

HOTELYMPIA 2010

28th February to the 4th March ExCel London

Leading lights in the industry are getting behind Hotelympia to make sure the 2010 event gives something extra special back to its 40,000 plus audience. Hotelympia, running from 28th February – 4th March at ExCeL London, is organised by leading food and hospitality exhibition organisers, Fresh RM. Visitors to the show can expect to discover new ideas and solutions, access vital business information and interact with the live features and world culinary competitions.

First Choice will have a prominent stand at the exhibition for the fourth Hotelympia running. Visitors to the stand will get their first opportunity to view the new catalogue of spare parts for combi ovens and preview an updated cooking catalogue that is currently in preparation.

Our sales team will also be able to demonstrate the latest enhancements made to the First Choice website and the account management tools built into our system.

Hotelympia is a great opportunity to see and touch the latest additions to our range, such



as our extended range of Gas Interlock Systems for kitchen ventilation and the latest range of water filters from Brita specifically designed to meet the requirements of combi ovens - see the back page of this Newsletter for more information.



ANGELO PO BARTLETT BLUE SEAL BURCO CLASSIC CLEVELAND CONVOTHERM
CRYPTO-PEERLESS DEAN DUALIT ELECTROLUX FAGOR FALCON FOSTERS
FRANKE FRYMASTER GARLAND HATCO HOBART LINCAT MERRYCHEF
MOORWOOD-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
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EXCLUSIVE UK SPARES PARTNER PARRY CATERING

The Parry Catering Group is the latest manufacturer to recognise the benefits of supplying spare parts to its customers through a specialist spares distribution company rather than dealing direct. First Choice is pleased to announce that from 1st March 2010 it will become the exclusive Official Supplier of genuine OEM Parry parts to the UK catering market. First Choice has been working closely with Parry over recent months to increase its competence on Parry products and build a stock of the parts most commonly required.

First Choice offers Parry Customers:

- IT systems, human resources and logistics specifically tailored for the supply of spares to the UK commercial catering market.
- Competitive discounts available to service organisations.
- No minimum order value and a one off delivery charge of £9.75 for any number of parts up to 30kg in weight.
- Extensive stocks of genuine OEM Parry parts available for next day delivery when ordered before 4.00pm.
- 24/7 parts identification and ordering via www.firstchoice-cs.co.uk.
- Staff who benefit from ongoing specialist training programmes and are supported by a very experienced Technical team.



COMBI CATALOGUE

A catalogue of spare parts for combination ovens is the latest edition to be added to the growing range of spare parts catalogues available from First Choice. Approaching 3000 parts from more than 24 manufacturers are fully detailed in the 682 full colour pages.

An updated edition of our catalogue of spare parts for cooking equipment is currently in preparation and will be available Spring 2010

For your own copy of any of our catalogues, call 01543 577778.



Coffee Catalogue



Cooking Catalogue



Combi Oven Catalogue



USA Catalogue



Dishwashing Catalogue



Refrigeration Catalogue



Tools Catalogue

WE ARE ON THE MOVE TO NEW PREMISES

First Choice Catering Spares Ltd has continually grown over the first 10 years in business and every 2 or 3 years it has been necessary to expand our premises to meet the growing numbers of staff and stock. Despite the recession this trend has continued and we will be moving into a new building early in 2010 to accommodate the growth in business. It will be a seamless move and contact details will remain the same as we will be retaining the existing building and adding the property next door.

With our largest expansion to date we will create new and improved office facilities for all of our staff, together with an all new, state of the art, storage and picking facility.

In 2008 we made the decision to automate our warehouse functions as much as possible. The first step was to automate the picking routine with the introduction of bar-coding and electronic picking.


With this now in place for over a year, we have


seen improvements in the accuracy of picking, increased picking capabilities and reduced errors. So a huge success.

We are now ready to start the next step which will automate the physical picking process.

With the addition of 6 Lean Lift storage units and a computer controlled conveyor system we will eliminate 90% of the manual picking of parts and also speed up a pick job by 50%.



<p>JULY 1999 First Choice formed 2 staff 1,350 sqft</p> 	<p>SEPT 2002 moved to present premises 5 staff 3,000 sqft</p> <p>SEPT 2003 new mezzanine floor 10 staff 6,000 sqft</p>	<p>SEPT 2005 added adjacent building to present building 25 staff additional 6,000 sqft</p> <p>SEPT 2006 mezzanine floor/new offices added 50 staff additional 3,000 sqft</p>	<p>MARCH 2010 added adjacent building to existing 2 buildings 64 staff with potential to accommodate over 100 additional 12,500 sqft to give a total of 27,500 sqft available additional 10,000 sqft of office space on 2 floors single open plan office space for call centre/technical/accounts separate buildings for goods in/out with internal link</p>
PHASE 1	PHASE 2/3	PHASE 4/5	PHASE 6



The picture shows the latest phase of the First Choice expansion

NEW FOR 2010 FROM BRITA

COMBI FILTERS

The PURITY Steam system has been developed to meet the needs of combi and steaming ovens that require a higher flow rate than can be achieved with the standard Purity Quell ST filter system. Its modified filtration process enables improved flow performance of up to 500 litres an hour at 1 bar pressure loss. PURITY Steam selectively removes calcium and magnesium ions from tap water via an ion exchanger using the flow method. Furthermore, the filter material binds heavy metal ions, such as lead, copper and cadmium, and reduces contents that impair odour and taste, as well as organic impurities. The variable bypass setting, which is specially designed for combi ovens and steaming ovens, matches the reduction in the carbonate hardness to the local water hardness in order to achieve an optimum filtrate quality. The increased flow and reduced pressure loss enable the smooth operation of even the bigger combi steamers.

PURITY Steam systems are available with or without the same electronic display as the Quell ST models.

The PURITY Steam filtration process provides:

- Consistent prevention of limescale build up at high capacities
- Prevention of glass corrosion to oven doors, particularly with direct injection steamers
- Activated carbon for taste improvement and odour removal
- Improved flow performance of up to 500 l/h at 1 bar pressure loss
- Bypass setting adapted to all of the various steamer types
- **IntelliBypass Technologie** ensures a consistent ratio of blended water unaffected by variations in mains water pressure or flow rate guarantees constant water quality especially for low volume demands
- Suitable for use behind water softening systems
- Available with or without the same electronic display as the standard Quell ST models to indicate filter condition and replacement needs.



NEW

**FOR 2010
COMBI MODEL**

Full details on page 620 of the NEW
First Choice Combi catalogue



	PURITY 600 Steam	PURITY 1200 Steam
Capacity at 12.5°eH (10°dH) *	5771 litres	10800 litres
Max. operating pressure	6.9 bar	6.9 bar
Operating temperature	4°C – 30°C	4°C – 30°C
Nominal flow	100 l/h	100 l/h
Pressure loss at nominal flow	0.1 bar	0.1 bar
Flow rate at 1 bar pressure loss	500 l/h	500 l/h
Dimensions (height / diameter)	520 / 249 mm	550 / 288 mm
Weight (dry / wet)	12 kg / 15 kg	18 kg / 24 kg
Connections (inlet / outlet)	G1" / G3/4 "	G1" / G3/4 "
Operating position	horizontal or vertical	horizontal or vertical

* *bypass setting position /*

* *The stated capacities have been tested and calculated on the basis of common application and machine conditions. External factors (such as fluctuating crude water quality and/or machine type) can cause deviations from this information.*

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