



MICROWAVES FEATURE COST SECTOR CATERING – JUNE 2017

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

The place of microwaves in the commercial kitchen is showing no signs of changing and has a very bright future ahead! Used in almost every kitchen, this true essential can produce excellent results in a fraction of the time it takes conventional cooking and reheat methods. Today's budding chefs have been brought up on the ease of microwave cooking and have become reliant on their versatility in today's fast paced market, ensured continued demand.

In an increasingly crowded quick cooking marketplace, microwaves compete very favourably indeed. They are versatile, space saving (units can easily be stacked), have low running costs and are also extremely affordable. In comparison to the tasks they undertake, they provide great value for money and because of this we predict that they will continue to innovate and lead the Accelerated Cooking market.

Manufacturers are always looking for new and innovative ways that microwave technology can be used. The Combination Microwave market is continuing to grow – with these clever machines offering the speed of microwave cooking, combined with the versatility of more conventional methods. Many also include pre-programmable menu facilities, such as the Maestrowave Combi Chef 7 which includes Menu Creator 2.0™, allowing users to set up to 99 different menu settings and deploy these to as many machines as required via SD card – ensuring total consistency. We are currently seeing rapid progress with Combination Microwave technology and expect to see imminent changes in this area – we are currently working with some major manufacturers in developing the next generation!

The use of barcodes with microwave cooking continues to be exclusively marketed and developed by iWave. The company are currently planning an addition to the range which will be designed to appeal to the wider catering market. Keep an eye on www.maestrowave.com for the latest news.

When looking to replace or purchase a new microwave, it is important to carefully consider its intended usage. For impartial advice, contact a commercial microwave oven specialist distributor/importer and stick with established and proven brands.

- Consider and discuss 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.
- Avoid low cost cheap imports as many are domestic quality and will not withstand commercial use. Importantly they will falter in performance leading to core temperature of food issues.
- Consider features such as Pre-Programmable Menu settings, or perhaps even barcode technology for a complete de-skilled operation.
- Power output is also very important to specify correctly. Too low and the caterer will be frustrated with reheating times. Higher power machines can always be used on a lower power setting by using the variable power control - a standard feature with all established brands.

Larger operations may require further support in the form of food testing, demonstrations or training, pre-programming, branding and more. Your specialist microwave supplier should always be able to work in partnership with you and your customer to offer these services. We're here and ready to work with you!

For more information, please visit:

www.rhhall.com, www.microwaveassociation.org.uk, www.maestrowave.com

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