



CATERING INSIGHT MAY 2019 LIGHT EQUIPMENT - MICROWAVES EXCLUSIVE

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

Microwave Masters

RH Hall have been supplying the microwave market for over 40 years, building an extensive knowledge of this trusted kitchen essential, working on industry innovations and stocking only models from leading commercial brands – such as Sharp and Maestrowave – having been sole UK distributors for both since 1992.

Microwaves are an essential part of any commercial kitchen with the latest technology making today's machines sophisticated and easy to use – producing excellent results in a fraction of the time it takes conventional cooking methods. The versatility of microwaves is often hugely underestimated and RH Hall work closely with dealers nationwide – educating, training, demonstrating and developing solutions – to ensure operators get the best from their equipment.

So what should you look for when offering this everyday kitchen essential?

- Dealers should work closely with their customers to understand customer requirements and intended usage. Using an established brand is a must – ensuring a proven track record of reliability, quality and providing first class warranty and spares availability.
- Avoid cheap imports as many are domestic quality and will not withstand commercial use. They will falter in performance leading to food temperature issues.
- Consider Pre-Programmable settings, or even barcode technology for a completely de-skilled operation.
- Power output must be specified correctly. Too low and this will lead to frustration with reheating times. Higher power machines can be adjusted using the variable power control, avoiding over-heating.
- Multi-sited chains may require food testing, demonstrations & training, pre-programming, branding and more. Your specialist microwave supplier should be able to work in partnership with you and your customer to offer these services.
- Consider the benefits of Combination Microwave Ovens, with many specialists and brands providing demonstration services – potentially from their own Development Kitchens. Combined use of Microwaves and Combination Microwaves provides caterers with such versatility and are a great space saving product.

What are some of the key products available in today's market place?

- Opening the range is the Maestrowave MW10, a 1000W machine aimed at smaller operators looking for microwave speed with a reliable reputation.
- For larger operators, or those requiring more than just speed, the award winning Maestrowave Combi Chef 7 includes Menu Creator 2.0™ software and can produce outstanding results at the touch of a button. **A video showing the features & benefits of this innovative product is available at www.rhhall.com**
- The best selling range of market leading Sharp microwaves offers machines from 1000W up to extra heavy duty 1900W. Designed with total flexibility and versatility in mind, all machines have in-built features to help save time and energy.
- Innovation is at the forefront of today's demanding market – the Maestrowave iWave® system is a prime example of this innovation. Using the latest microwave technology, the system provides a unique, fully encrypted, bar coded meal solution which is suitable for a number of applications including hospital ward service, retail vending outlets and more.
- Bespoke solutions should also be considered – RH Hall work closely with their dealer network to offer a range of services to many of the UK's leading operators – including pre-programming, bespoke graphics and branding, food trials and testing and much more – utilising their state of the art development kitchen and fabrications facility.

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