



# UPDATE

The RH Hall newsletter / Spring 2011

**Exhibition roundup**

New products

**Meet the Sales  
Office team**

**Win a Panasonic pocket camcorder**

# WELCOME



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## New 2011 Price List



April sees the launch of our updated 2011 Price List. You should have your new copy with this newsletter. If you would like further copies, please contact our sales office on: 01296 663400.

Remember our website: www.rhhall.com is continually updated with new products and ordering facilities are available 24/7.

# Welcome...

Welcome to our 2011 Spring Newsletter which we hope you will continue to find informative, of value and an interesting read.

Well at last we can start to see the colours of an exciting Spring awakening and things are busy already, having just finished another successful Best Buy Promotion. Our next is the Summer one and there will be a host of goodies to look forward to – talking of which, the Summer months will be here before we know it, so to maximise on what the 2011 catering opportunities have to offer we need to plan ahead now and this year is no exception with so many catering events firmly in place and on the calendar (see our events list on page 4).

So, what should we be looking ahead to in terms of foodservice business opportunities?

Well, as the weather improves more of us venture out of our homes for some fresh air and utilise the ever evolving pubs, restaurants, coffee shops, snack bars, take away, catering outlets and leisure eateries. This time of year also kick starts holiday time where we all spend more money outside of the home!

We expect the foodservice equipment supply needs to be in full swing this season so we need to be strategically placed to pick up on these opportunities to maximise our sales. As usual R H Hall is geared up to ensure all best-selling lines are made available for immediate delivery from stock. We are also expanding our Food Solutions division to accommodate the ever growing demand for more tailored customer/brand specific foodservice equipment solutions.

Innovation is also important and we have some great innovative products available now and planned for launch later this year. For example, check out the latest Combi 6 with Menu Creator™ from Maestrowave which we showcased at three major exhibitions (see page 5).

There is no longer a need to compromise on your ideal foodservice equipment needs. We can tailor the equipment to meet your bespoke requirements perfectly and also work with your food menu development team to enhance and perfect your required food menus at our in house development kitchens based at our state of the art HQ in Bedfordshire. From a toaster to the complete solution we are here to assist. Give us a call with any requirements.

For outdoor catering, the Crown Verity BBQ system range has to be a must this season and we are pleased to be exclusively offering this complete outdoor range again this year following a successful first UK Launch last Spring season.

So here's to another challenging, yet exciting, catering year ahead, especially with so many major events already on the calendar including the Royal Wedding which will no doubt bring in a mass of additional hungry and thirsty overseas visitors. So a perfect time to get those Crown Verity BBQ orders in place!!

From all the Team here at R H Hall we wish you a successful catering season and look forward to working with past, present and new customers throughout 2011.

**Ray Hall**  
Managing Director



**Ben Bartlett in action on Red Nose Day – See back cover**

Here are just some of the latest additions to our outstanding range of equipment – all sourced from market leading brands, as you would expect!

## NEW PRODUCTS

### Specialist supplier for Electrolux

R H Hall's expertise, innovation and experience of menu development and has led Electrolux to appoint us a specialist supplier of their new **High Speed Grills** and **Libero Line** ranges.



The new **Libero Point** range is the ultimate front cooking concept. This versatile, compact mobile kitchen-like unit allows you the flexibility to cook in any surroundings. The modular unit is designed to hold any combination of electric top appliances from the Libero Line range, with storage underneath for food or pots/pans and utensils. Thanks to triple filtered anti-odour ventilation, you can cook and fry in front of your customers without any bad smells.



**HOT PANINIS IN LESS THAN 1 MINUTE**

The innovative new **High Speed Grills** combine 3 heating modes: contact plates; infrared radiation and microwave energy to produce top results in top times. The unit has 4 programmes/cooking phases and 4 automatic programmes to prepare different sandwich types and make operation easy. You only need to press a button and serve your customer. The unit also features automatic holding and lid opening at the end of the cycle.

For more information about these new Electrolux products call:  
**01296 663 400**

### Banish odours with Sharp IGA Ionisers



The Sharp IGA-series ionisers are a unique way to remove left-over cooking odours from kitchens and restaurant areas. Featuring Sharp's patented Plasmacluster technology, the ionisers produce both positive and negative ions that replicate those found in the natural world. They work by binding with odour molecules, bacteria and viruses, deactivating them and returning to the air as water vapour. Used in the affected areas overnight, bad odours will be neutralised by the following morning using only ionised air. So in addition to a fresh smelling room, ambient hygiene levels are also significantly improved. The IGA-20EK-W will cleanse a room with an area of 23m<sup>2</sup>, while the IGA-40AK-W will cleanse a room up to 50m<sup>2</sup>.



For more details call :  
**01296 663 400**

### Latest Lec uprights



This new range ideal for any catering operation requiring high-volume storage. These 2/1 Gastronorm compatible refrigerators and freezers are available in 700 and 1400 litre capacities. The perfect combination of outstanding quality and ultimate reliability as you would expect from LEC, complete with a 2 year parts and labour warranty.



For more information visit:  
**www.rhall.com**

### Gram Multidecks



Gram Multideck open refrigerated display cases make the maximum use of merchandising space to display large quantities of chilled food and drinks. Recirculating cold air system cascading down the front and over the shelves to ensure even temperatures of +2/8°C. Available in 4 widths: 900, 1200, 1500 and 1800mm. Come complete with night blind which should be fitted if the cabinet is storing foodstuffs overnight.



For more information call:  
**01296 663 400**

### Get hands-on with FRIMA

Working in partnership with FRIMA we will be holding 'FRIMA Live' days throughout 2011. We have just invested in a FRIMA VarioCooking Center® demonstration unit for our development kitchen and through this 'hands-on' experience, will be showcasing how versatile these specialist products are and the many different sectors and operations they can be used in. FRIMA is a relatively new brand to the UK and R H Hall is in a unique position to support it through our regional sales team and National Accounts Division.



To book your place on a 'FRIMA Live' demonstration, call:  
**01296 663 400**

# KRIS' INDUSTRY UPDATE



*It's great to be able to report on a very busy last quarter, with multiple new innovative product launches in all parts of the country and for the first time, in Dubai! It's certainly been buzzing. We've attended a number of key trade exhibitions (see opposite) and have been able to support our brand partners and our dealers alike at a number of these too. The levels of interest, orders and feedback in response to the unveiling of the new iWave and Combi 6 with Menu Creator™ have been phenomenal.*

*So much so in fact, that we have doubled our production shifts on these products to keep up with demand! After a few years in the making, it is great that these products appear to be 'hitting the spot'!*

*All this innovation, along with value-added sales promotions, has helped us bring in a record financial year and a huge thank you to you all – our customers, dealers and suppliers, for your loyal support and help in what we all know is a tough market place.*

**Kris Brearley**  
Sales Director



## European successes

### On a 'Swiss roll'!

Our long term European exclusive Maestrowave dealers, MCW, are literally on a 'Swiss roll' with the Combi Chef 5+! Starting this summer, the complete Swiss railway network will be renovated. During this time railway workers will need feeding. Around 100 Maestrowave Combi Chef 5+ units will be placed in portable kitchens which will travel with the repair crews. After competing with a number of other brands over a long testing period, the Combi 5+ proved to be the best machine for the job.



### The iWave remedy

iWave is entering the medical world. The 'Thermupak' blanket has been developed by Avant Medical in Holland. After being heated for 2 minutes in the iWave 1900w it maintains body temperature for hours. This breakthrough in body temperature management will be used before, during and after surgery. It has been proven that keeping patients at the correct temperature shortens the recovery period. It is being rolled out in Holland, then Belgium and the UK. There has been a lot of interest from other medical departments including paediatric and maternity awards.



## Big year for a BBQ!



Now in its second season, the Crown Verity range of professional BBQ equipment is flying out of the warehouse. We have never had such a complete and versatile outdoor cooking system, so it's no surprise that interest in Crown Verity is hotting up! Units are delivered fully assembled, ready to plug into a gas bottle and go! With a packed sports calendar, not to mention the Royal Wedding, there couldn't be a better time to invest in outdoor catering to enhance your profits!

The government's decision to allow pubs extended opening hours for two days to coincide with the Royal Wedding is a great boost to the sector. Pubs will be able to open until 1am without having to seek permission from their local licensing authority. This is a brilliant opportunity to stage something special, celebrate this national event and boost business too!

Here are just some of the other events for this first half of 2011, to help you get into training before the Olympics next year!

16 April-2 May	World Snooker Championships
17 April	London Marathon 25
29 April	Royal Wedding William & Kate
14 May	FA Cup Final
21 May	Rugby Union Cup Final
28 May	UEFA Champions League Final, Wembley
28 May	Rugby Union Aviva Premiership Final
16-19 June	US Open Golf
16-20 June	England V Sri Lanka 3rd Test
20 June-3 July	Wimbledon Tennis

## Simply well specified

The Simply Stainless range of tabling, sinks, cupboards, racking, shelving and more goes from strength to strength. We are specifying this versatile range within many kitchen design schemes. The 'off the shelf' solution is especially appealing to kitchen design houses because of its flat pack design. Stock can be held ready, then delivered to site for simple assembly. Once together it's stronger than its welded counterparts! Full CAD files and product specification USB sticks

and manuals are available. With very attractive supply terms and outstanding quality it simply makes sense to give Simply Stainless a try!



For further details, visit:  
[www.simplystainless.com](http://www.simplystainless.com)

## It's show time!

R H Hall has attended three major exhibitions during this first quarter of 2011 and the response from stand visitors has been superb. Innovation has been our common theme and we were extremely proud and excited to showcase our new Combi Chef 6 incorporating Menu Creator1.0™ software and our new 3rd generation iWave plated meal system.



### Hospitality Show

This exhibition was a big success for us and what worked extremely well was being part of the CESA Innovation Centre stand. We were continually busy and our new products drew a lot of interest and some great potential leads.



### Gulfood

A first for us! Exhibiting in Dubai and meeting a new sector of the worldwide catering industry. Once again a great response to our new innovative products plus many requests for our Maestrowave Professional range of commercial microwave ovens – so much so that we are now looking to develop a range specifically for this market! We met potential partners from Dubai, Saudi Arabia, Singapore, Jordan and Bahrain to name but a few – lots of exciting opportunities to be followed up. Our stand is already booked for 2012 within the UK Pavilion.



### HCA

With so many new innovative products to show at this year's events we needed to book 8 main booth spaces rather than our usual 2! The Combi 6 Station was displayed for the first time – many caterers expressed interest for the retail 'grab and go' market – delivering quality food and vital revenue for reinvestment into the hospital. The new range of iWave/True healthcare systems were showcased with lots of positive feedback – a number of demonstrations and trials are already booked in over the coming weeks. iWave Foodservice Solutions also sponsored the HCA Conference.

It was also great to see many existing iWave clients sharing their positive experiences and recommending other Trust sites to come and see the systems in action! We are pleased to report that all were taken aback when the full benefits of the system were demonstrated and how all concerns over budget freezes, HACCP and wastage are comprehensively covered. Based on wastage savings alone, capital investment in a large hospital can be paid back within 12 months!

Exhibitions both large and small are a major part of our marketing activity for 2011/12. We have supported a number of our dealers at shows too – including Lockharts and ECS at ScotHot, McLaughlin at Catex, The Forteith Foodservices trade show. These form part of our strategic marketing communications plan to help build R H Hall business and support the brands we represent, creating further market awareness that ultimately helps support our dealers too. Our plans include new look advertisements, press relations, direct mail, promotions, roadshows, sponsorship and of course, Update.



## Savouring the partnership with Peter's

Peter's Foods is one of the UK's best-known and best loved bakers of pies, pasties, rolls and slices and has over 50 years' experience in supplying the foodservice industry. But it's not just savouries that the company can supply. Having built up a range of over 900 quality food and drink products, the company is now working in partnership with R H Hall to supply sector specific equipment and food solutions.

Two projects have so far been launched successfully, with R H Hall's Food Solutions division playing an instrumental part in both.

Public concourse catering is a big opportunity within football stadia and working together to supply the most effective catering equipment and food solutions is proving to be a winning combination.

The Millennium stadium, Cardiff City, Sheffield United, West Ham, Coventry City, Birmingham City, Gillingham and Wrexham are just some of the clients we can mention at the moment. Catering equipment installed includes Parry Pie Warmers (no surprise there!) and the very popular Smeg Alfa 41/43 models of oven. The new joint project will be to launch concessionary units at Watford Football Club.

Parry Pie Warmers have also been installed into 200 managed and independent pubs along with Peter's savoury products. The units are rented to

the outlets so there is no capital outlay and remain with the customer whilst they continue to purchase the food products from Peter's.

National Account Controller for Peter's, John Mcaughtrie, comments further, "Working with R H Hall on such initiatives

is proving very successful. The pub project is proving to be a very affordable and very popular option with customers and this is just the beginning - I anticipate that it will be into the 1,000's as opposed to 100's who take up this offer. And with regards to the sports stadia, we have quite a number of clubs very interested in the solutions we can advise on and tailor for their specific catering needs, helping to maximise sales and boost profits from on-site opportunities. It's great to be able to work with a like-minded organisation and have a partnership that just works on every level!"



Kevin Smith (left), Head of Commercial, Birmingham City FC and John Mcaughtrie, National Account Controller, Peter's Foods

## Bon Appetit success with iWave

Bon Appetit, one of the leading providers of hot food vending in the UK, has recently installed a number of machines for Nestlé at a selection of food production sites in the north of England.

To assist the company in marketing this new service and to highlight how easy it is to use the new hot food vending concept a short informative video was commissioned for Nestlé TV which is played to staff and visitors. The video shows both the extensive food range available, including paninis, baguettes, burgers and ready meals through this convenient service from Bon Appetit and shows how easy it is to cook the products using the 1900W iWave automated food system supplied by R H Hall. Working

together, Bon Appetit and R H Hall have made the cooking process fool proof – the user cannot over cook the products as the cooking time and power are automatically programmed into the iWave system and this is then detected through barcode technology featuring on Bon Appetit's newly developed food packaging. Keith Pordum, Managing Director, Bon Appetit comments, "We wanted to respond to the need for a simple and smooth cooking process and decided to introduce a single cooking cycle for all food products. You just scan the food product, place it in the iWave, without discarding the packaging, push start and it's as simple as that!"



## Competition time!

We have a Panasonic TA1 Pocket Camcorder to give away to the first lucky reader pulled out of the hat.



To win, answer correctly the following:

1. Where was the Gulfood show held?
2. How much money did R H Hall raise for Red Nose Day?
3. Which members of staff have just been given 10 year service awards?

To enter, email: [competition@rhhall.com](mailto:competition@rhhall.com). Closing date: 31 May 2011.

Congratulations to Geoff Roberts from Geoff Roberts Catering in Cornwall who won our Winter competition

# REGIONAL ROUNDUP

## National Accounts



**Jerry Dutton**  
NATIONAL ACCOUNT MANAGER  
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Once again the last few months have produced some very interesting opportunities and a continued feel of optimism in the National Account sector. Strong growth

has been achieved by working closely with various clients, listening to their needs and developing individual solutions. Some of which are fairly straight forward – identifying the correct product to achieve a set task, at a price to meet their budget. Others are more involved and lead us to working with food suppliers, Development Chefs and the like – all linking together to provide a complete solution to the client. Either way, it keeps life interesting and helps strengthen our client partnerships!

## Food Solutions



**Chris O'Neill**  
NATIONAL ACCOUNT MANAGER  
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The Food Solutions division has now well and truly been received by our industry, we have many projects with some very good suppliers and food companies. Peter's Foods are being very proactive in

their market -targeting 2 key areas for their business – see 'In the Industry' feature. The Phat Pasty Company is also gaining momentum, talking to many leading names in the foodservice industry and further trials are in the pipeline with major blue chip companies too.

Ginsters have now launched their 'Have me Hot' concept (Update Winter 2010). Featuring the Maestrowave Combi 6, 36 units have already been placed in Pumpkin sites and Road Chef sites and sales in the most successful one have grown four-fold!

## Public Sector



**David Rance**  
BUSINESS DEVELOPMENT MANAGER  
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Things continue to be very tight in the Public Sector with everyone watching their pennies and mindful of who they deal with. R H Hall are winning here

in that we have built up an excellent reputation of being an established, well financed and professional company. Customers know we will not let them down and provide value for money solutions. We are working very closely with some large public sector bodies on a long term basis. iWave is continuing to provide an effective solution to the Health Service across all types of establishment and interest is beginning to show from the Justice and Care Sectors too. It all bodes well for the future despite the cut-backs.

## The South



**Derek Poole**  
AREA SALES MANAGER - SOUTH  
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Sales in the South have continued to rise, against the same period last year, with the year ending very strongly. The growth has been across the board in terms of

equipment but in particular a mention should be given to our Sole Brands along with Lec, Blue Seal, Gram and Dualit where the products are all selling well. The Christmas promotion proved to be extremely successful and saw a big increase in sales as has the Spring Best Buys. As I have previously stated I believe that the growth will continue and believe that the 2012 Olympics will have a big influence on 2011 sales as companies prepare for the huge increase in visitors to the UK.

## The Midlands



**Nick Sanders**  
AREA SALES MANAGER - MIDLANDS  
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Despite the economic environment the Midlands region remains very upbeat and busy. Making things easy and adding value for our customers has proved successful across many

sectors, as seen by the results of our recent promotions. Interest in the Smeg and Maestrowave ranges, especially the Combi's, has rocketed – their cost and quality is second to none – dealers who haven't seen them are missing out! For a demonstration, please call me.

Exhibition season is in full swing and with numerous great events it is the perfect opportunity to 'fire up' BBQ sales – step in Crown Verity! For a demonstration of these fantastic outdoor cooking systems, please give me a call.

## The North



**Tom Caine**  
AREA SALES MANAGER - NORTH  
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It's show time! Historically this time of year is set aside for supporting dealers with their annual exhibition programme and this year is no exception. I always look

forward to spending time with my dealers, supporting them and showcasing new products. This year is particularly exciting, with three innovative launches: The iWave, Combi Chef 6 featuring Menu Creator software and Crown Verity BBQ systems. All have created a buzz and the rewards are huge for dealers who take these concepts on board and seek out new market opportunities. In working closely with my dealers in the coming months I am confident we will deliver some great business with these products.

## Sales office – first class service

R H Hall has always identified the necessity to offer industry leading sales support and as the business continues to grow, this very much remains our focus.



The Sales Office team, L-R: Charlotte Eade, Sophie Hill, Sue Emery, Duncan Vipas, Tracey Guinan, Kirsty Maguire, Emma Smith, Gill Jarman

Under the direction of Duncan Vipas, Sales Office Manager, the internal sales team consists of 7 key members, "Fortunately we have really good stability within the sales team", comments Duncan. "Like myself, we have staff in the team who have been with the business over 10 years, which means customers can really build a rapport, knowing they will get a high level of response and service."

R H Hall deals with over 100 manufacturers product ranges so it is vital for the internal sales team to keep abreast of everything in order to ensure we achieve and maintain such high service levels. Duncan continues, "Training is key - we invest a lot of time and effort into ensuring we spend time

with manufacturers, getting up to date product knowledge. Our new development kitchen is proving to be fantastic for in house training too, as manufactures can utilise the facility whilst not taking all the team out of the office".

"As a proactive sales team it is not just about taking calls: during promotional periods you will also get a friendly call to remind you of the current offers and incentives, these are supported by Emma Smith who manages the Promotional Campaigns and e-shots. The team are also valuable back up to the sales team on the road, giving full support and a listening ear!".

R H Hall's commitment to keeping good stock levels across a wide range

## Raising for red nose day!

The 18th March saw much activity at our Pitstone HQ. The aim being to raise more awareness and more money than ever before! And we did it!

The organising team of Emma Mitchell, and Tracy Jones all worked very hard to bring together a fun and rewarding fundraising campaign. It all kicked off with the Company donating £1 for every item sold from 14th-18th March, plus the opportunity to pledge a further donation

at the time of ordering. Also during that week Adam Hall cleaned cars for £5 a time, Ben Gardiner ran a raffle and a 'guess the sweets' competition was run.

Then on the big day itself, there were more events – a Red Nose themed cake competition won by Sophie Hill. Entered cakes were then sliced and sold off at morning coffee time. At lunchtime BBQ champ Ben Bartlett came in and cooked up various delights on a Crown Verity BBQ for which staff made donations for.

## 10 Year Service Awards



L-R: Kris Brearley, Sue Emery, Ray Hall, Emma Smith, Duncan Vipas

Congratulations (and our thanks!!) go to Emma Smith and Sue Emery for completing their 10 year service awards. The ladies were presented with Tag Heuer and Gucci watches by R H Hall Directors to thank them for their continued loyalty and hard work.

Ray Hall comments, "We now have 13 out of 40 staff members who have been with our business in excess of 10 years! I am very proud of this - it is a fantastic achievement and a fantastic amount of experience to offer to our customers, the market and the industry!"

of products is also a strong part of the overall sales service - its easier for customers to have just one point of ordering contact, but also when manufacturers are out of stock, we are generally their next call too!

Duncan concludes, "Basically from product specifying to the managing of installations and everything else in between, the diversity of role within the R H Hall sales team is vast and there's certainly never a dull moment!"



The day went really well and the campaign was a huge success and collectively R H Hall raised £1,500.