



## MICROWAVES FEATURE CATERING INSIGHT – MARCH 2018

*Please attribute any comments to Ray Hall, Managing Director, R H Hall*

### ***Do you think the build quality of a microwave affects the end cooking product at all?***

Build quality is an important consideration when choosing any item of cooking equipment and microwaves are no exception. The end cooking result can be hugely affected by models of lesser quality, especially cheap imports which are often only built to domestic standards. This can lead to uneven cooking, cold spots and inconsistent results – all of which can have a massive impact on an operators reputation.

### ***Would you advise distributors to specify higher quality microwaves for higher end operators, or is the performance of all types very similar?***

High end operators can have more at stake when it comes to performance expectation. Dealers and operators should look at the operation in detail and the usage requirements to ensure they do not under or over specify. Always consider the best piece of kit they can afford to ensure maximum performance. Look for leading brands with an established reputation for quality, reliability and current technology.

### ***What are the main differences between light and heavy duty microwaves?***

One big difference is often power output. Light duty models tend to start at around 1000W, with heavy duty models at 1500-1900W. This is very important to get right as insufficient power can lead to delays and if too high this can lead to overcooking and wastage. However, power output alone does not guarantee high quality equipment and dealers should also consider the warranty and genuine service back up available.

### ***How do you assist distributors in supporting their microwave sales?***

We work with our nationwide network of dealers to provide many of the UK's leading foodservice chain operators with bespoke solutions, offering optimum results. We can also provide much more than just the out of the box microwave solution – bespoke branding and pre-programming is all part of the service we are able to offer, plus we regularly work with dealers along with food suppliers or chefs on menu creations at our 3000 sq. ft. development kitchen, creating and adapting results with optimum timings and utilising the preset programmes available. Consulting and advising companies on how to get the best results from microwave cooking and regeneration is an intrinsic part of the service that we offer. Historically there has been some negativity to microwave cooking and by educating operators on the full potential of their equipment, this should be eliminated. R H Hall can demonstrate how tweaking conventional techniques can lead to great results in a fraction of the time it would take with other methods, allowing operators to expand their menu's and diversity of dishes.

### ***For more information, please visit:***

[www.rhhall.com](http://www.rhhall.com)

[www.microwaveassociation.org.uk](http://www.microwaveassociation.org.uk)

[www.maestrowave.com](http://www.maestrowave.com)

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