

The background of the entire page is a photograph of several glasses of beer with thick white foam, served on a rustic wooden table. In the background, there are blurred images of food, possibly ribs or chicken, suggesting a social dining setting.

# UPDATE

The RH Hall newsletter / Summer 2010

**New products**

**NRA Show  
report**

**Summer  
Specials  
promotion**

**COMPETITION  
Win an iPod  
docking station!**

# WELCOME



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## Our new look Catalogue



Stocks have been exhausted within the first month of launch!! But we are pleased to confirm additional top up stocks are now readily available. Please call our sales office on 01296 663 400 if you require extra copies. We hope you like the new format – so far the feedback has been very positive indeed!

# Welcome...

Welcome to our summer 'Update', the second edition of our 'new look' Newsletter. We hope you continue to find it an informative, valuable and an interesting read.

Well the weathermen promised us a hot and pleasant summer and so far they have predicted pretty well. And with reports coming in that UK coastal foodservice outlets and resorts are up 50% on last year it seems the run of good weather is certainly helping out a lot! Coupled with this summer's action packed sporting event schedule things are looking up - despite the dream of England lifting the World Cup being a very dim and distant memory now! Say no more ...!

We have noticed a good increase in business, especially in refrigeration, BBQs and lots of everyday foodservice equipment items too. And it appears that in general the UK foodservice market has woken up and enjoyed some good spring and summer trading which can only help to build greater confidence leading to increased investment and equipment spend throughout the year. Let's hope that good weather and business momentum continues.

Helping to 'hot' things up even more this July was the launch of our fabulous seasonal **Summer Specials Promotion** and you should have received your copy of our Promotions mailer already – if you've not had a chance to order yet or even look at the amazing deals, then what are you waiting for? More news of this great summer promotion comes from our Sales Director on page 4.

### FOODSERVICE EQUIPMENT INNOVATION

We have all become familiar with regular innovation in foodservice menu creation but not so much in foodservice equipment. However, having recently visited the NRA foodservice show in Chicago it was refreshing to see a good deal of innovation moving into our equipment and services industry – find out more in our NRA article – Kris' Industry Update section on page 5.

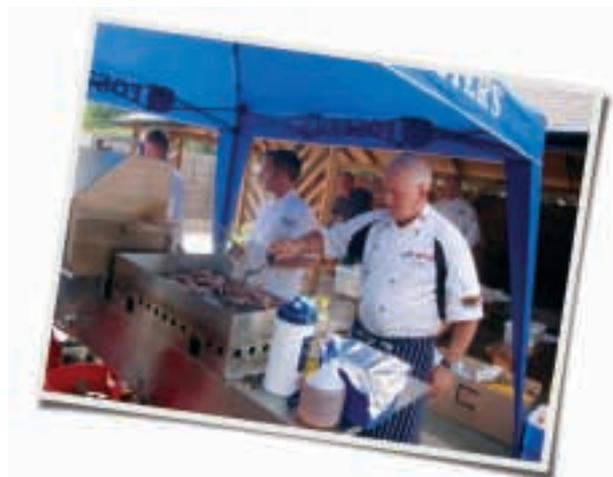
In today's challenging and competitive marketplace we firmly believe in embracing and driving innovation and seek to find those added extras that really help caterers to be successful. Our mission is to add value through our services and very importantly through ensuring product suitability – so a product type isn't chosen simply on price alone - this can have the opposite effect of what we are all trying to achieve! It can leave the caterer with a whole multitude of issues and ultimately the initial cost cutting is not effective in the mid and longer term resulting in a detrimental and costly effect on the business. So the message is clear from our perspective: let's be a professional industry; 'know our stuff' and make the correct and informed recommendations for product suitability for all our customers; keep this thought at the forefront of our minds every time we deal with an enquiry.

Well that's enough from me for now. Hope you have a busy and prosperous summer trading period and rest assured we are readily on hand to professionally deal with all your foodservice equipment needs throughout 2010 and beyond.

Happy UPDATE Newsletter reading!

A handwritten signature in black ink, appearing to read 'Ray Hall', is written over a white background.

**Ray Hall**  
Managing Director



Monday, June 28, 2010 **theguardian**  
**UK heatwave boosts sales**

**The right equipment can boost your sales too  
check out our New Products opposite**

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

### The Ultimate Combination

The new Combi Station is a simply brilliant solution to just wheel in and provide a ready-made kitchen with no chef required!

Comprising of a market leading Maestrowave Combi Chef 5+ Combination Microwave Oven, Simply Stainless Bench mounted on heavy duty castors and a Gram Fridge/Freezer – Carbon Trust (ETL) approved, housed beneath. This really is the ultimate convenience in catering – 3 great products, 1 fantastic price! Since its recent launch the Combi Station has enjoyed immediate success and has already been specified by many leading UK operators!



### Low on Energy, Big on Benefits

The new low energy, high efficiency EfficienC Bottle Coolers from Lec are over 35% more efficient compared to the standard bottle coolers in their range. These stainless steel coolers are ideal for all clubs, bars, pubs, shops and restaurants and being ECA registered means users can claim 100% 1st year capital allowances, helping to improve cashflow. Add lower running costs too and you have a very attractive energy and money saving package. Available in two sizes (138 and 208 litres), these stylish cabinets come packed with features, but unfortunately not the bottles!!



For more information call our Sales Office on:  
**01296 663 400**

### Inside Freshness Outside!



A fantastic piece of equipment for outside catering, the Parry Mobile Hand Wash Basin is a well timed addition to our product range. Everything is designed for ease of filling and emptying, including the 25 litre water tank and soap tray. The foot operated pump activates the tap for maximum hygiene and the water temperature is kept at 42°C for comfort and safety. Wheels on the unit allow for easy relocation and a pressure cut out prevents the water tank from boiling dry.

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

### Premier Pie Cabinet



The perfect snack solution for the Premiership football season has been launched by Maestrowave. The new Food Warmer cabinet is ideal for optimising the sales of handheld pies and snacks. Capable of holding up to 10 pies on 2 removable wire shelves, the new cabinet can be branded with your own logo to gain maximum attention. An internal light illuminates the inside adding to the overall product presentation. Simply place on a counter front, plug in and get selling.

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

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**www.rhall.com**

**COMING SOON!**



Following on from the incredible success of the ALFA41 as used by many leading national operators such as Chicago Town Pizza, Brakes, Mac Café etc, Smeg has gone another step further and are now going to be offering an increased specification and even better performance with the launch of the new ALFA43. Watch this space for more news in our next issue.

**NHS faces biggest shake-up in decades**

Monday, July 12, 2010 **theguardian**

**iWave and Combi Station provide cost effective catering solutions**

# KRIS' INDUSTRY UPDATE



**Kris Brearley, R H Hall's Sales Director gives Update an overview into the company's current sales strengths.**

*"I personally find it great to see our whole team – distributor, national, public and food divisions all combining together and working with our customers in every sector of the industry to achieve great joint successes. Our team has been built to enable us to offer customers the all round benefit of not only market expertise, but market leading product solutions too, whether standard or*

*bespoke options, focusing on innovation and always with an eye to the future. There is a vast knowledge and passion for the industry that cuts across all levels to ensure we deliver the best. Our key brands are out there working hard for well known food companies and proven menu themes are a successful reality – you just have to take a look at our new Product Catalogue and see the Food Solutions pages. Our aim is to build long term relationships by offering a whole package of products, innovation, service, passion and expertise – all at our customers' disposal.*

**Kris Brearley**  
Sales Director

## Super Summer Specials



Kris also wants to remind all readers that our bumper Summer Specials Promotion has been launched. "There are over 200 best selling, top quality and branded products to choose from in our latest promotion – all at market leading prices! There is an added incentive to buy too – the Summer Specials really are special! And points really do mean prizes! Quite simply, the more products you purchase from us the greater the reward points' value you will be awarded, which at the end of the promotion period can be redeemed for vouchers from leading High Street retailers and travel companies. The promotion runs until the end of September, so don't miss out."

If you've not received a copy of Summer Specials, please call:  
**01296 663 400**

## Maestrowave Induction Hob



This super energy efficient yet powerful hob will simmer to boil within seconds. As it uses induction technology it detects when a pan is removed and instantly cuts power, meaning you save energy and money! Being a flat glass hob the unit is easy to clean and therefore more hygienic.

**We are now offering a free induction utensil starter pack consisting of a high heat spatula, frying pan, 10" sauce pan and 10" sauté pan worth over £60 with every hob purchased – whilst stock lasts!**

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

## Sharp sales soar!

We've increased our stock holding of the ever popular Sharp range of professional microwave ovens due to massive demand – sales are up some 35% on the last period. This solid brand is proving its worth within many sectors – from simple snack menus to more sophisticated dishes. Prices are very competitive and the performance is second to none. (See our Summer Specials)

**SHARP**

## The Grove gives R H Hall 5 stars!

The 5 star country house resort, The Grove, is set in the former house of the Earls of Clarendon, in 300 acres of private parkland just 18 miles from London.

In 1996, after 8 years of restoration work, The Grove had its grand opening. This contemporary, relaxed country resort, a Leading Hotel of The World, has 227 luxury bedrooms and suites and 3 restaurants on site. The Glasshouse restaurant is a fast paced restaurant and bar providing sumptuous food, buffet-style, round the clock.

When John Ingram, Executive Sous Chef, decided an upgrade to the ovens was needed the business was put out to tender which R H Hall and Rational won. Since that time 3 Rational Combination Ovens have been installed. These robust and award winning ovens are in constant use from 4am until around midnight. According to John, "I am very happy with both the performance and the way that R H Hall has dealt with the installation. It is a 'can-do' attitude where no request is too small". Five stars all round!



## NRA Show report

The National Restaurant Show held in Chicago each year is a showcase of all that is new and happening in the foodservice industry Stateside. You know we like to keep an eye on industry equipment innovations so here are some of our highlights.

It was refreshing to see a good deal of new and innovative foodservice equipment and services being exhibited and it seems that the foodservice market is in store for some very exciting and dynamic changes with some major cost savings on offer to help the caterer's bottom line, improving efficiencies and generating extra business too!

A whole host of IT companies demonstrated an array of new software and hosting services from managing online bookings, priority seating, order placing from the table direct to the kitchen, food delivery services/take out right through to a full e-marketing program for catering outlets to pro actively promote their business including iPhone application options plus text

messaging services to existing and prospective customers!  
([www.livebookings.co.uk](http://www.livebookings.co.uk))

There was also a strong emphasis in reducing CO2 emissions and improving carbon footprints and prevalent was more energy efficient product technology. Amongst the revolutionary new products was a patented kitchen surface cleaner which uses just water from the tap and claims to kill 99% of bacteria!!  
([www.activeion.com](http://www.activeion.com)).

We also came across a new automatic beer dispensing system 'TRUfill' which can fill 4 pints in 10 seconds with just one person operating it! Amazingly it fills plastic cups from the bottom up whilst maintaining a perfect head! What a great product offering for event catering  
([www.manitowocbeverage.com](http://www.manitowocbeverage.com)).

Overall the show was invigorating and full of new product and services innovation. Take a look at the show and exhibitors in more detail on <http://show.restaurant.org/NRA10/public/enter.aspx>

**NRA SHOW 2010**  
THE INTERNATIONAL FOODSERVICE MARKETPLACE

## True manufacturing visit

R H Hall were invited by True to join them at the NRA Show and after our two day visit we travelled further south to just outside St Louis, Missouri, which is where True have their amazing production facility – some 3,000,000 sq.ft!

Tom Blaikie, Regional Sales Director for True welcomed Ray Hall and Kris Brearley to the US. "It's always good to have customers visit, it gives them an opportunity to get a feel for the company they are dealing with and I think the guys were suitably impressed with the size of the operation and everything they saw going on. We had a great time showing them round, not only the manufacturing plant but the local area also!"



## Simply Stainless additions

The Simply Stainless range is an 'off the shelf', flat pack system, that's simple, strong and extremely flexible and now offers more options than ever – too numerous to mention! Don't be put off by the words 'flat pack', this range is the heaviest duty available on the UK market, even stronger than welded! Simply choose your model/s, add accessories, place your order and await next day delivery – then simply assemble in minutes – your own bespoke configuration but without 'special order' waiting times. The quality is second to none – many leading group operators and consultants are using and specifying Simply Stainless already – they know what's simply brilliant!



For details of the complete Simply Stainless range visit:  
[www.rhall.com](http://www.rhall.com)

## Maestrowave Panini Range is ever popular

The Maestrowave Panini and Contact Grill Range is the largest and most comprehensive selection available in Europe, and now apparently the UK's best selling range too and endorsed by many leading food companies including Delifrance! The food on the move market is huge and this type of offering is a must in any 'grab and go' catering environment. Fast heat up times and excellent heat retention delivers the efficient and consistent cooking results needed in a fast moving food operation.



## Upgraded Taverns are a 'knockout' for Punch

**Leading UK pub company, Punch Taverns, which has over 7,600 leased, tenanted and managed pubs nationwide is investing some £20m on 450 of its pubs to help licensees drive trade, grow their businesses and set them up for sustained future success.**

The 'Investing for Growth' scheme will see an average of £37,000 spent at each pub with the emphasis being on: upgrading food offers - for which R H Hall is playing a vital role in recommending and supplying foodservice equipment where required; introducing or improving cask-ale offers; and improving internal and external decor and signage. Work started this spring and already over half of the sites are seeing the benefits, with the remainder due to be completed before the end of the summer.

R H Hall has been working with Punch for some time to come up with various equipment packages which would allow for certain menus to be offered by a site - these packages range from the very basic to somewhat more involved. The concept has become known as 'Kitchen in A Box' and this has become the starting benchmark for the catering review undertaken at each site selected for investment. A Punch Catering Executive does each site's review and develops the individual needs from this basis - some pubs have required no further equipment, whilst others need an upgrade and some need starting from scratch. One of the reasons R H Hall was chosen to work on the project is the range of equipment options we have to offer.

One pub recently completed is the Rising Sun in Truro and its landlord and his customers are delighted, and apparently there has been nothing but very positive feedback. A new food offering, new back bar and interior refurbishment is

encouraging customers both old and new through its doors. It seems that all the hard work and investment is already starting to pay off.



## Barracuda keeps raising the bar!

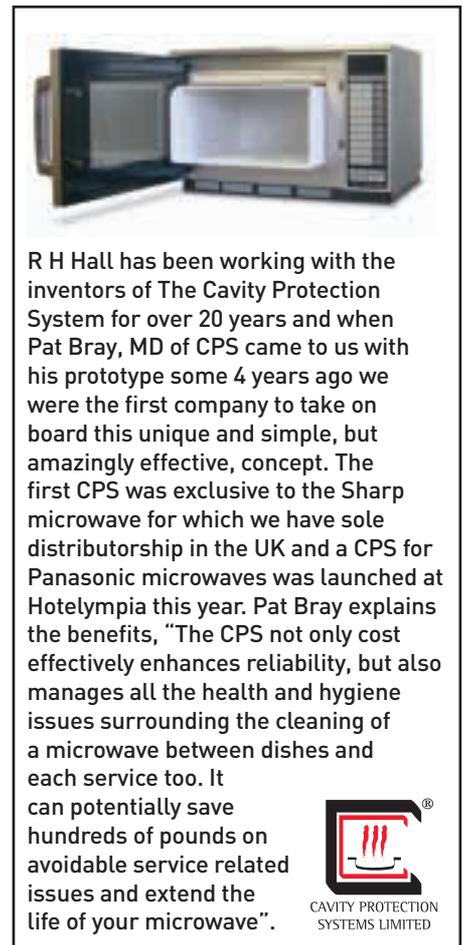
**The Barracuda Group, the nationwide managed pub operator, embarked upon an extensive investment programme at the end of last year with new contemporary interiors featuring in their refurbishment, they are investing heavily in the 222 strong estate that features the bar brands Smith & Jones, Varsity, Barracuda Bar, Juniper and Cape.**

As part of the investment, the group has recently launched a new food offering and has created a series of menus for each bar - the ethos is that you can enjoy a drink and a meal without having to break your budget, yet the menus are creative and exciting whilst still featuring some of the home comfort food we all love.

Food is offered across the majority of its establishments throughout the day so the equipment upon which it's cooked has to work extremely hard. Recently however Barracuda were experiencing down time problems with their microwaves and it was then they approached one of R H Hall's key distributor partners, Asterix Catering, to help find a solution to their problems.

Ben Senior of Asterix explains more, "Microwaves are an integral part of the kitchen kit in Barracuda's pubs, and they have to withstand a great deal during busy periods - with extended use

comes food spills and despite thorough cleaning, food particles can remain in the microwave roof and cavity and eventually these build up, cause burn-ups and damage, leading to costly repairs and downtime and this is the recurring issue that Barracuda was having. We recommended the powerful Sharp 1900W microwave that can be fitted with an exclusive Cavity Protection System, every Sharp microwave fitted with this system comes with a lifetime warranty on the cavity. The CPS is a simple invention and an invaluable accessory which protects the internal cavity and is easily removed at the end of each day for cleaning in a dishwasher or in hot soapy water. This efficient and powerful combination has proved so successful that as and when required we are replacing all of the group's existing machines with the Sharp/ CPS and when new pubs are opened it is being specified from the start".



R H Hall has been working with the inventors of The Cavity Protection System for over 20 years and when Pat Bray, MD of CPS came to us with his prototype some 4 years ago we were the first company to take on board this unique and simple, but amazingly effective, concept. The first CPS was exclusive to the Sharp microwave for which we have sole distributorship in the UK and a CPS for Panasonic microwaves was launched at Hotelympia this year. Pat Bray explains the benefits, "The CPS not only cost effectively enhances reliability, but also manages all the health and hygiene issues surrounding the cleaning of a microwave between dishes and each service too. It can potentially save hundreds of pounds on avoidable service related issues and extend the life of your microwave".



# REGIONAL ROUNDUP

## Food Solutions



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The Food Solutions Division is now firmly established and is gaining momentum, with the last few months seeing us pick up some vital clientele. The Division also continues

to offer support to the other sections of the R H Hall business, in particular public sector and national accounts. Several presentations and product demonstrations have taken place with some strategic dealers that should hopefully prove to be very fruitful, in particular the new Maestrowave Combination Oven. It is proof that R H Hall will be offering our dealer partners some very useful and incremental help with their markets and open doors to other markets and even greater opportunities.

## Public Sector



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A fairly quiet period over the last three months - I think my Public Sector customers have

been holding back a bit to see what was going to happen to their budgets for 2010/2011. They are gradually starting to release some funds and things are picking up again. On the iWave front, a number of existing customers have ordered additional units to cover new wards and some existing wards are now coming on line - a real sign of the success of the system and the high levels of customer satisfaction.

## National Accounts



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I'm not sure what it was - World Cup fever, change of Government or just the warmth of the sun (well occasionally at least!)? But whatever the reason the National Account business has enjoyed an unprecedented explosion of activity over

the past three months. The cautiously optimistic view of the early part of the year is now translating into new client approaches, new concept developments, confirmed orders and in general a very positive approach to 2010. While the state of the public finances means that we are probably all in for a bumpy ride over the next few months, there is a growing feeling amongst those who are confident they have the right offer to meet their client's needs, that this is still a time where successes can be forged. We agree and revel in working with similarly minded positive organisations!

## The North



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Together, my dealers and I are attacking the business with vigour and renewed energy, maximising all business opportunities, with a number of positive results. However,

some end users are holding back, despite dealers pushing forward, as they cautiously await the fallout of the recent budget and the new coalition's policy on the recession. I am confident that a clear view of how the Government will manage the recession and the subsequent effect on all our companies, together with close relationships with dealers in addition to the passion and inspirational new products R H Hall bring to market, will provide us all with the best opportunities for business growth.

## The Midlands



**Nick Saunders**  
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Strong growth across the region continues despite the sense that people were

holding back pending recent political change. Governments may have changed but our new Catalogue, new Price List and new product ranges have all contributed to a very busy period for the Midlands and Wales. Crown Verity Outdoor Cooking Systems sales are literally sizzling! BBQ training has been underway along with other supplier training with Miele, Imperial and Hatco and it's all proving successful and very helpful.

## The South



**Derek Poole**  
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Over the last three months sales in the South have been on a par with the same period last year. It's clear that there is business around and we have to try and ensure that our dealers secure it. I've been utilising our fantastic Development Kitchen more,

inviting dealers to the facility to see how R H Hall has moved forward and how we can work together to develop business with them. It's an ideal opportunity to create a working partnership that hopefully will last and for dealers to get a 'hands on' feel for the selection of equipment and services we offer. This is especially true of the Crown Verity Outdoor Cooking Systems which we launched in the spring and the Maestrowave Combi 5+. Going forward, I intend to continue and increase these dealer visits and I look forward to working with more of my accounts over the remainder of the year.



## Credit control commitment

As part of our ongoing commitment to quality service standards we are continually assessing all facets of our business to ensure your experience with us, whether customer or supplier, is the best possible.

Emma Mitchell is head of our Credit Control Department and explains here a few key pointers to help for smooth trading:

"Cashflow is the lifeblood of any business and good credit control practices ensure for efficient and happy business trading partnerships all round!

By keeping up to date with your invoice payments to R H Hall you will ensure your customer receives faster delivery times which in turn will improve customer service to your customers. To ensure your payments are received quicker, you could consider paying by BACS. This will make sure your account is kept more up to date and then there is no need to wait for cheques to clear to release pending orders. We do accept most forms of

payment: cheque, cash and unusually major credit cards, for which we make no extra charge for using, unlike some companies. Finally, but very importantly, don't forget to take advantage of our great Early Settlement Discount benefit, which could save you 1.5% on each invoice payment that you make to us. Our Credit Control Department is on hand to help with any finance queries you may have, just give us a call on 01296 663400 and we'll do our very best to help you!"

## Roadshow cooks up a storm!

We reported in our spring issue the launch of our exclusive Crown Verity Outdoor Cooking Systems distributorship and we are pleased to say that sales are searing – sorry ... soaring!!

Since then, a 'sizzling' series of cooking roadshows with UK BBQ champ, Ben Bartlett have taken place. Five national shows in Bristol, Manchester, Hull, Newcastle and London have featured Ben cooking up a storm on the Crown Verity kit and over 350 Executive Chefs are now more aware and adept at creatively cooking on a BBQ. The same can now be said of R H Hall's staff too after Ben came into our HQ for a day and wowed us with his cooking skills on the Crown Verity system.

Ben has also been appearing in a series of 'Alfresco Shows' on behalf of Scottish & Newcastle where BBQ cooking has been a main part of the presentation to the estate's Landlord Tenants.



R H Hall has also been given 'high supply' status with S&N to their estate, so we are delighted that we will be supplying a variety of equipment to them, including we hope, the Crown Verity Outdoor Cooking Systems.

## Competition time!

We have a Panasonic iPod docking station to give away to the first lucky reader pulled out of the hat. To win, simply answer correctly the following questions:

1. Which 5 Star luxury hotel has R H Hall recently supplied with ovens?
2. Which leading exhibition did our Directors recently visit?
3. Which Company did R H Hall support at LACA?

To enter, email: [competition@rhhall.com](mailto:competition@rhhall.com)  
Closing date: 30th September 2010

Congratulations to Alan Davies of Criccieth TV who was the winner of an iPod in our spring UPDATE competition.



## LACA product launch

R H Hall recently supported Birds Eye at LACA when they launched new products aimed at the education market – including crispy bake fish fingers and soya beans.

We loaned a Combi-Chef 5, a Maestrowave Induction Hob, a Hatco Food Warmer and a Simply Stainless Table for the LACA exhibition in Birmingham.

We did the same last year at the exhibition when they were carrying out

test marketing and from reports the products are being well received.

We also provided prizes for the 'Spot the Ball' competition on the EDUcatering stand. Congratulations to Anne Winter of Crosby Primary School who won a Maestrowave Induction Hob and Stephanie Lydiatt of Nicholas Chamberlaine Technology College who won a Sharp Microwave/Combi Oven.



## Events calendar

29 July-26 Aug	Test Cricket – England v Pakistan
31 July -7 Aug	Cowes Week
12-15 Aug	PGA Championship
14 Aug	Start of the football season
28 Aug	Carnegie Challenge Cup Final
5-22 Sept	ICC World Twenty 20 Cricket
11 Sept	St Leger - Doncaster

Experts predict BBQ summer

We have all your BBQ answers – Crown Verity BBQ System Sales are sizzling!