

**The truth
about
microwaves**

UPDATE

The RH Hall newsletter / Spring 2018

WIN
£50
AMAZON
VOUCHER

**Crown Verity
extends
contract**

**Small Smeg ovens
are big performers**



WELCOME



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New 2018 Catalogue

Our new 2018 Catalogue will be with you very soon. The new 'Caterer's Encyclopaedia' will be packed with leading brands and fantastic products. An online version will be live on our website straight after launch. Please contact us for additional copies.

Price List update

Trade customers will find our new Distributor Price List enclosed with this edition of Update – it is packed with leading brands at the very best prices. Also look inside the price list for our new Quick Discount Guide a quick reference to the standard discounts that we offer our trade dealers, including some of our other specialist brands that are available on request.

Welcome...

At last, we can now start turning our attentions to spring which is always a welcoming and colourful time of the calendar year. And with Easter just around the corner, let's make sure we get off to a cracking good start!

Easter falls early this year so it's never too soon to start thinking about the opportunities out there during this spring break and being prepared in advance. And that includes BBQ's – we're already revved up and waiting for the culinary outdoor season to start and once again, we're fully re-stocked with the award winning Crown Verity BBQ range, which has become a real winner and favourite within the foodservice market place and for very good reasons! Outdoor cooking solutions grow in demand every year and we expect this year to show no exception. Find more news on this legendary and inspiring range, including our outdoor cooking station solutions in this edition.

Most, if not all of you, will have read with interest the recent headlines about the negative impact of microwaves on the environment. Well, we're very keen to spread the positives in response to this news and you can find a review of these in our piece about the response from the MTA, of which we are a member, and its findings. For more on this visit our website or the MTA's website, www.microwaveassociation.org.uk.

Talking of microwaves, this trading year is a very special one for us here at RH Hall as we celebrate 40 years of business and that is where it all started – with microwaves. We'll be celebrating this anniversary and very proud achievement over the coming months and more details will follow in our summer newsletter.

As always, we hope you find our spring newsletter informative and an interesting read and hope that you take full advantage of all the great services, brands and prices we have on offer. We look forward to serving your foodservice equipment and solution needs throughout 2018 and beyond.

From all the team here at RH Hall have a Happy Easter and here's to a successful and enjoyable trading period ahead.

From all at Team RH Hall

A handwritten signature in black ink, appearing to read 'Ray Hall'.

Ray Hall
Managing Director



We're delighted
to announce the extension of our
partnership with Crown Verity. See page 5 for details.

Topline warewashing

Built with Smeg style, the latest models we're stocking in this warewashing range include the new UG professional glasswashers and UD under counter front loading dishwashers. With their high technology wash system which reduces water and energy consumption and double skinned and insulated shell and door manufacture, these washers promise virtually silent operation with boosted hygiene, quality and performance. Electronic controls and variable programme settings ensure consistent professional results, plus the option of an integral water softener enhances the clean in hard water areas.



smeg
FOODSERVICE

All new all-in-one cooking solution

New from Panasonic is the SCV2 Speed Convection Oven – it's a microwave, grill and convection oven all in one – the ideal solution to roast, toast, bake, grill and reheat a wide range of fresh or frozen foods. With a small footprint and space saving design, the SCV2 fits easily onto any worktop and is stackable, so extra capacity, with no need for extra space. Efficient performance is achieved through twin inverter technology. A digital control panel displays temperature and cooking mode and up to 999 cooking menu settings can be stored on the accompanying SD card.



Panasonic

CaterQuotes live!

We have just signed up to another year with CaterQuotes.

All the products that are available are on our website, with enhanced listings for our exclusive brands, including spec sheets, manuals and detailed specification. We can advise on discounts and special nett prices where needed. We are hoping to make even more improvements to our listings over the next year, so if there is anything missing, please let us know – email us on sales@rhhall.com.



Promotion season kicks-off

Following three successful trade promotions in 2017, we are pleased to confirm that we will be continuing our 2018 promotional season with some great offers this summer. With it being the World Cup and our Anniversary year, we have some very special things planned. Watch this space for more details!

On the road

If you're going to HCA on 12th/13th April at the Celtic Manor, Newport, please come and say hello! Chris O'Neill and Janet Caveney will be there demonstrating the iWave® system.



New duo from Falcon take flight



The new F900 Series offers a comprehensive choice of professional catering equipment.

The series includes: ranges, boiling tops, griddles, chargrills, fryers, induction, pasta cookers, bratt pans, boiling pans, bain maries, chip scuttles and grills, as well as a range of cabinets, stands and infill units to finish off and complete the horizontal cookline. Optional extras such as hob rails and kick strips result in a product range that is ideal for front of house. Designed with functionality and precision built to withstand even the most harsh kitchen environments!



Lainox Combi ovens are the perfect complement to a Falcon horizontal cookline.

Two product lines – the 'Naboo' which is the top of the range and features intelligent oven recognition, multilevel cooking modes and Wifi connectivity and the 'Sapiens' which is a more basic, manually controlled combi. All feature an automatic washing system, hand-shower and multipoint core temperature probe as standard. A compact version (510mm wide) of both models is available.

LAINOX®



KRIS' INDUSTRY UPDATE

Spring is finally making a show and things are brightening up out there!

I'm pleased to report we've had a really busy period, with sales of all of our exclusive and key brands being on the up!

I know I say it in each and every Update... but for those who haven't noticed before – it's once again fantastic to see our working in partnership initiative with key distributors continuing to bring in some great successes - with a number of additional well known high street names now specifying our exclusive brands as a result of this approach. Added with our ability to specify, procure and consolidate the leading market brands as a 'one stop shop' it really does help bring in results for our partners and add value that is still required in the market. Our latest successes include Harrods, Coffee Republic, Morrison's, HMP Prison Service, Costa Coffee – to name a few!

It really is a recipe for success, working with you, your customer, our sector

specialist account managers and our Food Solutions team - if you've not tried this approach or if there is anything more we can do to help drive our partnership please let us know.

We're very proud to be re-acknowledged as Gram's approved nationwide wholesaler – our longest serving refrigeration brand. It's also great to see Gram really going back to basics and ensuring their new Distributor Policy is fair for all!

This news, coupled with the imminent launch of our latest Catalogue – The Caterer's Encyclopaedia and the new Easy Guide Price List – it's exciting times ahead!

Well, here's to an even busier trading period ahead – with amongst others the World Cup looming, summer holiday season and projected increased tourism all set to fire up our industry – there's plenty to go for! And as ever, we're here at the ready for you.



Please do feedback to me directly on kris.brearley@rhhall.com or call me if there is anything we do well or if there is anything we are missing or could do better - we are always looking to improve our services and your input is invaluable.

Thank you for your continued custom and support.

Kris Brearley
Sales Director

Misleading news on microwaves

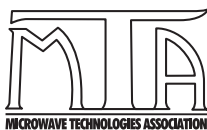
A study carried out by The University of Manchester hit the news headlines recently, claiming that microwaves could be as bad for the environment as millions of cars.

Although the study was largely directed at the consumer market, commercial manufacturers and suppliers, like us, have been concerned that such bad press is damaging to the reputation of microwaves.

Microwaves account for the largest percentage of sales of all type of ovens in the EU, with numbers set to reach nearly 135 million by 2020. The report said that microwaves emit 7.7 million tonnes of carbon dioxide per year, equivalent to the annual emissions of 6.8 million cars. And consume the same amount of electricity as that annually generated by three large gas power plants. But the report didn't put this into context or compare microwaves with other traditional, less efficient ways of cooking food.

Food has to be cooked somehow, and in response the MTA ran its own comparison tests against a conventional oven to demonstrate that microwave ovens do have a much smaller carbon footprint than alternative cooking techniques.

Jennifer Marshall-Jenkinson, chairman of the MTA explains the results, "What was surprising was that the fan-assisted electric oven used almost twice as much energy as the microwave oven in just the pre-heat. Over the whole cooking process, the microwave oven used over four times less electrical energy compared to the fan-assisted oven and also cooked the meal over four times faster. So although the article draws attention to the energy and emissions associated with microwave ovens, this is far less than the energy used and associated emissions from using conventional hot air ovens".



For more information on this issue, visit the MTA website:
www.microwaveassociation.org.uk

Small footprint, big benefits

For Coffee Republic space was a big issue, so having an oven with a small footprint was key.

Andy Savage, Lockhart's Key Account Manager, identified Smeg as a possible solution but also wanted to ensure that the compact oven could be programmable to give consistency across all the company's stores.

RH Hall's Food Development Team conducted a trial on the ALFA43XE at their busy head office store in Rochester Row, working on a mixed product range, we refined timings to give excellent overall results. The footprint may be small, but the 4 tray capacity also gives a high output all off a 13amp supply.

After the successful trial, Coffee Republic has specified the ALFA43XE on their preferred equipment list along with the stand and additional trays and grids.



COFFEE REPUBLIC

Full steam ahead with Crown Verity

With BBQ season nearly upon us, we are very pleased to announce that we have extended our exclusivity contract with Crown Verity until 2022.

After a record-breaking year of sales in 2017 we are geared up again for a bumper BBQ season. We're fully stocked and ready to go. Crown Verity's power and versatility is second to none and the range has models to suit all needs. When coupled with our Bespoke Solution design services, we can create any outdoor cooking configurations. Alternatively our BBQ Station is a great off the shelf, ready to go outdoor kitchen which includes

washing facilities. Our team are on hand to offer site surveys, demonstrations and develop menus too – so much to go for and increased revenues to be had in this growing market!

For more details or a demonstration contact your regional ASM or visit www.rhhall.com.

CROWN VERITY



The science behind Maestrowave at the Wilton Centre



Based on a 75 acre site in the Tees Valley, the Wilton Centre is multi-tenanted science park. Formerly the HQ of ICI, it's now home to around 60 companies all working within the chemical and science arenas and associated support services.



Catering for around 500 members of staff each day is the responsibility of contract caterer, Hutchison Catering – their on-site Catering and Hospitality Manager, Sean Wentworth oversees the day-to-day operation and it's his relationship with Tim Whitfield of RH Hall dealer 'The Upnorth Group' that lead to the redevelopment of a new Food To Go area within the site's main Lakeside Restaurant, with menus devised around the capabilities of their new Maestrowave Combi Chef 7. Sean comments, "Originally I was looking

to get a Merrychef as I had used them previously, but Tim introduced me to the Maestrowave Combi Chef 7... I hadn't known of it before, but was so impressed by its speed and performance". He continues, "Once Tim had installed the machine Janet Caveney from RH Hall trained our staff and devised the cooking programmes around our new menu of hot baguettes and paninis, which are all made to order at our deli food to go bar".

The deli bar, which is also open for breakfast too, offers a choice of breads and a range of fillings, all freshly

produced on site each day. There are around nine core favourite menu items that are ordered frequently, the most popular being the 'Real Italian' consisting of Italian meats, chicken, and sun dried tomatoes. The Combi Chef has these pre-programmed in, for simple, quick one touch button cooking. Sean adds, "We serve around 80 customers at the deli bar at the height of lunch service, if customers are left queuing for too long I see that as the wrong image for our operation – we used a grill before, it was too slow in comparison. The Maestrowave has not only increased our speed of service, but the quality is great too – we've never had a single complaint".



REGIONAL & SECTOR UPDATE

NATIONAL ACCOUNTS

Jerry Dutton

NATIONAL ACCOUNT MANAGER

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While December ended on something of a slide towards the Christmas break – the New Year quickly heralded a return to heightened activities! We had to deliver a number of tight roll out programmes for several key accounts, either directly or, in partnership with our key national distributors; with Costa, Pret a Manger and Nando's among those with the highest demands. This has set us up nicely in our drive towards a strong finish to our financial year!

We are also now planning ahead for our next financial year, by searching out and identifying new opportunities which can help us continue with further growth. Having just secured the Pret a Manger Fabrication contract for a further 3 years, we are off to a flying start! Along with our Key Brands it is clear that our Fabrications Division is now a key part of our ability to offer an all-round solution to our National Account customers.

THE MIDLANDS & WALES

Simon Parry

AREA SALES MANAGER - MIDLANDS

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Well it has been another really busy time on the Midlands and Wales area with sales increasing month on month for which I would really like to thank the dealers that I am working with. I have spent a fair bit of time in North Wales surveying sites for a dealer who does not have the ability to do projects. Thanks to the Simply Stainless Designer tool he does now. I have used this tool to sit with customers and design layouts for new exciting eateries, including an ice

cream parlour and a winery – yes, a winery in Wales! I have also been working closely with Janet Caveney from our Food Solutions division demonstrating the abilities of the Smeg Bake Off ovens and our amazing Combi Chef 7 to both dealers and dealers' customers. Any dealers in any area who feel they could do with this demonstration should contact their area sales managers, as once demonstrated, a sale usually follows.

THE NORTH

Tom Caine

AREA SALES MANAGER - NORTH

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I have been working closely with dealers and encouraging dealers to work together on kitchen refits, where each party brings the skills needed. This has brought benefits to all parties, resulting in a strong supplier dealer relationship. We have together now completed the refurbishment of two full kitchens, Galo's Kitchen in Harrogate and The George Inn

at Cleckheaton, with another three to start soon – all using our key brands where possible, and the results speak for themselves.

Building and strengthening those dealer relationships is paramount and at the same time increasing awareness of what we at RH Hall can offer as a company which will be of benefit to all.

THE SOUTH

Derek Poole

AREA SALES MANAGER - SOUTH

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The winter turned out to be a challenging time not only due to the weather but also as a trading period. I'm pleased to say we have come out relatively unscathed and full of optimism for the final quarter of our financial year.

As we begin to enter into spring, now's the time to start planning and targeting opportunities for Al fresco

eating – whether it's a pub setting, golf club, hotel or indeed anywhere where people want to provide hot cooked food outside, there's a Crown Verity BBQ perfectly suited to the requirements of your clients. Myself, and indeed the team at RH Hall, are happy to help and advise you on the flexibility of the range with this leading 'Outdoor Cooking System'.

FABS & BESPOKE SOLUTIONS

Adam Hall

BESPOKE SOLUTIONS MANAGER

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With the departure of factory manager, Kevin Shepherd, I have stepped into his shoes for the interim. So far things are going fantastic for the factory – we have won a major pressure washer company's tender and are producing large static and mobile units for them. We have just invested in new tooling to help reduce lead times and are reducing our quote and reactive times down massively. The factory itself is going through an overhaul with us looking to streamline the operations and create a better work flow.

We are working closely with a High Street coffee chain on some trial sites and different projects and working on developing mobile kiosks utilising Simply Stainless as a frame and adding on various options using the factory for another client.

I continue to use the 3D software to generate new kitchen sales for dealers without this facility. More and more companies are using our online FREE design software, Simply Stainless sales are at an all time high for us this year which is fantastic.

FOOD SOLUTIONS

Chris O'Neill & Janet Caveney

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janet.caveney@rhhall.com / 07951 498146



We are now well into the New Year and back into the swing of things! I'm delighted to say we've secured 3 new retail companies to take the iWave® system, mainly for vending operations. We are now partnering with Ideal Vending in Scotland and Wrights Pies in Crewe. This innovative system still holds a high regard with the HCA and we're currently working on trials of this with a number of hospitals.

Ginsters have landed the main sponsorship deal with the EFL 'English Football League' and they are using us as their

equipment provider, using our very reliable Smeg ovens, pie warmers and refrigeration – this is a great partnership to have. Work continues on the Soup Server and we've been demonstrating to a convenience store chain and their franchise partners.

Janet completed the CFSP exams, adding to her knowledge and experience of High Speed Cooking Appliances, by using and evaluating the Turbochef Sota and new Panasonic SCV2, helping her demonstrate this equipment now to customers.

SERVICE & SPARES

Ray Copper & Francesca Jeavons

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



Following on from a challenging service period, we have successfully retained the PPM and service maintenance for various hospital trusts and FM companies throughout the UK for 2018, which will keep service, spares and customer service busy! The service team are continuing to diversify with installations, alongside general service. Spares continue to ensure we have the right balance of key components and continue to strive to meet all of our

client's requirements, even dispatching spares as far afield as Singapore, Dubai, USA and Europe. Customer Service has new dedicated teams for both Trade Accounts and Key Accounts with Senior Co-ordinators heading up each division. Congratulations to Heather Houghton on her promotion to Senior Co-ordinator Key Accounts – continuing her dedication to RH Hall and excellent customer service.

MARKETING

Emma Smith
MARKETING & SYSTEMS MANAGER
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We are just coming out of our busiest period of the year, dealing with 100+ suppliers and ensuring we have the latest product information and pricing for all of our customers. Many hours have been spent creating the latest edition of our Foodservice Equipment Catalogue, which will be launched very soon, as well as the enclosed trade price list and full web update!

As we enter the new financial year, I will be looking for ways that we can provide our customers with the best possible tools. If you have any suggestions of things that would help you on a day to day basis – be it self service tools on our website, additional information in our catalogue, bespoke flyers or anything else – please let me know on emma.smith@rhhall.com.

SALES & PURCHASING

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



We have had a very busy period and the account managers have been working with a number of dealers bringing in some exciting new projects.

Sharp Commercial Microwave business continues to show good growth, with the ability to develop menu's and pre-program units before they are delivered to site, multi sited operators can guarantee consistency across their estate and with the Microsave utilised, reduce costs and lengthen the lifetime of the unit. The speed and use of

microwaves will continue to grow with hot food being offered more frequently out of usual service times.

I am also really excited for the upcoming BBQ season and with Crown Verity we will be having a full calendar of activities and opportunities. We want to work far closer with key Crown Verity distributors to get the product in front of the growing customer base offering outdoor food with gastro pubs, hotels, golf clubs and many more looking to increase revenue.

STAFF NEWS



Congratulations

Ray Hall presented Tracey Guinan (National Accounts) and Warehouse Manager, Michael Harvey with their 10 year service award – thank you for your continued hard work!

CFSP Accreditation



Well done Janet Caveney and Simon Parry for passing their CFSP exams and accreditation.



Farewell

Good luck to Factory Manager, Kevin Shepherd, who has left RH Hall to pursue a new challenge - best wishes for the future.

Competition time!

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

To win, simply correctly answer the following:

1. Name two trade associations that RH Hall is members of?
2. How many microwaves are set to be sold in the EU by 2020?
3. Which company previously had the Wilton Centre as its HQ?

Email: competition@rhhall.com to enter.

Closing date: 31st May 2018.

Congratulations to our winter Update competition winner: Kirsty Taylor of Ascot Wholesale



STAFF IN THE SPOTLIGHT Francesca Jeavons

A strong focus on our investment to sound and proactive customer service is intrinsic to our entire business success - adding value for our customers and underpinning our company 'vision' and ethos. Great, not just good, customer service is our aim and Francesca, our Service Administration Manager, talks us through this in more detail.

"As a department, customer service is involved in all aspects of the business, from arranging service calls with our service providers to sending out replacements for items that have been damaged in transit, to answering queries customers may have with how to use a piece of equipment they have purchased from us - it's so very diverse and every day is different! We are also the first point of contact, after sales, for our customers and we pride ourselves on listening to their needs, communicating with them throughout their customer service experience and resolving their queries.

"As a company, we have been working on a vision for the business and through this vision we want to ensure our customers feel that they are being listened to, communicated with and make sure we are offering them the service that has become synonymous with RH Hall as a brand. We have a strong, dedicated team to support our customers and we are constantly evolving, learning and receiving in-house training on equipment we sell to make sure when a customer contacts us we are able to deliver the best possible advice.

"After recent restructuring within the Customer Service Department we now have dedicated teams who are responsible for looking after our Trade Accounts and our Key Accounts. Senior Co-

ordinators head up each division and this has enabled us to focus our attentions within the respective departments, as we are aware that our customers' needs are not always the same!

"As the Manager, I have strong support from Gay Roberts and the knowledge that she has of customer service and service administration has grown incredibly in the time she has been working with me, and because of this support my role has evolved and this has enabled me to spend more time building relationships with our customers, service providers and also looking to finding ways in which we can progress the department. We are looking to build our service, maintenance and installation teams and with the foundations we already have in these areas, this should be achievable for us as a business.

"We are supported by all areas of the business, from our Sales Department through to our Warehouse and Fabrications business, and our ASMs across the country. I work alongside Ray Copper, the Service Manager, as there is considerable cross-over between customer service and service. We also manage the hospital maintenance contracts and all the PPM maintenance work for several contract customers.

"To ensure our customers queries are dealt with as quickly and efficiently as possible this requires

Francesca has always worked in administration roles for various companies, including worldwide accountants, national recruitment consultancies and an estate agent. She joined RH Hall as an Office Administration Assistant on a part time basis back in 2005. After a short break to have her second child in 2010, Francesca returned to the company to work within the Service Administration Department processing service engineers invoices and it is within this part of the business where Francesca stayed, learning more about all areas of Customer Service, Service and Spares. In 2016, having taken on additional responsibilities, Francesca was appointed Service Administration Manager, which includes overseeing the Customer Service Department.

communication with different departments within the business and this is something that I also get involved in - our main aim is for our customers to feel their query is important to all of us at RH Hall and we need to act in a timely manner.

"The satisfaction that I get from seeing our customers getting the outcome they have come to expect, and we as RH Hall aspire to provide, is very important to me.

"We are continuously reviewing and updating our processes and our aim as a department is to ensure we give our customers the best



Did you know?

As part of our overall vision and investment in the business and our industry, we are members of many industry bodies, such as the **MTA**, **CESA**, **HCA**, **Hefma**, **Craft Guild of Chefs** and **Association of Pastry Chefs**. We are also **ISO:9001** registered, as well as approved **ESPO** and **NHS supply chain** suppliers and suppliers to buying groups such as **Cedabond** and **ENSE**.



possible customer service experience so that they know we are the most trusted supplier both for catering equipment and after sales customer care and I am looking forward to being very much part of this journey."

THE CUSTOMER SERVICE TEAM

Tina Ransome
Senior Coordinator, Customer Service - Trade Accounts

Heather Houghton
Senior Coordinator, Customer Service - Key Accounts

Gay Roberts
Service Admin Co-ordinator

Imane Malguitou
Customer Service Administrator

Lisa George
Customer Service Administrator

Email the team at:
customerservice@rhhall.com