



Lunch Business Magazine

October 2014

Feature: Accelerated Cooking

Please attribute any quotes on this information to Kris Brearley, Sales Director, RH Hall

Are there any new products entering the accelerated cooking market?

As a manufacturer and equipment supplier, we are developing and seeing new accelerated cooking products coming to the market, as innovations in equipment technology continues, bringing greater speed and efficiencies to the foodservice industry. Two areas where we have seen developments are within induction and combination microwave cooking.

As exclusive UK distributors to this brand, we have seen two accelerated cooking products, from Maestrowave become very popular: the **Maestrowave Combi Chef 7 with Menu Creator 2.0™** and the **Maestrowave MC30L4B Induction Hob**.

Capturing the speed of microwave cooking and the quality finish of convection, the **Maestrowave Combi Chef 7** is the most flexible combination microwave oven ever produced by Maestrowave. This oven is able to operate in a veritable combination of modes making it also the most efficient and easy to use oven yet. If a chef wants to bake, roast, grill, steam, defrost, regenerate, microwave, boil or simply keep food warm, this one oven can do it all. Packed full of new features and the latest version of **Menu Creator (2.0™)**, this oven will produce the best results in super quick time – accelerated cooking at its best.

For example, a beef topside joint of up to 6lb (2.7kg) can be cooked in combination mode in just 11 minutes! By using the combination mode of grill and convection a caterer can also be sure of a quality result. The **Combi Chef 7** brings accelerated cooking, with quality. The new 'create your own menu' feature now allows for up to 99 menus to be pre-programmed using any method of oven, microwave, grill or microwave plus oven or microwave plus grill using the turbo fan function on or off.

The continued development of electronic controls and pre-set programming are allowing for product developments with even faster, more refined and sophisticated cooking results.

Cont'd ...



The **Maestrowave MC30L4B Induction Hob** is a precision engineered, super-fast piece of cooking equipment (a pan of water can be boiled in about 10 seconds) with cooking temperatures adjustable between 60 and 240 degrees centigrade by using the simple touchpad controls – instant changes are possible. It features high quality German Schott ceramic glass and electronic controls for greater cooking precision. This entry level Induction Hob has been so incredibly well received that this range will be expanding over the next 12 months. Product developments in this area will further build on the environmental benefits and the precision cooking control aspects induction can offer.

How these products can accelerate profits?

Using the new **Maestrowave Combi Chef 7**, an establishment has the opportunity to very easily expand its menu. The versatility and pre-set menu creator facility eliminate the need for lengthy manual cooking processes and will guarantee excellent results every time, giving customer satisfaction with every meal. Satisfied customers can mean greater throughput and potentially more profits. With the **Combi Chef 7's** accelerated cooking ability, the number of covers and dishes that can be confidently cooked is increased and the cost of wastage reduced as all dishes can be freshly cooked to order.

The speed and ease of use of the **Combi Chef 7** can also mean that food can be offered outside usual service times, by unskilled staff, increasing revenue streams beyond existing ones.

With regards to the **Maestrowave MC30L4B Induction Hob**, the speed at which it can cook dishes is amazing, allowing for greater throughput at busier times and an increase in profits. For a very small investment this induction hob can be introduced into a business and its impact can be felt immediately! This compact induction hob could complement an existing set up very cheaply and provide a complete return on its investment in a very short period.

Cont'd ...



How is the accelerated cooking market moving on and improving?

Until now, induction cooking has been slow to be accepted but as the interest in this type of cooking is becoming more wide-spread, and the benefits being appreciated, most manufacturers are now offering some form of induction cooking equipment in their product ranges, with more developments set to continue as the energy efficiency starts to outweigh the investment.

The high cost of most induction equipment has held back volume sales in the past. I believe that we will see more induction equipment on the market in the next 12 months, which are more affordable and once the acceptance is more wide spread, prices will definitely start to be driven down. Further product refinements and choice will move induction on in the industry's eyes.

With regards to combination microwaves, the technology is very much established and will continue to evolve – faster, even more efficient and compact designs. Moving forward usage will continue to grow, as more and more operators have recognised the versatility of these units and are specifying them to complement new and existing equipment. Food and packaging companies alike have been and continue to develop extensive food items that ensure perfect cook results using combi technology.

How do accelerated cooking products reduce energy bills?

Induction cooking is cost efficient in terms of energy usage – when using an induction hob, for example, almost 95% of every pound spent on energy goes straight into the pan, whereas with gas it's about 50% and with electric it's less than 60%. And with energy prices set to continue to rise, induction could be a good investment for the future. The **Maestrowave MC30L4B Induction Hob** can also detect when a pan is removed, so it cuts energy automatically – a great safety feature as well as an energy saver – this feature can save between 40-70% energy over conventional hobs once the pan is removed – this could mean a saving of over £3,000 per year! No need for any costly extraction equipment either.

With combination microwave cooking the beauty of the **Maestrowave Combi Chef 7** is that there are no lengthy pre-heat times and using this method cook times are slashed – on average by a third versus traditional methods!

Both of these products are 'plug in and go' through a 13 amp plug socket – so there is no need for hard wiring or a high voltage electrical supply.

Cont'd...



How can food to go businesses benefit from accelerated cooking products?

Food to go businesses can benefit from these kinds of products because they are so easy to use, versatile, quick and cost effective.

The **Maestrowave Combi Chef 7** is extremely easy to install (plug in and go!) and the pre-set programmes are very straight forward to use and the small footprint for such a powerful and versatile unit is ideal where space is at a premium. This one unit could drastically expand and enhance an outlet's menu with a return on investment in no time at all. And if the business is a multi-site operation, new menus can be developed and adapted centrally using the **Menu Creator 2.0™** software and then deployed into remote sites via an updated SD card at the touch of a button. Errors are eliminated, with perfect cooking stages and timings all pre-programmed on the software, so quality results can be delivered time after time, improving customer experience and reducing costly waste.

With regards to the **Maestrowave MC30L4B Induction Hob** the speed, control and productivity can be of huge benefit for food to go businesses – soups, pasta's, stir fry can be quickly and freshly prepared in front of customers. We are seeing that this type of cooking is becoming more popular, especially for front of house and this is where the easy to install counter top induction hobs are coming into their own. Theatre style cooking engages customers and encourages sales – the induction hob is safer too as there isn't an open flame to consider and only the pan, not the hob heats up.

Another benefit in induction's favour is elimination of the need for extraction systems or air conditioning. This is because the cooking pan itself conducts the heat, the rest of the hob remains cool, meaning no build-up of heat or fumes in the kitchen which also makes it ideal for small or restrictive kitchens/retail outlets.

For more information, visit www.rhall.com or www.maestrowave.com

RH Hall is the sole distributor for the Maestrowave™ brand and the UK's largest independent Foodservice distributor.

FOR FURTHER PRESS INFORMATION CONTACT: LINDA STONE, MEDIA MONKEY, 07880 734326

**RH Hall, Hallco House, Beacon Court, Pitstone Green Business Park, Pitstone,
Bedfordshire, LU7 9GY**

T: 01296 663400

F: 01296 663401

E: sales@rhall.com

W: www.rhall.com