

## HOTELYMPIA 2016: SMEG SHOWCASE NEW FOODSERVICE RANGE

*Please attribute any quotes to Kris Brearley, Sales Director, R H Hall*

February 29<sup>th</sup> saw London's Excel exhibition centre open its doors for 4 days of foodservice focus, as the 2016 Hotelympia trade show got underway.

As a visitor, I was pleased to see a wide range of visitors, creating a busy and vibrant atmosphere. With a reported total of 26,000 attendees over the 4 days – this was clearly a theme that continued throughout the week!

Nearly 1,000 exhibitors in total put their best products forward – with lots of familiar faces representing the large amount of Catering Equipment brands available.

As an exhibitor, we worked with Key Brand partners Smeg Foodservice, with a host of new, exciting and innovative products coming throughout 2016.

Leading the way for a newly developed range, the ALFA140UK will be available in the UK from April, with Hotelympia being the first chance to get a sneak preview.

Perfect for baking and reheating, the ALFA140UK is designed to accept 4x 1/1 GN containers (or 600x400mm trays). This model also features a 50-250°C temperature range and 60 minute timer, plus a double glazed door and stainless steel interior.



Looking further ahead, Smeg will be enhancing their existing best selling Oven range with additional Multifunction and Combination options, all featuring a new innovative control system. Prototype models were shown on the stand to provide a taster of what's to come – and created quite a buzz! In addition, Smeg also showcased their wide range of Warewashing equipment, as well as an enhanced Refrigeration range to include Upright Cabinets and Blast Chillers.

ENDS

For more details on any Smeg Foodservice products, please visit [www.rhhall.com](http://www.rhhall.com) or contact the R H Hall Sales Team – 01296 663400 or [sales@rhhall.com](mailto:sales@rhhall.com)

**R H Hall are the Exclusive UK Distributor for the Smeg Foodservice range of Commercial Ovens**

FOR PRESS INFORMATION CONTACT:

Emma Smith

[emma.smith@rhhall.com](mailto: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](mailto:sales@rhhall.com)

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