**Fabrications
update**

**WIN A
CHRISTMAS
HAMPER**

WELCOME



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New Distributor Price List



Launched 1st November, our 2013 Distributor Price List (Issue 2) is now available. It has the complete updated listing of any product and price changes.

Copies are available on request via post or email from:
sales@rhhall.com

Welcome...

Seasons greetings to all RH Hall customers... past, present and future!

Well what a year it's been...! Our business partners' market feedback has in the main been very positive, with the overall foodservice market experiencing some good solid growth for the third consecutive quarter. And this has certainly been our experience and whilst there is still a way to go before we see the growth and results that we are all working so hard towards, it would seem that the foodservice market is fairing well and the outlook is looking very promising for 2014.

During the past 8 months in particular, we have experienced a lot more contract opportunities opening up and it would seem that major group budgets are starting to be released at last!

Our kitchen design house customers are also experiencing a lot more complete schemes coming to the fore which has given a great boost to our factory's fabrication business. The Simply Stainless business has really taken off this year and is testament to such scheme work refits starting to come off and in good regular numbers too. So let's hope this continues and that we can look forward to positive and exciting continued growth for 2014.

We believe our seasonal trade promotions and attention to continued competitive price points, with the added value/extras and sound customer service which RH Hall are renowned for, has also helped business and has been extremely well received and valued this year. You can be certain that our continued attention to providing you the very best 'all round' package and delivering outstanding foodservice equipment solutions, tailored to your needs, as well as offering a big point of difference, driving innovation and enthusiasm is always at the very top of our company strategy and agenda.

Moving on to 'what's hot?' and 'what's new?' for December this year... we launched our Christmas Catering Essentials Promotion at the start of November which has gone down a storm. Not only have we established some very special net price points on our best sellers but in addition, we are offering our customers free Christmas gifts linked to their invoice spend – see opposite for more details.

Our Christmas trading hours are detailed within this newsletter and as usual our highly focused customer service team will be on hand to deal with any Christmas break service related issues. A dedicated direct number is also detailed and available on our company answerphone message. There is also a dedicated email address: xmashelp@rhhall.com.

Well that's about it from me, we do hope you enjoy all the seasonal news and new product information in this edition and I'd like to take this opportunity to thank all our customers for their much valued, continued custom during 2013.

Here's to a very merry and prosperous Christmas period and a very happy New Year to you all too!
Cheers!

Ray Hall
Managing Director

P.S. Please see the back page for our Christmas opening hours and further emergency service contact details



Here are just some of the latest additions to our outstanding range of equipment – all sourced from market leading brands, as you would expect!

NEW PRODUCTS

Now available in the UK

This is the latest model of the new wide bodied bake off/bakery and convection ovens from Smeg to arrive in the UK. The ALFA142XM 5.5kW has a wealth of excellent operational features you expect from Smeg to guarantee top performance and maximum safety, all at an affordable price. The single fan model is ideal for baking and reheating and has a 0-60 minute timer and a 50-250°C temperature control. The stainless steel interior takes four 600x400mm trays and for a limited period comes with a FREE Grid Pack.



New for winter 2013



Burco has launched a new generation of water boilers, now with in-line filtration to minimise scale build up and extend the units' life. Available in a variety of sizes, from the smallest 5L up to 20L capacities, in either countertop models or wall mounted options. Eco mode also saves money on energy costs too. Single, twin tap or push button operation plus manual and auto-fill options are all available. They are very easy to connect to a mains water supply.



The essential Christmas promotion



Give your sales a boost and treat yourself this Christmas!

With 16 pages of great brands, great prices, great savings, great margins and all supplied with a great service!

Not only have we established some very special net price points on our best sellers but in addition, we are offering our customers free Christmas gifts linked to their invoice spend (T&Cs apply):

Spend £2K receive a Christmas hamper

Spend £4K receive a Sharp 24" LCD TV

Spend £6K receive an Apple iPad

Spot gifts also available for certain items

For more information please contact your RH Hall account manager or the sales team NOW! Please note this promotion ends on 31st December 2013 so there's still time to take full advantage!

Simply Stainless roll out their new bakery range

This well established brand is continually developing its range of products to fulfil the growing demand from the UK market. Synonymous with high quality, durability and affordability, the Simply Stainless range is setting 'the standard' for others to follow! A 'must' for every foodservice operation.

The Simply Stainless range has been extended with the addition of new Bakery Trolleys and Defrost Shelving. Both of the new ranges are made from solid stainless steel and come with Simply's lifetime warranty. The two sizes of Bakery Trolley accept 400 x 600mm bakery trays on 18 levels and are mounted on castors for full mobility. The Defrost Shelving comes in two widths 900mm and 1200mm and are easy to assemble. Fully modular and expandable the shelving comprises of four tiered tilted defrost shelves in a top quality no.4 finish. In stock now!



STOP PRESS!

Door Panel Kit price reduction

We have revised pricing on the full range of Simply Stainless door panel kits. So you can convert your bench into a cupboard in minutes!



REMEMBER this financial year's capital tax allowance

This has been increased to £250,000 for all capital purchases that businesses make from April 2013 to end of March 2014. Basically any capital equipment purchased up to this HMRC allowance can be 100% offset against profit! So any time up to March 31st 2014 is a very good time to invest into upgrading your commercial kitchens!

KRIS' INDUSTRY UPDATE

We are moving into our third quarter of the financial year and I can happily say it's all positive, positive, positive! It looks like the market has definitely woken up again!

It really has been a great summer and autumn period – we've seen optimism and confidence return, resulting in investment and more spending throughout all of our foodservice sectors. Thank you to our distributor partners and to our National Accounts, Public Sector and Food Solutions divisions who have been delivering some great business and great results with our half year figures showing double digit growth.

It's great to report notable successes and joint contract wins with some of our exclusive brands – Sharp, iWave®,

Smeg, Simply Stainless, Crown Verity and Maestrowave!

How has this been achieved? Put simply, by working with you, our customer!

The case studies in our 'In the Industry' page highlight the depth of relationships we build to achieve the results you need!

Finally, the festive season is here and we're all geared up for the run up to the big Christmas rush – with our new industry exclusive Christmas Catering Essentials promotion, increased stock holding and deliveries right up to Christmas eve – we're here to help you make the most of the business out there.

A big thank you to all our customers and distributors – we wish everyone a happy Christmas and prosperous New Year.



Kris Brearley
Sales Director

Working in partnership

RH Hall's expertise goes beyond simply supplying great products alone...

Working in close partnership with our customers and distributors is where we can employ our breadth of knowledge that stems from manufacturing and the technical aspects right through to menu development and how to cook and use equipment to its best. We can consult and advise both customers and food companies on how to get the optimum results from their food, menus and equipment and we regularly work with development chefs in our state of the art 3,000 sq.ft. development kitchen.

Through our innovative solutions we can meet and even anticipate clients' needs perfectly, whether this calls for 'off the shelf' products or bespoke solutions for any operational need, foodservice brand, concept or menu. We frequently

adapt standard foodservice equipment, tailoring it technically and cosmetically to suit a client's needs through our own Fabrications business. We also work with key business partners to bring together 'total solutions' that marry together innovative food/menu items, with unique equipment at maximum operating efficiencies, such as with the iWave®.

Our dedicated and knowledgeable sales team are here to help grow your business and can discuss any requirement. With our expertise, excellent customer service and after sales capabilities, we can offer the complete package – be it off the shelf or bespoke, working in close partnership utilising our unique services, we can achieve great results.

How can we do more business together? Are there any areas where we can improve, enhance or where we're missing out on altogether? Please do let us know. Why not give us a call?



Our development kitchen

Partnering vending innovation

A great example of a new innovative product developed through working with our vending clients is the iWave® Feedstation.



Produced by our UK factory, this new solution has been incredibly well received by clients such as ISS and Sodexo. It was showcased at AVEX and both the Lockhart and ISS conference and exhibitions. Combining the ultimate accelerated regeneration system, the iWave®, with interactive digital marketing and touch screen displays built into a merchandising unit that can host real time promotions, hot food can be provided 24 hours a day 365 days a year.

KRIS' EXHIBITION & SPONSORSHIP UPDATE

As a business, it's vitally important for us to keep abreast of changes and developments in the market and each year we make time to visit a number of leading exhibitions to identify key trends and innovations. We also believe it is imperative to support industry events and associations. Here's the latest...

EDUcatering excellence



Shirley Law with Kris Brearley and Jane Renton, Editorial Director of EDUcatering magazine

We were proud to sponsor the Working in Partnership Award at this year's annual EDUcatering Excellence Awards held at the Royal Garden Hotel.

A number of us from RH Hall attended the event and I had the pleasure of presenting the winner, Shirley Law of Eden Foodservice, with her accolade. Our category was open to individuals working at any level who had demonstrated success in engaging a

head teacher, primary care trust or similar partner in pursuing a whole school approach to catering services. Our own Chris O'Neill was part of the judging panel. Shirley won her award for the work she has done with the Brighton and Hove school meals team.

Milan Expo 2013

The key aim to our visit was to meet our main European suppliers and to look at trends in food and equipment.

A really worthwhile trip, despite the difficulty in getting there...think airport and train strikes, we suffered it!

There is no other European exhibition like it, the show is huge, with 1700 exhibitors from 48 countries and 133,000 visitors from 162 countries! It's on for five days across numerous halls – you could literally spend all week there!

It was great to catch up with our exclusive suppliers and see what products they have on the horizon. Some great new products will be coming out of the Smeg stable and Milan Toast (Maestrowave) in 2014 and of course we'll be bringing news of those in future issues of Update.

All the global brands and manufacturers attend and there was a big focus on green credentials, innovation, usability and life costs. There are definitely some great developments underway and exciting new products due out for 2014 and beyond – watch this space!

For more show information visit:
www.host.fieramilano.it/en

RH Hall swing into action!

As a Craft Guild of Chefs business partner, we were very proud to be the main sponsors of the Annual Golf Day held at Wyboston Lakes Golf Centre. We supplied a 'BBQ Place' complete outdoor kitchen and Ben Bartlett conjured up a fabulous lunch which was enjoyed by players at the half way point by the 9th hole! Chris O'Neill, Nick Sanders, Jerry Dutton and Ben Chrystal swung into action on behalf of RH Hall. Ben and Jerry (not the ice-cream duo!) played with Darren Lewis from Reading University. Many manufacturers from the industry were also represented and albeit a wet

day, it was a great competition with great food! Team RH Hall blame the weather however for not winning any prizes! Never mind, there's always next year!

We also sponsored the inaugural Yeo Valley Lions Golf Day, organised by Derek White of the FCSI. The event raised £4,000 for the Spinal Injuries Trust and the 38 golfers, including RH Hall's Nick Sanders, also enjoyed BBQ food prepared by Ben Bartlett on an RH Hall supplied Crown Verity BBQ. The next golf day is being held 25th April 2014, for further information, contact Derek on 07973 640415.



A 'Simply' stylish kitchen for Adelle Foods

The vision back in 2006 when Adelle Foods was founded was to create the UK's leading 'Food to Go' business and now seven years on, the company has a portfolio of customers and products that stands testament to that original vision.

Adelle currently employs over 2,500 colleagues across six manufacturing locations producing around 1,000 high quality, chilled 'Food to Go' products, including sandwiches, panini's, bagels, subs, wraps, toasties, chilled snacks and salads to the retail, coffee shop, travel and contract catering sectors.

Adelle also has its own £100m chilled 'Food to Go' brand URBAN eat and markets a stylish range of vegetarian sandwiches under the famous wholefood brand Cranks and, in addition was proud to be one of the supply partners to the London Olympics last year, providing hundreds of thousands of salads and sandwiches to help feed the army of athletes, officials, press and visitors for the duration of the iconic event.

It's an amazing success story, however to remain at the forefront of such a dynamic industry, Adelle needs to ensure that it is constantly coming up with fresh new ideas that meet the emerging needs of the modern consumer.

Which is why, when Adelle moved to its new flagship Head Office facility near to Heathrow, top on the list of requirements



was a new stylish development kitchen to help inspire its 23 strong team of Development Chefs and Technologists responsible for creating the hundreds of innovative new products it launches each year.

Jane Poulton, Head of Food at Adelle, leads the team and worked hand in hand with RH Hall on the design and layout of the new kitchen.

The facility has been designed to provide a practical, flexible working space that at the same time reflects the creativity of the team and provides a professional working environment in which Adelle can also host its many customers.

Jane explains: "The move to the new office building afforded us the opportunity to really think about what we wanted from a development kitchen and I have been delighted with the way RH Hall responded to our brief.

"They have delivered us a practical working kitchen that utilises space to the maximum and provides the team with a fantastic working environment in which to create exciting new products for customers.

"I found it very easy to work with the team from RH Hall, they did a great job from start to finish to bring the entire project in on time and in budget."

RH Hall completed the entire fit-out and specified the new equipment which includes an extensive range of Simply Stainless tabling, sinks and benches, which were customised to fit Adelle's exact requirements and specially made floor to ceiling stainless steel cabinets were manufactured in our fabrications factory. RH Hall also supplied the counter equipment for the new Head Office presentation room.



A 'knockout' performance for Punch Taverns!

We have been working with leading pub group, Punch Taverns, on their National Roadshow programme for the past 10 years – since their inception.

With up to 100 suppliers at each of the one day events, we are very proud to be the preferred equipment supplier invited to attend. The events cover everything a pub may require – drinks of all types, catering equipment, entertainment, marketing services, seasonal decorations, furniture and many more areas and are held for the management across the 2,400 Punch pubs. RH Hall showcases a range of equipment and foodservice solutions.

2013 Roadshows – 10 venues, over five weeks held at sporting venues, including Murrayfield, Wembley Stadium, Newcastle Race Course, Chester Race Course and Elland Road.

Punch are this year celebrating their 10th anniversary of running the Roadshows and it transpires that Jerry Dutton, our National Account Manager has attended 89 of the 90 Roadshows held over that time – a feat only matched by one other – the Roadshow electrician!

Alan Todd, Head of Catering Development at Punch comments, "I have known Jerry for a lot of years and he and RH Hall provide a great service and support to our partners, not only through their long term commitment to the Roadshows, but by their knowledge of equipment solutions and levels of service on site".

Well done Jerry!



Punch Taverns present Jerry Dutton with a Lifetime Achievement Award for 'Outstanding contribution to the Punch Roadshows'



REGIONAL ROUNDUP

National Accounts



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Recent months have proved to be highly successful and growth has been obtained in a variety of client and product areas. However, this has not come without

its challenges! Fortunately through dedication to our task and working closely with the clients involved, we have been able to arrive at successful solutions which have helped to either maintain or, indeed grow business!

Challenges often provide the opportunity to both strengthen and grow business – but staying focused on the task and liaising closely with the clients to meet their needs and expectations are key elements to our being able to successfully harness those opportunities.

Public Sector



David Rance
BUSINESS DEVELOPMENT MANAGER
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There have been several orders from local authorities who had not previously bought from us which is encouraging.

I attended a one day exhibition with Yorkshire Purchasing Organisation last month. Tom Caine accompanied me and we had some success with a range of products, especially our Maestrowave Induction Hobs.

It is really moving on the fabrications front, I am able to promote our bespoke fabrications side to my existing customers with some success. I can see this side growing and growing as word gets around the trade.

Food Solutions



Chris O'Neill
NATIONAL ACCOUNT MANAGER
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This quarter there have been some very interesting developments on a couple of projects. The ISS exhibition and conference was a great success for us, identifying several new concepts.

I also visited the Anuga exhibition in Cologne, where my main purpose was to meet up with potential food producers from around Europe to look at new product and equipment innovations.

Ginsters paid a visit to our development kitchen and they particularly liked the newly developed iWave® Feedstation and Compass announced to us that Maestrowave ovens and our bespoke system tables (manufactured by our Fabrications Division) will be once again specified in their up and coming hospital contracts.

The South



Derek Poole
AREA SALES MANAGER - SOUTH
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The last 3 months trading have proven to be very fruitful and as expected our Summer Essentials Promotion with the revised format was a huge success.

More and more of you are now reaping the benefits of the price reduction we implemented on the Smeg ALFA43UK and sales of this oven continue to grow with repeat orders from dealers who had previously not considered Smeg.

Normally the last 6 months of our financial year is the busiest trading period for us and I fully expect this year to be no different. The focus for me will be to continue to promote our key brands especially where I can see joint opportunities.

The Midlands



Nick Sanders
AREA SALES MANAGER - MIDLANDS
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It has been extremely busy – confidence and sales have grown in the last quarter and continued the upward trend.

Smeg and Simply Stainless have led the way with many 'one offs' and some impressive larger projects.

With various exhibitions, presentations, FCSI and CEDABOND forums also attended in recent weeks the opportunities really are there. With the Christmas promotion offering distributors even more incentive and rewards, value for money equipment as well as Christmas gifts, I think that the start to the New Year and 2014 will be the best ever!

The North



Tom Caine
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My dealers and I have continued to focus strongly on consolidating key brands together. I have been approaching end users on behalf of and with dealers, which has resulted in

increased awareness and sales of key lines, including Crown Verity BBQ's, Simply Stainless and the wider range of quality products available from RH Hall. It's also helped cement the relationships between dealer and end user, both knowing that the back-up service from RH Hall is second to none.

With Christmas and the New Year almost here, I feel that although the past year has been better, it is now really starting to pick up and I look forward to working with dealers to build on the successes of this year in 2014!



STAFF IN THE SPOTLIGHT

David Rance

Update caught up with David Rance, now some six months into his new role as Factory Integration General Manager, managing the integration of the Fabrications business and HQ.

"Before I took up this role, I actually felt a huge personal challenge to try and help the two businesses pull together to realise their full potential. Having worked in catering equipment manufacture for some 38 years prior to joining RH Hall over five years ago as the Public Sector ASM, I have a clear understanding of what is required to produce both 'off the shelf' and bespoke equipment solutions and felt that this knowledge coupled with my Public Sector project experience gave me the ideal mix of skills to help make it happen.

My initial priorities have been to look at staff and systems integration, the skills base, the products including materials procurement and getting myself out to meet customers.



David with John Lancashire, Factory Manager

It's been an incredibly busy, but rewarding time, with real progress being made.

The systems are all coming on line and a major step forward is the implementation of a new costing programme with a database of materials and labour costs. The skills set of our production staff are being developed – originally it was very limited with one person doing one job. Now with each member of the production team learning a greater spread of skills, the flexibility is now paying dividends and is extremely valuable."

David has been working closely with Ben Chrystal, our Bespoke Solutions Manager since his appointment and Ben comments, "The collaboration between the factory, with David at the helm, and the ASM's and myself out on the road developing the stainless steel and bespoke project work side of the business is really improving and the results are starting to speak for themselves. The Adelie development kitchen mentioned in this newsletter is a great example of this collaboration, as there was quite a bit of bespoke stainless product required as part of the project and these were manufactured and installed seamlessly alongside Simply Stainless products".

David concludes, "This project demonstrates the level of results we can achieve through the effective integration between the factory and HQ. It's the start of many new opportunities and a unique service to be able to offer to customers. There's exciting times ahead."



CHRISTMAS 2013

CHRISTMAS DELIVERY ARRANGEMENTS

Last day for orders for free standard next day delivery is 20th for 23rd delivery.

We are however able to deliver Christmas Eve at an additional cost. Contact our sales team if this special service is required.

CHRISTMAS OPENING

We close at 2pm on 24th December and re-open on 2nd January 2014.

EMERGENCY COVER

We will be offering emergency cover over the Christmas period. To book an emergency call, please call: 07971 951590 or email: xmashelp@rhhall.com

As always, we will be ably supported by our network of RH Hall agents and selected manufacturers who are also covering their own warranties over this period.

IMPORTANT INFORMATION

Please have your invoice number, date of purchase, make, model and serial number along with details of the fault, the full address and contact numbers of your equipment's location. This will enable us to place your call with the appropriate service provider and avoid any unnecessary delays.

Christmas Gifts

Once again we have made a Christmas donation to the Hospice of St Francis in lieu of sending out company Christmas cards this year.

We hope our customers agree that this donation is far more beneficial than receiving a Christmas card from us.



**The Hospice
of St Francis**

Congratulations

Sophie Hill from Commercial Sales, who gave birth to Freya Sophia Cato weighing in at 9lb 3oz

Competition time!

We have a Christmas Hamper to give away to the first lucky reader pulled out of the hat

To win, simply answer correctly the following 3 questions:

1. What role has David Rance recently been appointed to?
2. How many Punch Roadshows has Jerry Dutton attended?
3. Which 'Food to Go' company did RH Hall design and install a development kitchen for?

Email entries to: competition@rhhall.com

Closing date: 18th December 2013

Congratulations to Chris Bloor of Zantec Hallmark who won a Panasonic toaster and kettle set in our summer Update competition

