

UPDATE

The RH Hall newsletter / Winter 2011

**Maestrowave
microwave
30 years on**

New division
receives
recognition

Win an Amazon Kindle

WELCOME



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New 2012 Catalogue



Our new 129 page edition includes 100's of new innovative products from leading brands: Sharp, Blue Seal, Electrolux, iWave®, Lec and Rational along with Buying Guides, Food Solutions, Healthcare Solutions & Vending Solutions sections PLUS our new Fabrication Services division!

We have also added even more market leading brands, including: Cambro, Alto Shaam, Sirman, Winterhalter and Manitowoc - to name but a few!

For your copy, call:
01296 663 400

Welcome...

Welcome to our Christmas Update. We have plenty of interesting news, product and industry information to share with you along with details of our seasonal Countdown to Christmas trade promotion. We hope you enjoy the read and take full advantage of this year's Xmas cracking offers.

Well the summer is a distant memory and now's the time to concentrate on the traditionally busy and festive catering periods that lie ahead. It would seem that despite the continued poor economics around the globe the catering trade is actually faring quite well – in fact a recent industry report reveals that hospitality employment is experiencing the highest level of job activity for over 2 years!

The grab and go markets also appear to be growing in numbers and popularity year on year and it would seem that any available space within a decent footfall location is being snapped up by coffee shop chains and grab and go eateries. There is such an abundance of food on the move choice now, catering for every age group, taste bud and price point too.

The pub market reports continue to show a decline in wet sales with regular news of pub closures. However, the pubs and groups that have innovated their food menu offering are reported to be doing rather well and for some, exceptionally well. Reading with interest a recent article in Pub & Bar magazine, it would also seem that for many our expectations for a typical pub/restaurant environment are changing too and we are now apparently seeking a total retail experience...? One thing's for certain, the pub market is here to stay; it is part of our culture and modern lifestyle, for the young and old alike, as we all enjoy a social down at the local!

Working with so many development chefs and food suppliers/producers from a wide cross section of our foodservice industry has kept us abreast of the ever advancing and creative menu development innovation from the smaller operators to the big chains. Our state of the art Development Kitchen is available for any consultation and menu development needs so if we can be of assistance in this regard we would be pleased to partner up. Over the past year we have paired up many equipment and food menu offerings, a couple of which are detailed in Kris' Industry Update.

To get the seasonal party started with joy and merriment we launched our Countdown to Christmas promotion in November and the response has been absolutely fantastic.

Who else is giving away FREE hampers, camcorders, Kindles and 40" 3D flat screen TVs? NO ONE! Well, it's simply our way of saying a big thank you for your business and support during 2011 and we really mean that!

So, on a final cheerful Christmas note we take this opportunity of wishing all past, present and future customers a very Happy Christmas and a prosperous trading period ahead! From the ever growing team at R H Hall here's to an exciting Christmas trading period and a Happy New Year!

A handwritten signature in black ink, appearing to read "Ray Hall".

Ray Hall
Managing Director



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

Maestrowave acts on Impulse!

The new Impulse Countertop Heater from Maestrowave is the perfect partner when it comes to keeping food warm and on display. Very light and thin, yet sturdy and unbreakable, the unit is perfect for busy environments such as pubs, coffee shops or event catering where expensive or large heated displays are impractical. Automatically set to remain at 75°C the unit is efficient yet economical. Two sizes are available: MH1 516mmx196mm; MH1GN 470mmx280mm



For more details call:
01296 663 400

Back Bar Refrigeration



COMING SOON!

The new Platinum range of Back Bar Refrigeration from Lec Commercial, includes bottle coolers and display refrigeration, guaranteed to fit the bill in any club, bar, shop or restaurant. These top quality coolers are highly efficient,

with very low running costs – a prime concern for any business nowadays.

For more information visit:
www.rhall.com

Countdown to Christmas

The best foodservice equipment line up and FREE Christmas hampers, Amazon Kindle digital books, Panasonic HD camcorders, Sharp 40" LED TVs and 40" 3D LED TVs

This 16 page gift wrapped festive promotion includes exclusive brands and market leading products to give great value to you and your customers.

To help get you into the festive spirit we are also offering some very special FREE gifts, like no one else in the industry!

This offer runs until 24th December 2011, so take a look at your promotional leaflet again and make sure you don't miss out!

If you require a fresh copy, call:
01296 663 400



Award winner!

R H Hall Food Cart voted Best Catering Equipment Product

One of the first pieces of equipment designed and manufactured by our new Fabrication Services division (see Kris' Industry Update & In the Industry) is the R H Hall Pasty Cart which is not only being trialled and specified by some leading foodservice businesses, but has won **The Piper Heidsieck National Racecourse Catering Award for Best New Catering Equipment Product** presented at a recent ceremony in York. The Awards recognise the high level of catering excellence achieved at racecourses throughout the UK. It is great to receive such an Award which is testament to R H Hall working closely in partnership with our clients, developing bespoke foodservice equipment solutions.



Chris O'Neill accepts our award

Six exclusive brands all under our one roof!

SHARP

MAESTROWAVE

iwave
FOODSERVICE SOLUTIONS

STAINLESS

smeg
FOODSERVICE SOLUTIONS



We often hear 'I buy direct', well when it comes to these innovative and market leading brands, be rest assured you are buying direct! Our exclusive brand partnerships stem back over 19 years! And for the other 100+ brands we distribute - we are official Approved UK Distributors for your peace of mind!

Are we missing anything? Products? Services? Is there anything else you would like to see in our portfolio?

KRIS' INDUSTRY UPDATE

One area that undoubtedly has to work hard and smart in a foodservice business is the catering equipment and the food offering, helping to make the most of this busy time of year and indeed the huge opportunities that will be available to the foodservice industry next year. Did you know that we don't just supply kit? If you need a helping hand with specifying equipment, menu development (including festive food) or combined foodservice solutions we have the team in place to help explain and give advice on the wealth of options we offer – ones that you can definitely rely on and certainly cash in on!

Talking of 'cashing in', we launched our latest and biggest Christmas Promotion in the run up to this busy period, a real helping hand in a very tough marketplace. We believe that with the right approach - the best brands, best prices and best creative solutions - we can help businesses maximise the opportunities that are out there and help generate profits too – solutions not just for Christmas but throughout the year! Merry Christmas and a successful 2012!



Kris Brearley
Sales Director



Our new division is going from strength to strength.

It is proving to be a major attribute to our business, with our sales team and trade distributors seeing the benefits of having an in-house facility already. The majority of our orders are for bespoke projects and custom builds, with production built to the customers' specification – like the new R H Hall Pasty Cart, winning awards already! We are finding that as the marketplace is innovating and being more creative in menu options, we can take the new challenges of change head on by offering our bespoke fabrication design and build service, tailoring options to suit every need. We can also take the standard Simply Stainless system we exclusively stock and tailor it very cost effectively. Samples and prototype units can be provided for trial before full production. Basically if our client can sketch it ... we can make it!



Call our Fabrications Team on:
01442 877 888

Simply Stainless UK Tour



R H Hall are sole distributors of the Simply Stainless range of 'off the shelf' flat pack fabrication systems. The system is manufactured in Australia and the company's Export Manager, Brian Dunnage came over to us in the UK to gain a greater understanding of the UK market and see how the product awareness of Simply Stainless as a modular tabling system could be enhanced.

Brian's time here culminated in a UK tour – a Simply Stainless Roadshow! Directed by R H Hall Account Managers, he got to meet a good number of customers. This gave him a broad spectrum of our routes to market and the challenges the in-house and external sales teams may come up against when trying to sell the product.

Brian talked to all about the benefits of the range, he even converted the design houses, who always traditionally go the bespoke fabricated option. The build quality of Simply even as a flat packed system holds up against anything fully

welded, shows a cost saving and includes next day delivery.

QUANTUM DESIGN SPECIFY SIMPLY STAINLESS

Quantum Design specialise in the planning and full installation of innovative and stylish restaurants and kitchens. Simply Stainless equipment was chosen for the kitchen area of a recently completed project for a Blue Chip client of theirs in London. The specification called for high quality equipment with chrome waste and water fittings for the sinks and basins. Tony Hart, Director at Quantum comments, "Our client demands extremely high standards from their suppliers

and were more than happy with the quality and robust nature of the Simply Stainless equipment. Our installation team was also impressed with the fast delivery, ease of construction on site and the quality of the sinks and benches. We would have no hesitation in recommending Simply Stainless for all our clients in their kitchens".

COMING SOON!

Following the great success of the Simply Stainless UK tour, **Smeg and Crown Verity** will be coming to meet you soon – watch this space!

R H Hall past! The Original is still going strong

We've always been proud of our microwave manufacturing heritage, so when Joan Westhead contacted us about her Maestrowave microwave breaking down, we were very pleased to try and help. Ray Copper, our Service Manager comments, "The microwave was an original Maestrowave dating back about 30 years! It was developed by Ray Hall's father, Ron at a time when he was designing machines for the domestic market. We found that the oven still worked, but it was just the control knobs that had broken. After much searching via our suppliers and the internet we managed to trace a similar type which worked perfectly".

Joan was extremely happy. "Thank you to all the clever engineers and staff at R H Hall for all their hard work in fixing my dear old Maestrowave. I've had it as long as I have nearly been married! It is now back at home and working well as ever. I really do appreciate all your help, it's a fabulous machine."



Back together again!

Did you know?

R H Hall was one of the earliest companies pioneering microwave ovens and opened their first microwave oven centre back in 1978. Ron Hall's extensive electrical background (going back to the 60's) provided him with a great fascination into microwave oven technology and he went on to invent the first ever Maestrowave domestic microwave oven range. Ron's in-depth knowledge of the broader microwave market and its products, coupled with his own innovative flair led to the creation of a product that had it all - the Maestrowave. No other model on the UK market at that time had all of the features which the Maestrowave had.

The Maestrowave brand has gone from strength to strength albeit moving away from domestic retail into the commercial sector, and now offers a comprehensive range of microwave ovens and foodservice equipment! Today it boasts one of the most innovative table top Commercial Combination Microwave Oven ranges on the market. The latest Combi Chef 6 with Menu Creator has so many innovative features and functions, it's used extensively by many major food chains throughout UK and Europe.



The Combi Chef 6

Today's best kept secret!

We've strategically developed and invested in our business so that we don't just supply kit!

By keeping abreast of industry trends and equipment advances our knowledge and understanding of fast moving and developing food trends is providing us with an invaluable insight as to how foodservice equipment pairs with such food and menus. Over the past year we have paired up many equipment and food menu offerings for individuals as well as major foodservice chains and operators and the results are certainly speaking volumes - literally!

SHARP R21AT SUCCESS: KEPAK

We are working with Kepak on programming our microwaves for use in convenience retailers, allowing their shoppers to heat up Kepak Convenience Foods products



such as Rustlers & Zugo's Deli Cafe. The microwaves have interchangeable product inserts so that retailers can choose the range that they wish to stock and it comes with point of sale (provided by Kepak) to help drive awareness instore. The unit allows for retailers to offer food to go, without the increased waste and labour often associated with serve over counters. To date they have had a proven success of increasing sales by as much as 200%!

SMEG ALFA43UK SUCCESS: DR. OETKER & CHICAGO TOWN PIZZA

We are working in conjunction with Dr. Oetker supplying one of our main key brands - SMEG to their commercial customers for them to cook perfectly their Chicago Town Pizzas. Dr. Oetker advocates the SMEG because of the cooking results, its versatility and its price point! A high performance, good value oven which has been proving itself within 100's of outlets.



Looking ahead

One of our key brands, Sharp, is a main sponsor of next year's Euro 2012 Football Championships and they've told us to prepare our customers for some exciting incentives coming next year.



Arena Leisure race ahead with new catering concepts

As the UK's largest operator of horseracing, Arena Leisure Plc is constantly evolving and investing in its customer experience. Its seven racecourses stage around 26% of all racing fixtures - some 34 times a year with feature days attracting 30,000 punters coming to experience the thrill of racing and the company's catering and hospitality services.

Kieran Gallagher is Events General Manager at Doncaster Racecourse and he explains the recent catering developments. "As we are the largest racecourse within the group, many of the new concepts we want to develop are trialled here first! We wanted to create a further entry level package to our corporate hospitality for the busy summer months - a more relaxed and casual offering at a new price point. Our Executive Chef undertook some research and came into contact with Ben Bartlett, the UK's BBQ Champion and R H Hall's ambassador for the Crown Verity range of Professional Outdoor Cooking Systems. Once together the pair devised a gourmet BBQ menu ideal for our Summer Garden Party Package. Which includes a 3-course meal featuring freshly cooked BBQ food and an unlimited bar.

Gourmet meat dishes are cooked very efficiently on the Crown Verity BBQ which creates a central talking point and theatre in itself, including: Lamb & Mint Burgers; Tandoori Rubbed Pork Ribs; Moroccan Lamb Brochettes; Lemon Butter Salmon Fillets cooked on Oak Wood. We launched this last summer at 3 of our concert events featuring guest artists Texas, The Wanted and McFly and the package was really



well received achieving 80% occupancy levels, excellent for a new concept."

Kieran continues, "We also expanded the food offering and used the Crown Verity slightly differently for retail sales in September at our

St Leger Festival. Working with local suppliers - the 'Deliciously Yorkshire Menu' featured the McKenzie Smokehouse range of speciality sausages and kebabs all expertly cooked in front of customers - it doubled our usual retail takings. Going on these successes we are going to roll it out further across the group next summer".

Crown Verity's Olympic success

Arena Leisure will be providing all the catering services for next year's Olympic Rowing Events at Eton Dorney. And one leading name competing for victory will be the Crown Verity Professional Outdoor Cooking System.

Kieran Gallagher confirmed that the same successful format used at Doncaster Racecourse this summer will be deployed at the Olympic venue during the Games. We hope to bring you news of the Crown Verity gold medal performance next summer!



A 'cart' for 'eating on the hoof'!

Catering at Doncaster Racecourse is not all about leisurely corporate hospitality.

A large number of visitors mingle in the grandstands and prefer to be at the turf edge - snacking 'on the hoof'! Kieran Gallagher saw an opportunity to bring the food to the grandstand instead of moving people to

a central food court during racing. He explains, "Grab and Go foods do very well at the central food court where the average spend is £5, but we felt a cheaper price point at the grandstand would go even better, so working with Crantock Bakery, a maker of traditional hand filled pasties and R H Hall our catering equipment supplier, a new Pasty Cart concept has been

developed and now trialled. Operated by one member of staff, the unit keeps pasties hot and fresh for immediate service. At our first outing, we sold approximately 250 pasties making a £1,000 gross profit, just in a 4 hour period. The idea is working very well and we may add to it for the winter jump season with the addition of a Coffee Republic coffee cart".



REGIONAL ROUNDUP

National Accounts



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Life continues to be both interesting and busy on the National Account front. Many accounts are continuing to make plans to move

successfully through and beyond the current slow market economy and are prepared to invest for the future. Others who made major investments last year are continuing to review their offers and plans are now moving at a steadier pace than previously. Overall this sector of the market continues to provide strong results with new opportunities in various stages of discussion – watch this space! I look forward to a positive next quarter at the start of 2012!

The Midlands



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The Midlands and Wales have seen continued growth. Some Dealers haven't made it this far but by being flexible and adding value we have been able to support and grow business. Spending time with Brian Dunnage of

Simply Stainless has also proved extremely beneficial and is an obvious example of how to add value whilst reducing cost! The Summer and Winter promotions have again demonstrated our investment in supporting the trade. Having got over the Rugby World Cup many dealers are looking forward to Christmas, Hotelympia and the biggest of all sporting events: The Olympics. While the major venues themselves are already being taken care of, don't forget there are other opportunities out there and we look forward to helping you make the most of them.

Public Sector



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It is very pleasing to see that this year is following the trend of last year with the second half making up for the very quiet first half. A lot of time has been spent over the

last 3 months carrying out presentations to customers who are interested in the iWave concept – a mix of Trusts direct and contractors, plus a few existing customers looking to expand operations. These, by nature, do not produce instant results but most finish off as orders in the fullness of time. Now that Government Procurement Services (formerly Buying Solutions) have completed their relocation, I am sure they will get back to driving up the requirements of Public Sector markets.

The South



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Trade sales in the South continue to show growth against the same period last year. Following on from my last report where I highlighted

more dealers visiting our Development Kitchen I have noticed an increase in sales of the Maestrowave Combi range and also the Electrolux HSG unit. It can't be a coincidence that since we've had the Development Kitchen and been able to do extensive food testing on the Maestrowave Combi range we have been able to increase sales via our dealer base. Finally our last promotion was once again well received and I'm certain played a major part in the continued growth for my area.

The North



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I have always believed in being committed to supporting our dealers and building strong relationships – this certainly helps to weather stormy times. In this uncertain climate it gives us the trust in each other to mutually help

our businesses – I recently went to a trade show in the Highlands which was well attended, giving both myself and the dealer a sense of optimism for the coming year. Likewise enhanced core fundamental working relationships have always been paramount to R H Hall and the recent visit from Brian Dunnage of Simply Stainless is a great example of this and gave us all an invaluable insight into, and other innovative ways to use, the product. I have no doubt that building on all of these strong foundations will be key to a successful 2012.

Food Solutions



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Food Solutions is now performing well and has established itself as the 'one shop' concept solution division, with many new and existing clients using us for

their menu work. We are also working very hard to deliver new concepts on time for them to open all their new establishments, including clients such as Enterprise Inns. The 'Have me Hot' concept from Ginsters is going from strength to strength, we put this concept into Southampton University and within a week it really took off, so much so that they ordered six more Combi 6's! Another new venture is with Booker Wholesaler. Needless to say it is very busy, challenging and rewarding times.



Success at CESA Conference Christmas 2011



Keeping up with trends in the industry is key to business, so when we attended the Annual CESA Conference recently which was held in association with the FCSI and BHA Annual Conferences, it was a unique opportunity to find out the very latest industry thinking and network with over 200 key industry figures from three leading associations, an opportunity we couldn't miss.

It was also a great event for R H Hall as we were officially awarded the Product Innovation Award for the EFS High Speed Grill which we reported on in our Summer Update. Also awarded at the evening were Keith Warren and Alan Tuckwood for recognition of their outstanding contributions to the catering equipment industry. Congratulations on their very well deserved Awards.

Following on from our last newsletter where we introduced David Bentley and the FCSI, we continue the FCSI update ...

FCSI Annual Forum

At this recent event all gathered consultants, equipment manufacturers and contract caterers learned more about The Food Legacy Pledge. It's a new evolutionary campaign for change within the industry prompted by the once-in-a-lifetime opportunity of the London 2012 Games. Forming part of the London 2012 Food Vision, The Pledge asks the industry to commit publicly to take steps to improve the healthiness, ethics and sustainability of food served – with a commitment to use local, British and seasonal produce, support the living wage and train employees in health and safety and sustainability.

The aim is to inspire change through the adoption of good food standards and given that FCSI members are responsible for a huge percentage of the industry's catering contracts, members are being encouraged to incorporate The Pledge into tender documents, helping to transform the system to the benefit of all.

For more information visit:
www.foodlegacy.org

Host 2011 - Milan

When we visited one of the largest catering exhibitions in the industry it gave us the opportunity of meeting most of our European suppliers and also the chance to try and find the next 'Big Thing' in catering equipment.

Efficient and energy saving products were being heavily focused upon as the necessity for the industry to make savings on operation consumption greatens. The more established manufacturers have invested in this technology and this step forward further enhances the need to buy from the top brands, rather than cheap Chinese imports.

BFFF new membership

R H Hall has become members of the British Frozen Food Federation (BFFF), which is an association that promotes and protects the interest of the frozen food industry. By joining, we hope to get to the heart of the industry and tie-up with some of the best frozen food companies representing it and work in partnership to share knowledge of food and equipment trends and develop the two accordingly.



CHRISTMAS DELIVERY ARRANGEMENTS

Last day for orders for standard free next day delivery is 22nd for 23rd delivery.

We are however able to deliver Christmas Eve – contact our sales team if this special service is required.

CHRISTMAS OPENING HOURS

We close on 23rd December and re-open on 3rd January 2012.

EMERGENCY COVER

We will be offering emergency cover over the Christmas period.

To book an emergency call, please contact 07875 027719.

R H Hall will be ably supported by our network of 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.

Competition time!

We have a Kindle to give away to the first lucky reader pulled out of the hat.



To win, simply answer correctly the following 3 questions:

1. What's the first award winning product R H Hall Fabrication Services has manufactured?
2. Which Arena Leisure racecourse is using this equipment?
3. What's the name of the Italian exhibition we recently attended?

Email your entries to competition@rhhall.com.

Closing date: 31st January 2012

Congratulations to Donna Clarke of Bunzl Lockhart Catering Equipment who was the winner of an iPod Nano in our Summer UPDATE competition.

Best Wishes to: Mike Fay for a long and happy retirement after many successful years at CKM. Thank you for all your hard work and support of R H Hall.