

# Experience the future of foodservice

Ginsters, synonymous with top quality choose one-stop catering equipment solution providers, R H Hall

Ginsters is one of the leading names in the world of savoury pastry products.

Traditionally made with local British ingredients, Ginsters is a name that is synonymous with top quality and R H Hall have been chosen to partner them exclusively to supply them with a one-stop catering equipment solution.

Ginsters are working on a new 2-tier business strategy - the "Have Me Hot" 'cooked to order' hot savoury food concept and the new Ginsters Pasty Shops. R H Hall are currently working with the company on key pieces of equipment for both of these important projects to further build Ginsters profile and business growth.

The rationale behind "Have Me Hot" is a simple 'cooked to order' offering which moves away from the usual hot cabinet display. This approach provides

customers with an instant, freshly cooked hot product to include pasties, savouries and hot sandwiches. Customers simply select their choice from a refrigerated merchandiser, take it to the counter for it to be cooked-off or heated up in a **new Maestrowave Combination oven**, to be unveiled at Hospitality 2011, for the very first public showing, and then tuck-in to their tasty snack! For operators focusing on staff and equipment costs, the "Have Me Hot" concept will provide a quality, cost effective, instant hot offering that can be tailored to both large and smaller requirements. Angus Fewell, Ginsters' Channel Controller, is very pleased with the response so far, "We have had a lot of positive feedback regarding this new concept from both independents and national accounts. In the travel sector, Road Chef have expressed a keen interest and we are in talks with both the hospital and education sectors. It is a simple but very effective offering which we will be supporting with full point of sale to help maximise sales opportunities".

The second tier of the company's new developments is the Ginsters Pasty Shops, the first of which is due to launch in the North very shortly at a major railway station site. These fully branded shops will be fitted out entirely with catering equipment supplied by R H Hall - including a Smeg Oven, Maestrowave Combi's, a range of stainless steel refrigerators and freezers and hot cabinet displays. The shop will be a 'serve over', fully staffed operation carrying all the tasty snacks available from Ginsters, plus a range of hot and cold beverages. Further retail shops are in the pipeline as are developments for possible 'retail pod' solutions ideal for operators who require a greater degree of flexibility.



Unveiled for the first time at "Hospitality 2011" will be a further extension to the **Maestrowave Hi-Speed combination range**, with **Menu Creator 1.0™ software** and the latest **iWave® foodservice plated meal solution**.



## Maestrowave HI-Speed combination oven

With extended features the new **Maestrowave hi-speed combination oven** with Menu Creator has the ability to bake, roast, grill, steam, defrost, regenerate, microwave, boil or simply keep food warm. This new product will make development of menus a very simple task via their PC and will be a must for multiple site operators!

The 'create your own menu' feature allows for up to **50 individual menus** to be created within the exclusive Menu Creator software using any method of oven, microwave, grill or combination or microwave plus oven or microwave plus grill using the turbo fan function on or off!

## iWave® foodservice plated meal solutions

The latest addition to the iWave® foodservice plated meal solutions will further establish iWave® as the leader in innovative, energy saving, foodservice methods. The existing range has established itself throughout the healthcare sector. It is easy to use, suitable for fresh, frozen or ambient foods and to date over 3.0 Million meals have been served to perfection by iWave®.



“These new products, from Maestrowave, are part of a new generation of foodservice products that are fast becoming the “Innovation” standard in many key sectors.”



RH Hall are sole suppliers of Maestrowave, iWave and MenuCreator foodservice equipment  
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