



UPDATE

The RH Hall newsletter / Summer 2019

Soup Server
success at
FEJ Awards

Sharp inverter
innovation

WIN
£50
LOVE2SHOP
VOUCHER

WELCOME



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Web views



Our fully e-commerce website – www.rhhall.com – has been in operation since 2014 and is well utilised by our customers as an information tool as well as for online purchasing. But we would really welcome your feedback on any areas you would like to see changed, improved or new areas to add. We appreciate that this is a rapidly changing and important facet of the business, so please do get in touch with any comments to our Marketing Manager – emma.smith@rhhall.com.

New 2019/20 Catalogue

The 2019/20 edition of our 'Caterer's Encyclopaedia' is due for launch later this year – watch this space for further details...

Welcome...

What a fantastic start to our summer trading months enjoying some really great weather, certainly a welcoming boost for the catering trade especially for those offering al fresco dining.

Refrigeration works a lot harder in the hotter months and expectations are for some record sales this summer. So, rest assured, our distribution centre is well stocked up on all best sellers and so far, we have been able to deal with the increased demand.

Talking of increased demand, it is of course BBQ season! It kicked-off early this year for Crown Verity BBQ sales and the demand for a real commercial solution is growing year on year and our increase in sales are certainly mirroring that. All great news, since Crown Verity have further enhanced their offering this season too. However, the attention to high quality build, superb performance and ease of use remains the main focus and a real point of difference. The Crown Verity range is built to last a lifetime not just a season. The interest in outdoor cooking solutions is also on the increase and we have many case studies to share which demonstrate the excellent ROI that this type of solution is providing caterers. For more information on this sizzling profit-maker range please contact our Sales Team.

Our procurement and marketing teams have been in overdrive negotiating many exclusive deals and preparing our seasonal 'Summer Trade Promotion'. This year we have lined up best-selling products from a vast range of key brand manufacturers and the offering is extremely attractive and highly competitive, there are some great price points to be had along with gift vouchers too! Our Summer Promotion is for trade only and started 15th July and runs through to the end of September 2019, so make sure you don't miss out! If you haven't already, please register your interest with us today. Simply email sales@rhhall.com stating reference: **Summer Trade Promotion Registration**.

We have lots of information and interesting things to read in this summer season's edition of Update including details of the exciting launch of Sharp's R7500M Inverter Microwave Oven an amazing product taking commercial microwave oven usage and performance to another level. We hope you find this all informative.

Ahead of the expected busy season, please be reassured that our Sales and Customer Service teams are always on hand to provide a great level of service, best advice and are always keen to discuss any foodservice solutions you may be considering. We love a challenge, so please don't hesitate to put us to the test!

Wishing all our readers a successful seasonal trading period and here's to a sizzling and profitable summer business for us all.

Ray Hall
Managing Director



Changing the season of success with the award winning New Covent Garden Soup Server

NEW Sharp Inverter Microwave Oven

The recently launched R7500M Extra Heavy Duty Professional Microwave Oven offers the ultimate in durability, efficiency and reliability, whilst patented inverter technology provides constant power for incredibly uniform results, time after time.

Inverter technology differs from traditional microwaves by providing constant, rather than pulsed power, when cooking, reheating or defrosting at reduced power levels, making it easier to cook or reheat delicate foods slowly and defrost dishes to perfection.

With an 1800W output and 14 power levels, the R7500M offers the ultimate precision controlled cooking with easy-to-use touch controls and 30 pre-sets. Stainless steel construction, large 19-litre capacity and a full 3-year on-site warranty.

In stock now for Next Day Delivery – Ask your ASM or our Sales Team for details.



SHARP

Cool products, hot offers



Our hottest ever Summer Promotion is in full swing. As a trade partner you can take part as many times as you like! Simply make up your order of £2K, £4K or £6K from our range of exclusive brands and best-selling products. Offer closes 30th September.

We have £1000's of Amazon and Love2Shop vouchers to give away. If you haven't received your copy of our promotion mailer, contact your RH Hall ASM or our Sales Team – email: sales@rhhall.com

Pricing news

We have worked closely with all manufacturers to hold pricing for as long as possible during these uncertain times, but please continue to check our website or liaise with our Sales Team for the very latest pricing before ordering.

All dealers should now have a copy of our June 2019 Distributor Price List. Extra copies are available via our Sales and Marketing teams.

Blue Seal Cobra is back!

This best selling range has been re-designed and relaunched in the UK for 2019. Featuring products ranging from 6 burners to pasta cookers, all at market beating prices. Ask our Sales Team for pricing today!

Maestrowave Conveyor Toasters

Specially designed for the UK market, the MEMT18029 offers the perfect solution for any operator needing to provide high volumes of toasted items – and we have launched an improved special nett trade pricing structure for 2019! This complements the full range of 5 conveyor toasters which meet a wide range of outputs, all built to high quality Italian manufacturing standards – including the MEMT18011, which has the smallest footprint available on the UK market! All in stock for Next Day Delivery!

NEW High speed duo for 'grab & go'



CiBO Oven

An innovative, high speed, versatile oven that can cook, reheat and even toast a multitude of fresh and frozen foods in super quick times - ideal for operators who prepare freshly made paninis and pizzas. The space saving and compact CiBO combines convection, grill and heated base. The touch screen control panel features clear icons and 24 pre-set programmes (with USB menu updates) to ensure consistent results – ideal for chain outlets. Made in the UK, they come with a 2 year parts and labour warranty and in a choice of five stylish finishes.

CiBO



Lainox Oracle Oven

Any operations that want to serve hot food, fast, will really benefit from this new high speed oven. Featuring impingement technology combined with convection and microwave heating methods, reduced cook times are achieved without any compromise on the quality of the results. Image based controls and an intuitive 7" touch screen display. Ideal for fresh and frozen foods – frozen pizza's cook in just one minute!

LAINOX

KRIS' INDUSTRY UPDATE



Wow, what a summer we're having! It's great to see so many people out and holidaying here in the UK.

We really have got some of the most beautiful areas and places to visit – couple this with hot weather – and I really can't think of a better place to holiday in!

Some reports I've seen state up to half of our population are having their summer holiday/staycation here at home – all great for the economy and gives a much needed boost to our industry too!

This all ties in perfectly with the recent launch of our Summer Catering Essentials Promotion – packed full of top quality brands and those everyday products that are needed to keep up with the summer demand. There are lots of 'Hot Offers' and 'Cool Products' on offer and why not treat yourself to some Love2shop and Amazon vouchers too – we've £1000's to give away! If you haven't got your copy, please call the Sales Team!

The Crown Verity BBQ season is upon us and I'm very pleased to report it's been a record uptake so far and BBQs are flying out of the door! Don't forget our team are on hand to offer site surveys, demo's, develop menus and help design

any outdoor area – so much to go for and increased revenues to be had in this growing market! And look out for the very special nett pricing available on this entire quality range too!

We have a full calendar of activity and opportunities ahead (listed on the back page), having just recently exhibited at the Commercial Kitchen Show where we unveiled the latest technology from Sharp – the R7500M with inverter technology (see Product News) and had great feedback from this, as well as the recent TUCO Conference. We are also looking forward to the Catering Equipment Expo and being part of activities with Cedabond, ENSE, Makro/Booker over the next few months.

A special mention and congratulations must go to a number of staff who have achieved Long Service Awards with us this year – 20 and 25 years, what a milestone for you all. Thank you for your hard work and dedication over all this time! Top chef's – Ray Hall and I, will kick-off celebrations with our Summer BBQ where we'll be cooking off some culinary delights for our staff. We'll bring you more details of this and recognition of the Service Awards in the next Update!

Finally, are we missing anything? Is there anything we can do better and anything you'd like to point out we do really well? Please do feedback to me directly on kris.brearley@rhhall.com or call me. We are always looking to improve our services to you and your input is invaluable to us.

We hope you enjoy reading our latest Update and hope you have a great summer and here's to a successful trading period ahead.

Kris Brearley
Sales Director

A Souper Win for R H Hall

We were proud to be crowned the Supplier of the Year for New Product Development in this year's FEJ Awards.



We are immensely proud of this achievement as it's a challenge for any commercial supplier to evolve successful products and create new ones. We won this accolade for the latest version of the New Covent Garden Soup Server that we launched recently following extensive trials throughout the foodservice market. The machine's innovative features and the tangible benefits it brings to foodservice operators secured us the Award.

Our Foodservice Solutions Team listened to customer feedback and worked with the manufacturer of the machine and the

New Covent Garden Product Development Team to ensure the best possible results for end-users.

A focus on ease of use has ensured the unit continues to evolve, with the introduction of innovations such as contactless payment delivering additional value.

This win means an awful lot, as our New Covent Garden Soup Server went through a long period of development. We now understand a lot of the necessities for operators, particularly regarding allergies and healthy eating. The product is suited to many sectors, but especially self-serve. We have developed five flavours of soup that provide healthy menu options for end-users, including vegan options. Full allergen information is available all at the touch of a button.



Future insights

In July our Factory Team visited Bystronic in Coventry – a trip organised by CESA.

Bystronic is an engineering company at the forefront of sheet metal processing. It was very interesting to see how things are evolving for the future – combining the best skilled labour and latest robotic technology! Invaluable insights and innovations for for our team to digest.

Thanks to Keith Warren and his colleagues at CESA for organising this – they really do a sterling job supporting our industry and we are proud supporters of the association.



Soup Server success with Costcutter

When Adam Evans, Business Development Manager for Costcutter was recommended the unit by his Head Office store design team, he got in touch with Chris O'Neill at RH Hall.

Once he'd seen the Soup Server up close and in action, he wasted no time in presenting the concept to his largest retailers.

Adam comments, "When I first saw the Soup Server I was instantly impressed with the quality and innovation of the machine. The soup produced is great tasting and is a quality finished product. "So far, we have introduced the machine in seven of our stores in South/West Wales with three more due to go live soon. From the group of retailers that are running the in-store trials, the feedback

to date has been extremely positive across the board. Within a week of the machines being installed, retailers were selling on average five to six cups per day. Although this may not sound high volume, it is summer after all and it's a strong start given that to break even retailers only need to see this volume repeated three to four days per week.

"I view this as a real growth opportunity – it could be the Costa Coffee of the soup world! It's a great sales proposition, not only is the product convenient, but it also helps retailers to

expand healthier options in their food-to-go range. Also being gluten free and vegan enables our retailers to tap into this growing trend.

"I've been delighted to work with Chris (O'Neill). It's been great to work with a very supportive supplier who has an innovative and popular product to offer. I'm looking forward to introducing more of my retailers to it."



For details, contact the R H Hall Food Solutions Team.

For media enquiries, contact Emma Maltby – emma.maltby@costcutter.com

Crown Verity lights up the Life Kitchen launch

We were proud to support dealer, Richard Toye of GastroNorth, at this event.

The Life Kitchen is the UK's first cookery school for people living with cancer. Based in Mowbray Park, Sunderland, the launch event was attended by celebrity chef, Nigella Lawson, who officially opened the school. There was also a fundraising element to the day in aid of Cancer Research. A Crown Verity BBQ supplied by RH Hall for the event helped bring tasty dishes to the 300 attendees.

The non-profit organisation is the brainchild of food writer and stylist Ryan Riley, who founded Life Kitchen in 2018 in memory of his mother who very sadly passed away from small cell lung cancer in 2014. Ryan's mother struggled with the loss of taste and appetite during chemotherapy treatment, a known side effect of the drugs for many.



The aim of the school is to offer free cookery classes to those living with the disease and encourage a love of cooking and eating through accessible and creative recipes. Each cookery session will last around three hours. The school will also double up as an outreach space.



Fabs deliver on Pret's five-point allergen plan

Following the announcement that Pret a Manger would be introducing a plan to give customers easy access to allergen information in store, long term supply partner RH Hall were approached to create a solution to help.

Adam Hall, Factory & Bespoke Solutions Manager, worked with Pret to create new product designs to meet their requirements, including adapted designs of back of house equipment already supplied by RH Hall – a label printer shelf for preparation tables and a wall bracket for use in the hot chef area. Our National Account, Bespoke Solutions and Fabs teams worked to provide Pret with a full design and quotation, then moving forward to produce working samples for approval. The designs were optimised to ensure maximum production efficiency and minimum lead times, whilst maintaining the specifications and high standards required by Pret.

Following approval from Pret, these new units entered production, accompanied by additional standard items built by the Fabs Team – including recipe card holders and easy to fit add-on electrical sockets.

Full roll-out to 390 new and existing stores is now in progress – with a short lead time from order to supply.



For all fabrications and bespoke solution enquiries, please contact the Sales Team on 01296 663400 or sales@rhhall.com

REGIONAL & SECTOR UPDATE

NATIONAL ACCOUNTS

Jerry Dutton

NATIONAL ACCOUNT MANAGER

Contact: jerry.dutton@rhhall.com / 07966 232 982



What a strange last few months we have experienced in the National Account Division! Some clients have been tightening their belts – or, at least not releasing the purse strings, but conversely, opportunities in other areas have been opening up and developing nicely.

The focus has been on our key brand products and increasing our ability to provide installation services

and in addition, working closely with various partners to provide a more complete package of services to our clients. This is proving to have positive results and we look forward to developing this approach in the coming months. If you feel we could assist you in developing your National Account business, please do not hesitate to get in touch and we would be happy to discuss your requirements.

THE MIDLANDS & WALES

Simon Parry

AREA SALES MANAGER - MIDLANDS

Contact: simon.parry@rhhall.com / 07377 726807



The focus within the Midlands has continued to be dealer visits, also ensuring that all our Midlands and Wales partners are fully aware of our Key Brands and their benefits.

I have been inundated with requests for demonstrations of our Combi Chef 7 Combination Oven and this has seen Janet Caveney and I visiting garden centres, hotel room service operations, bistros and chip shops, across

the region – the applications really are endless.

It has also been good that a great reception has been received for the new Sharp R7500M Inverter Microwave, which offers reduced cook times and a tremendous 13kg weight saving against traditional 1900W units. I am also looking forward to attending the Cedabond Equipment Forum at Whittlebury Hall in September.

THE NORTH & SCOTLAND

Tom Caine

AREA SALES MANAGER - NORTH

Contact: tom.caine@rhhall.com / 07855 818 380



2019 is keeping us all busy, supporting our dealers and being able to offer and put into place the right solutions and backup. One opportunity gave me the chance to support GastroNorth in the Life Kitchen launch event – see Kris' Industry update. The second, to support General Catering Solutions in the grand opening of their new premises – another successful day with good support from suppliers and customers.

I have also been supporting a dealer in a prime site in London on a hotel kitchen refit due to open in September.

My focus remains on building these relationships, to increase the awareness of our Key Brands and the support we offer.

As we are now a TUCO nominated supplier, we have more opportunities to expand our business and I attended my first conference at York University at the end of July.

THE SOUTH

Derek Poole

AREA SALES MANAGER - SOUTH

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As I write this, we are well into the summer, albeit a little hit and miss with the weather at times, but thankfully that cannot be said for sales, as the South continues to show an increase in what still are difficult trading times. Hopefully this increase will continue and with the aid of our trade only Summer Promotion you can achieve more sales and earn some free Amazon and Love2Shop vouchers along the way!

Me and the team at RH Hall are all here to help whether that's with Crown Verity, Simply Stainless, the new Sharp Inverter Microwave or indeed anything else we can. Give us a call – our knowledge, experience and facilities are there to be fully utilised.

Remember we have a full Development Kitchen and can demonstrate products from our leading brands and Key Brands partners.

FABS & BESPOKE SOLUTIONS

Adam Hall

FACTORY & BESPOKE SOLUTIONS MANAGER

Contact: adam.hall@rhhall.com / 07725 087879



We continue to be extremely busy and are working on various projects for foodservice clients and for other sectors.

We completed and deployed sixteen 'Food to go' vending units for various Travelodge sites and we are now preparing for the possible 300 projected extra sites that this unit will roll-out to following the trial period.

We are also continuing to work on the bespoke and standard fabrication elements that the new Pret five-point allergen plan has involved, as

mentioned earlier in this issue of Update.

In other sectors, we have been instrumental in developing a facial recognition unit that allows guests quick access to embark onto cruise liners. We have already installed 28 trial units and are developing the final version for a further 250-300 units roll-out. We are also working with Barclays and Lloyds Banks to develop various PC mounts and charging units – samples are being created prior to a possible nationwide deployment.

FOOD SOLUTIONS

Chris O'Neill & Janet Caveney

Contact: chris.oneill@rhhall.com / 07791 316820

janet.caveney@rhhall.com / 07951 498146



We continue to be very busy and the Soup Server is going from strength to strength – we installed seven machines for Costcutter stores over a two week period in June. Early feedback has been extremely encouraging with people wanting to try the concept – particularly good considering the weather in the UK.

Introducing iWave into the retail market has also been a great coup for us – we now have up to eight different types of companies working on projects that feature the iWave.

Generating great interest is the new Sharp R7500M Inverter Microwave Oven which we launched at Commercial Kitchen 2019. We demonstrated the oven on our stand and it was extremely well received by the visitors to the show.

We continue to work with our food partner, Kepak, on their new range of Rustlers products. We are also working with our new food partner, Summit Foods, as they look to broaden the vended food offer for Travelodge in their new 'Food to go' units.

SECTOR UPDATE & STAFF NEWS

SERVICE & SPARES

**Ray Copper &
Francesca Jeavons**

Contact: ray.copper@rhhall.com / francesca.jeavons@rhhall.com



Our Customer Service and Spares departments continue to support all of our customers with after sales queries and service calls, and fulfil orders quickly and efficiently from our whole host of spares that we hold in stock, including our Key Brands: Sharp, Smeg, Crown Verity and Maestrowave, whilst ensuring we maintain our high level of customer service at all times.

In the Service department, we are currently completing the PAT testing and Planned Preventative Maintenance (PPM) at two hospitals in Kent and Hampshire.

We continue to carry out PPM for Pret a Manger and are completing a good range of service work both locally and UK wide as well as offering product knowledge training to our service provider partners.

MARKETING

Emma Smith

MARKETING & SYSTEMS MANAGER
Contact: emma.smith@rhhall.com



With our trade only Summer Promotion now in full swing, the Marketing Team are working closely with our Sales Team and dealers to ensure we are offering the very best incentives and pricing possible. We really appreciate your feedback, so if you have any comments or suggestions, please feel free to drop me a line! Offering further support to all customers, our 2019/20 catalogue is now in production – watch this space for further

details of the latest 'Caterer's Encyclopaedia'! We are also working closely with our Area Managers to maximise Key Brand exposure online. Remember that we have all the tools you will need to get these products online, ready and waiting! With a wide range of best-selling products, we can help you to gain more sales online and offer the support required. Simply ask your Area Manager for details and we will be in touch!

SALES & PURCHASING

Duncan Vipas

SALES & PURCHASING MANAGER
Contact: duncan.vipas@rhhall.com



One of the biggest developments over the last few months has been the restructuring of the internal Sales Team. As we strive to continue to offer the best level of support to our customer base each region and division now has a dedicated coordinator to work in tandem with the external Account Manager to create a far more dynamic and proactive approach. We are fortunate to have a very experienced team – some with 20 years' service. With constant investment in sales training

and development we aim to meet and exceed customer expectations.

On the sales front, Crown Verity has had its best ever start to the season, operators now understand the value of their outdoor space and that initial additional investment gives long term benefits against domestic options.

In the Public Sector, we exhibited at the TUCO Conference, a big thank you to all those who visited the stand, the Soup Server and iWave Food Station generated a lot of interest.

Food solutions at your service

Our Food Solutions Team offer a great opportunity for clients and dealers to work collaboratively with us to create innovative tailored solutions just for their business needs.

Working from our in house state of the art Development Kitchen, the Food Solutions Team can tailor any equipment for any foodservice brand, concept, menu or operational need. With access to the most extensive range of foodservice equipment available and by working closely alongside our Fabrications and Bespoke Team, we can create and deliver a solution to suit any business environment.

The perfect recipe for success is achieved through our complete service which includes a combination of:

Concept, design and prototype testing through to production; new bespoke corporate branding; menu development, adaptation and food trials; pre-delivery customisation of equipment timings and programming to achieve enhanced cooking results; full management of the roll-out and all staff training on-site.

For your next big project or challenge, why not put us to the test!

Call 01296 663400.

New Designer Tools

Key Brand partner Simply Stainless are offering a new service called 'Simplyfy your Design'.

By utilising the in-house design capabilities at their HQ, they are offering a complementary drafting service to our existing design work, so we'll be able to provide a kitchen drawing in PDF or DWG format, with Simply Stainless product in situ, plus a Simply Stainless BOQ and a written schedule itemising all the elements of the design.

This service is free of charge and will help make tendering easier and reduce turnaround times. All we ask is that you ensure there will be at least 10 items of Simply Stainless in the design before asking us to provide a 'Simplyfyd Design'.

The Simply Stainless range of modular tabling and

accessories is an extremely versatile system and can be the solution to any commercial kitchen layout and it carries a lifetime warranty!



For more information, contact the Sales Team.

Don't forget you can design your kitchen for free with our Kitchen Designer Tool and CAD/BIM drawings and technical information are available for the full range.

SIMPLY STAINLESS®

Welcome back:

Sophie Cato who is back working within our National Account Sales division.

STAFF IN THE SPOTLIGHT

RH Hall's Customer Service and Service teams are at the front line of ensuring we deliver the exceptional after sales back-up that our customers have come to expect. **Ray Copper, Service Manager** and **Francesca Jeavons, Service Admin Manager**, talk us through what this entails and what the team can provide.



"From the moment an initial enquiry comes in, to the point beyond where a customer has had the equipment installed, commissioned and is into the hands of our after-sales team or one of our excellent service providers, our aim is to ensure that at every stage of the process we have a happy customer that has received a service that is second to none.

"To ensure we achieve an effective 'closed-loop' customer service plan, we work closely across all RH Hall departments, from initial communications with our Sales Department, ASMs or Food Solutions Team for when the equipment is purchased, through to the co-ordination of final installation and commissioning. After which, we can offer onsite training for end users/operators, to include best practice on how to use and maintain the equipment. Our after-sales department then continues to co-ordinate service calls and plans when required. Our dedicated Customer Service department are also on hand to support our customer's needs if an issue arises with their equipment, from warranty and chargeable service calls or to problems if equipment has arrived late or damaged (which rarely happens!).

"We are also able to tailor key brand equipment to a customer's requirements, including pre-programming and branding, through our Food Solutions team and this work is completed by our highly-skilled bespoke

Production Teams, the latter is headed up by Michael Harvey, our Warehouse and Production Manager and again we work closely to ensure the service and warranty elements required by the bespoke installations are fulfilled.

"We work with various national accounts and larger nationwide organisations that often require planned service and maintenance schedules and we are able to offer this after-sales support. For example, we are currently completing Planned Preventative Maintenance (PPM) work at various hospitals throughout the UK and for leading High Street chain, Pret a Manger, on a nationwide basis.

Visit the Meet the Team section at www.rhhall.com for more details on our Service & Customer Service Team members!

Get in touch 01296 663400 or customerservice@rhhall.com

RH HALL SERVICE SUMMARY

- Experienced and knowledgeable in-house Customer Service Team.
- In-house engineers that can attend site and install the equipment.
- Key Brand product knowledge training for external service partners, via our experienced service colleagues.
- Access to a network of service providers that cover the UK, not only for our Key Brands but also covering everything in the extensive product range that RH Hall supplies.
- Extended warranties on equipment – providing added peace of mind for customers.
- Enhanced service offering, which includes PPM, PAT testing and service agreements on our Key Brand products – from a small order through to larger installations.

DATES FOR THE DIARY

Upcoming events for you to meet Team RH Hall and see key brand products demonstrated.

cedabond

Heavy Equipment & Product Awareness Forum
23rd-24th September,
Whittlebury Hall

BOOKER

Booker Trade Show
25th September,
Silverstone



30th September-
2nd October,
Olympia

ENSE

ENSE Conference
3rd-4th October,
Beaumont Estate

Competition time!

We have a £50 Love2Shop voucher to give away to the first lucky reader pulled out of the hat

Love2shop
The high street gift voucher

To win, simply correctly answer the following:

1. What technology does the new Sharp R7500M Commercial Microwave Oven incorporate?
2. With what product did RH Hall recently win an FEJ Award?
3. Which RH Hall Key Brand featured at the Life Kitchen launch event?

Email: competition@rhhall.com to enter. Closing date: 31st October 2019

Congratulations to our Spring Update competition winner: Richard Toye of GastroNorth.