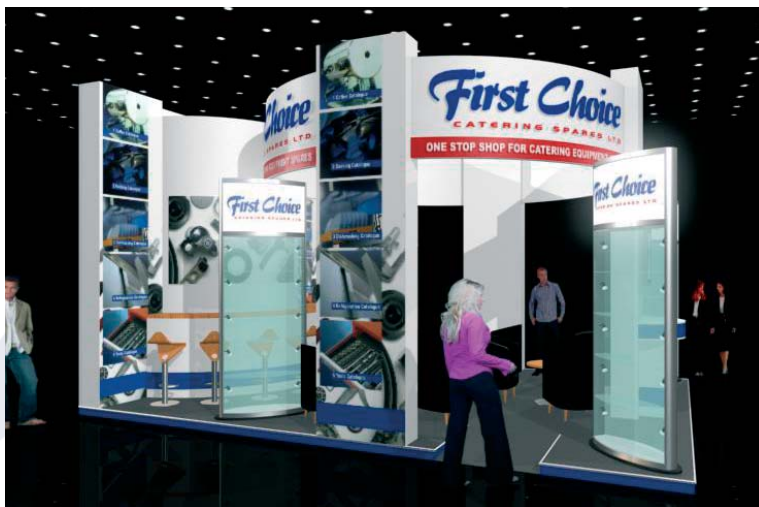


## NEWSLETTER

JANUARY 2007

### Meet us at Hospitality

22-24 January 2007, NEC Birmingham



First Choice would like to offer all of our customers best wishes for the New Year and to thank you for your business over the past few years. We have lots of exciting developments for 2007 and would be delighted to meet you at the Hospitality Exhibition being held at the NEC, Birmingham from the 22-24th January 2007 to discuss our future plans and business developments. If you need tickets for the exhibition call 01543 577778.



Our new look website is the gateway to FOnline, where very soon you will be able to find the parts you need from the 100,000 items currently on the First Choice database and order online.

For the third year in a row we have again doubled our warehousing space to hold our ever growing stock of commonly requested items available for next day delivery.



We continue to agree new partnership deals with the leading manufacturers and are pleased to announce that MKN has appointed First Choice Catering Spares Ltd as its Official UK Spares Partner.



**NICK HUGHES**  
Sales Executive

Welcome to Nick Hughes, who joins First Choice to strengthen our sales team and offer an improved level of support to our customers. Nick completed a modern apprenticeship before joining the Spares Department of Stott Benham in Oldham. Following the acquisition by Electrolux Nick was appointed Technical Administration Manager for the Electrolux, Stott Benham and Crypto Peerless brands. Since leaving the Electrolux group Nick has gained extensive experience with all major brands in the UK catering equipment spares business.



Also recently joining First Choice as Warehouse Manager is Steve Carson, who has many years of experience in running warehouse operations

ANGELO PO BARTLETT BLUE SEAL BURGO CLASSIC CLEVELAND CONVOTHERM  
 CRYPTO-PEERLESS DEAN DUALIT ELECTROLUX FAGOR FALCON FOSTERS  
 FRANKE FRYMASTER GARLAND HATCO HOBART LINCAT MERRYCHEF  
 MORWOOD-VULCAN PARRY PRINCE CASTLE RATIONAL ROBOT COUPE  
 ROWLETT SAMMIC STOTT BENHAM VALENTINE VISCOUNT WILLIAMS  
 WINTERHALTER ZANUSSI AND MANY MORE!!

**ONE STOP SHOP FOR CATERING EQUIPMENT SPARES**

FIRST CHOICE CATERING SPARES LTD  
 UNIT 2 SWAFFIELD PARK  
 HYSSOP CLOSE  
 HAWKS GREEN  
 CANNOCK  
 STAFFORDSHIRE  
 WS11 7FU

# www.firstchoice-cs.co.uk

The first phase of our new look website is now up and running enabling you to order catalogues, read our latest news and find details of the products and services we offer.

Very soon the site will be the gateway to FOnline, giving you access to a wealth of information on the 100,000 parts currently on the First Choice database, including availability and prices of the parts you need. Online ordering will mean that you can check availability and place orders whenever it is convenient for you, day or night, any day of the week.

Our trade account customers will be given access to a secure site where you will be able to view hundreds of exploded view drawings and similar technical documentation and gain access to special offers that will only be applicable to our online partners.

FOnline will make its first appearance on our stand No 1449 at the Hospitality exhibition, being held at the NEC, Birmingham from 22-24th January 2007. If you need tickets for the exhibition call 01543 577778

The screenshot shows the website interface for First Choice Catering Spares Ltd. The main navigation bar includes Home, Products & Services, Product Search, Our Company, News, Events, Contact, and Site Essentials. The product page is for a 'TWO-FLAME PILOT BURNER' (Part Number 3020002). The page features a large image of the burner, a 'Shopping Cart' summary showing a total of £0.00, and a 'Quick Links' section with Newsletters and Brochure Downloads. The product details include a list price of £6.32, technical information (multigas with a 0.20 mm jet with bracket 2 positions), and a stock level of 8. There are also 'Associated Parts' listed below the main product.

Item	Qty	Total
TOTAL (Inc VAT)		£0.00

Part No	Price
3001003	£2.11 £2.48 inc VAT
3020054	£1.92 £2.26 inc VAT
3020055	£1.92 £2.26 inc VAT

## MKN Spares Partner

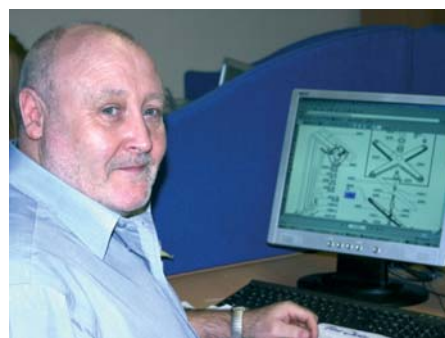


MKN has appointed First Choice Catering Spares Ltd as its UK spares partner. MKN is an independent producer of high quality catering equipment based in Germany. The company offers a wide product range of more than 600 different appliances, both electric and gas, in 8 different lines to offer the right product or solution for all requirements from Fast Food Restaurants to Institutional Catering. First Choice will now be holding an enhanced stock of genuine MKN parts which will be available for next day delivery in the UK.

## Do You Know What You Need?

Paul Fairbrother, Technical Manager at First Choice Catering Spares Ltd, has a wealth of experience in the catering trade. Paul originally trained as an electronics technician and spent 10 years in medical electronics before transferring his engineering skills to the kitchen. 28 years later he has gained experience at every level and has been manufacturer trained to service machines by Rational, Bravilor, Brasilia, Winterhalter, Zanussi, Fosters, Scotsman and Avonsoft. From service engineer Paul rose to the position of Service Manager at Pearl Catering before joining Welcome Catering Spares and later AFE as Spares Manager.

At First Choice Paul has the dual role of staff training and assisting customers. 'My role now is to share the knowledge I have gained over the years to help First Choice customers locate the part they need', says Paul. As well as giving individual advice on part identification direct to customers Paul's other role is to pass on his knowledge to colleagues at First Choice. 'I now



run regular training courses on cooking, dishwashing, refrigeration and coffee making equipment, and have helped the company build-up a database of hundreds of exploded views from dozens of manufacturers that our team can view on-screen as they speak to customers.' Soon this information will be available to all First Choice customers via our website.

Need help identifying a part? Can't wait for our website? You can contact Paul direct by selecting option 2 when calling 01543 577778.



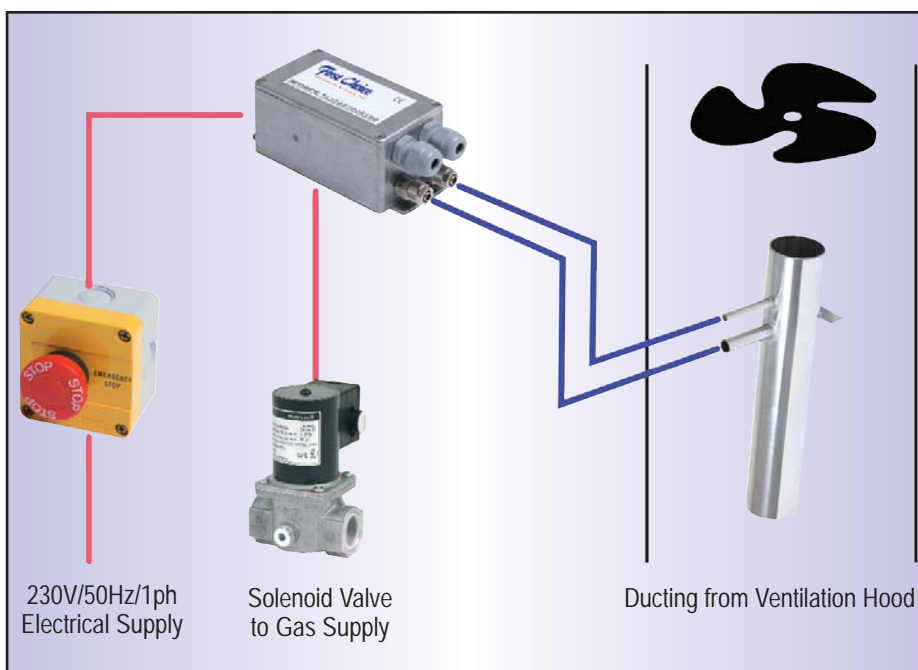
# Double the Space - Double the Stock



This is what our warehouse will look like within the next few weeks. For the third year in a row we are again to double our warehousing space to accommodate our ever growing stock. A mezzanine floor is to be added over the existing warehousing space to effectively double the storage area.

## Smart Ventilation Interlock System

Now available from First Choice is a new Smart electronic interlock for kitchen ventilation systems. It is the smallest and smartest gas interlocking device on the market.



The Smart system is extremely easy to install and use, with no control panels, buttons or indicating lamps and no waiting for gas. When the ventilation hood is turned on gas is immediately available and as long as air continues to flow through the ductwork the kitchen staff may be completely unaware that the system is in use. When you turn off the fan the gas supply immediately shuts down.

Smart Interlocking uses a unique flowtube installed in the ventilation ductwork to detect airflow when the ventilation system is working correctly.

The system is unaffected by any air pressure changes in the kitchen and as long as there is a positive flow of air through the ducting gas is allowed to flow. The flowtube can be installed in any convenient ductwork, either vertical or horizontal.

# Rational Chemicals in Stock



As an official Rational Spares and Chemicals Partner, First Choice can now supply the full range of genuine Rational cleaning chemicals from stock. This includes cleaning and rinse aid tabs for the SelfCooking Centre, liquid rinse aid for ClimaPus Combi fitted with CleanJet and liquid grill cleaner for CPC models with CleanJet. Liquid grill cleaner can also be used for manually cleaning other Rational models or combi ovens from different manufacturers.

## ACC Silicone Sealants

First Choice can now offer from stock a range of silicone sealants from ACC (Amber Chemical Company), which is one of the world's leading producers of silicone sealants, with manufacturing operations throughout North America and Europe.

Silcoset is ideal for holding door seals in place and can be used at temperatures up to 300°C. Available in a choice of 3 colours and 2 sizes.

The AS1500 series of sealants is ideal for sealing ceramic tops and can also be used at temperatures up to 300°C. AS1502 is grey in colour and FDA listed for contact with food so is suitable for filling gaps around work-tops. The AS1500 series is available in a choice of 4 colours and 2 sizes.



# TRADE SPECIALS

Look out for our New Year promotions which include special offers on the ACC range of sealants and Everpure water treatment filters. If you do not receive details of our regular offers just give us a call on 01543 577778 for your personal copy of all of our offers.



## Its a Family Affair



First Choice is becoming something of a home from home for the Jeffery family. Lyndsey Jeffery (right) has recently joined sisters Joanne (centre) and Angela (left) working for the company.



**ONE STOP SHOP FOR CATERING EQUIPMENT SPARES**

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