



BBQ FEATURE SLTN APRIL 28TH 2016

Please attributes any quotes to Ray Hall, Managing Director, R H Hall

- ***What are the potential benefits to bars and restaurants in staging a BBQ?***

Cooking outdoors can become a regular feature during the Spring and Summer months, and perhaps even further with the right equipment! Barbecue menus can provide a great focus for special events such as bank holidays, but can also provide a great source of extra income every weekend. Few can resist the smell of a barbecue on a summer afternoon and caterers can offer a simple barbecue menu without a great deal of expense or planning, providing they have the right equipment in place. Outdoor events also often bring in new customers, particularly on sunny days.

- ***What equipment is required? What options are there when it comes to buying or renting equipment? What should operators consider when buying BBQ kit? What features should the look for in a BBQ?***

For any outdoor cooking set up, the most important piece of equipment to get right is the Barbecue itself! First and foremost, caterers should ensure that they are purchasing truly commercial equipment. Many domestic barbecues look the part, but will not last or be able to recover quickly during a busy service. Look for a Barbecue that uses commercial grade stainless steel (be wary that many domestic models use stainless steel but are of light duty construction) and also check out the grid racks - stainless steel work much better than coated ones that invariably chip and flake off in time. Look for good portability as many barbecues have poorly constructed wheels. Importantly, ensure the product comes with a full commercial warranty. Some have a lifetime guarantee! Remember that you would not buy a domestic cooker for your commercial kitchen so apply the same thought process for your outdoor Barbecue.

Provided some sort of outdoor area is available, any establishment can quickly and easily set up a barbecue for use almost immediately. Charcoal and Gas options are available, with gas options using portable gas cylinders. Operators should also consider some kind of portable hand wash station and also prep/serving areas to avoid constant back & forth to the main kitchen. The Crown Verity range includes both simple charcoal barbecues and versatile, portable gas options. Also available in the CVEHS hand wash station and the range can easily be paired with Simply Stainless Modular Fabrication to create a complete outdoor kitchen!

With the Crown Verity Professional Barbecue range, operators can either create their own BBQ Station by combining a barbecue with prep areas, refrigeration and even branding – or look at ready made options, such as the MBI80 which includes a 36" barbecue with side burner and storage.

- ***How much planning is required to stage a BBQ? How should operators publicise the event? How can operators plan for inclement weather?***

Events can be kept as simple as firing up the BBQ on a Summers day, but can also be enhanced with live music or family entertainment to increase the draw. The bigger the event, the more planning will be required. Advertising locally with posters and banners is likely to draw attention – and also ensuring regular customers are aware of the event in advance, so they can

spread the word! If the weather forecast is looking good and large numbers are expected, operators should ensure staff levels are considered and also ensure the bar is well stocked – when the sun comes out, record sales can be achieved! It almost goes without saying, but make sure the BBQ has been fired up in advance and if recently purchased, ensure that the chef has tested his menu prior to the event.

However, operators should always ensure they are prepared for more traditional weather! By creating covered seating areas with gazebos and marquees, customers will still be able to enjoy outdoor events – just make sure that if any entertainment is available, these seated areas provide an easy view – and also that the BBQ itself is positioned elsewhere to prevent any smoke or excessive food odours.

- ***When it comes to food, what are the BBQ staples that operators should offer? What is the profit potential in BBQ food? What are the dos and don'ts when it comes to cooking BBQ food?***

Traditional barbecue foods such as burgers, sausages and steaks will always be a hit with customers and very few will be able to resist the smell of a barbecue on a summer afternoon. The Crown Verity MCB range includes models capable of cooking anything from 210 – 560 burgers per hour, with a grill to suit to output of any user!

However, events such as the British BBQ Battle – now in its 5th year – demonstrate that Barbecue cooking need not be restricted to food served in a bun! Chefs from across the industry have been able to turn out very impressive 3 course menu's year after year and with a little bit of creative thinking venues can offer exciting menu options to appeal to a wide range of customers. Past BBQ Champion, Ben Bartlett, regularly demonstrates innovative ways to spice up your BBQ menu – Follow him on Twitter - @bbqben1 – for the latest news.

The Crown Verity range of Professional Barbecue systems includes a wide range of accessories such as griddles, steam pans and additional side burners to allow a vast and varied menu.

- ***For more information:***

www.rhhall.com, www.crownverity.com or our You Tube channel for videos showing the versatility of the Crown Verity range.

R H Hall are the Exclusive UK Distributor for the Crown Verity range of Professional Barbecue Systems

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

E: sales@rhhall.com

W: www.rhhall.com