

NEWSLETTER

FEBRUARY 2012

HOTELYMPIA 2012

Visit us on stand N1420 at Hotelympia 2012, being held at the Excel London from the 26th February to the 1st March. We will be delighted to share our latest news and demonstrate our latest website developments.

The Hotelympia Exhibition is the UK's premier showcase for the hospitality industry and delivers a comprehensive trading and information platform where visitors can meet in a business-focused environment specific to the commercial catering market. As the economy continues to struggle there's no better event to source new opportunities that can benefit your business.

You are welcome to come and join us for a coffee. With a whisker under 90 sqm of floor area, our largest stand by far, we have plenty of space to let you take a few minutes away from the hustle and bustle of the show.



We will be showing a wide range of T&S pre-rinse units, faucets and hose reels and demonstrating how you can save your customers thousands of gallons of water a year. The T&S low flow spray valve uses less than 2.5 litres of water a minute, less than half that of conventional spray valves, but cleans just as effectively.

T&S products are designed and manufactured in the USA to the very highest quality standards and are approved by WRAS for use in the UK.

We will also be showing the extensive range of Brita Water Treatment filters with products specifically designed for beverage units,



steam ovens and dishwashing equipment, all WRAS approved. With complete systems starting at under £60.00 there is no better way of protecting your customers investment in commercial catering equipment.



You can also see on the First Choice stand :

- A new range of gas hoses
- Bybox distribution system that delivers the parts you need before 8.00am direct to a locker convenient to your engineers home
- Our updated website that is now handheld friendly and will provide a convenient way to view all of our catalogues.

STAND N1420

ALPENINOX ANGELO PO BLODGETT BLUE SEAL BURCO CLASSIQUE CLEVELAND CONVOTHERM CRYPTO-PEERLESS DAWSON ELECTROLUX FAGOR FALCON FOSTERS FRYMASTER GARLAND HATCO HOBART HOUNO IMC ITV KROMO KUPPERSBUSCH LINGAT MERRYCHEF MIDDLEBY UK MKN NUVU PARRY PITCO RATIONAL ROBOT COUPE ROWLETT SAMMIC STOTT BENHAM T&S VALENTINE WILLIAMS WINTERHALTER ZANUSSI AND MANY MORE!!

ONE STOP SHOP FOR CATERING EQUIPMENT SPARES

FIRST CHOICE CATERING SPARES LTD
UNIT 1 SWAFFIELD PARK
HYSSOP CLOSE
HAWKS GREEN
CANNOCK
STAFFORDSHIRE
WS11 7FU

The spares you need, where you need them, by 8.00am Next Day



With the Bybox distribution system you can have all the stock parts you order delivered by 8.00am next day to a network of drop boxes conveniently located throughout the UK. No more time wasted as your engineer waits for the spares he urgently needs. You can organise his day effectively and make appointments with confidence knowing that the parts he requires will be waiting for him at the start of the day.

We can shrink your costs because your engineers travel less

It doesn't matter where in Britain they are, your engineers are usually only two miles from a ByBox location – so close, in fact, they could almost walk! With a network of 18,000 drop boxes it's safe to say Bybox is Britain's biggest, most accessible, most reliable in-night distribution network – one huge factor in helping minimise your distribution costs. With Bybox you get deliveries 6 days a week, all before 8.00am, for a single weekly charge, without any additional cost for what are premium services with other carriers, such as 10.00am or Saturday deliveries.

The Bybox network also simplifies any returns your engineer needs to make and can even be used to transfer parts between two engineers located in different parts of the country (at additional cost).

Bybox are Britain's biggest, most reliable pre-8am distributor, delivering over twenty million parcels per year with near perfect reliability of 99.75% of drop box deliveries before 8.00am.

Its distribution is reliable by design, not by accident. Here's why:

- 100% dedicated distribution to predictable sites
- 100% ByBox-managed network
- 100% scan-validated track-and-trace system
- Bybox operate six nights per week

ByBox from First Choice

Trade Account customers of First Choice can rent a locker anywhere in the country for just £75.00 per week. This includes all deliveries to the locker, 6 days a week plus any returns your engineer needs to make to First Choice.



New Caterquip Premier & Premier Plus Gas Hose Range

CaterQuip Premier Hoses

Fully welded corrugated stainless steel catering gas hose assemblies manufactured to a high specification in order to meet the legal requirements of gas supply for catering appliances using first, second and third family gases.

- Fully welded stainless steel hose
- Extremely flexible and durable
- Hygienic, wipe-clean, wrinkle free yellow PVC cover
- Manufactured in the UK
- Available in 1/2", 3/4" and 1" bore
- Fully tested, approved and certified to BS669 Part 2: 1997
- 100% pressure tested prior to despatch
- All assemblies supplied with a restraining kit.

The hoses come with a quick-release valved coupler which cuts off the gas supply when disconnected. This special coupler must be installed in accordance with BS6173-1990 standard for mobile catering units, with the restraining device supplied. The restraining device meets the required minimum tensile load specification as per BS 669 Part:2 1997.

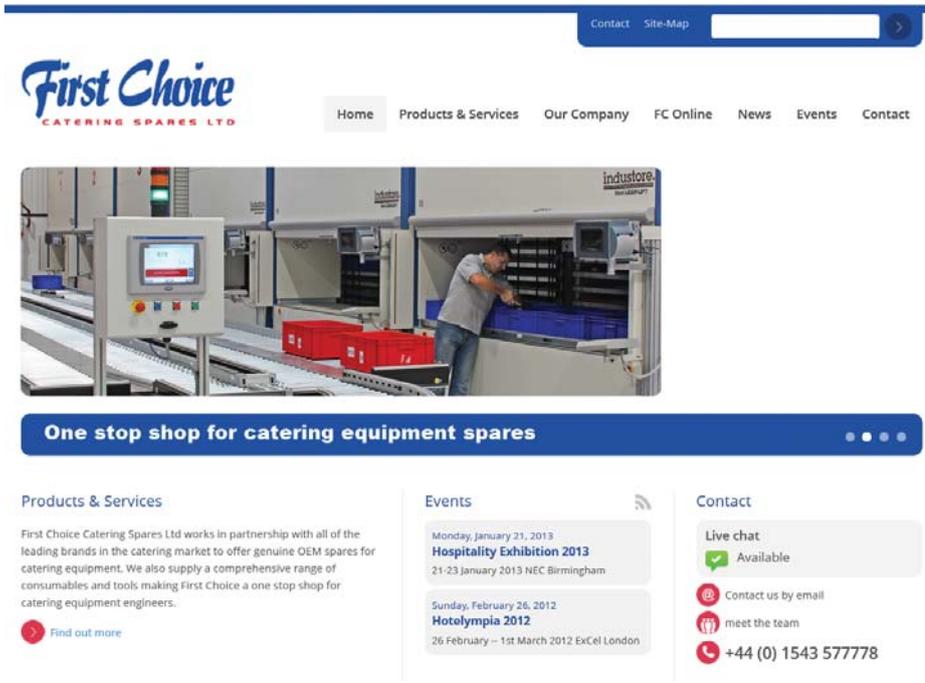
Heavy Duty CaterQuip Premier Plus Hoses

A braided hose that resists wear and tear that over time can stretch other hoses and cause failures. These hoses have a single layer of stainless steel 304L wire overbraiding for additional mechanical strength, supplied with a yellow PVC cover.



NEW LOOK WEBSITE

You will notice our website has a new fresh look. The new site is handheld friendly and will provide a convenient way of browsing through all of our catalogues. We are adding additional parts drawings and other useful information to our site, 85 new exploded views were added in January, and are continuing to develop new features which will be launched in the coming months



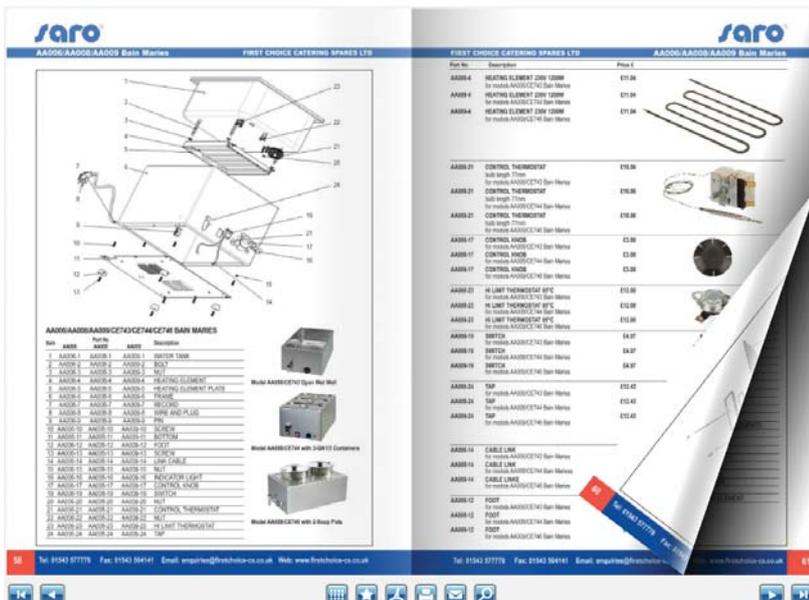
Welcome to DAVID FLETCHER



We are pleased to welcome David Fletcher to our growing salesteam. David has a wealth of experience of the UK catering market, gained from positions with both manufacturers and distributors, and will be looking principally after our customers in the North of England and Scotland.

SARO SPARES PARTNER

First Choice has been appointed the Exclusive Spares Partner for the Saro brand which offers a comprehensive range of cooking, refrigeration and food preparation products to the UK catering market. Saro OEM spares are available for next day delivery throughout mainland Great Britain. A catalogue containing photographs of parts and exploded view drawings of the Saro range of products is available to download from the First Choice website www.firstchoice-cs.co.uk. Saro joins a growing list of manufacturers who recognise the importance of an efficient UK based spare parts supply facility to support their distributors and customers.



Our state-of-the-art Parts Automation Centre holds well over 20,000 lines of spare parts and ancillaries for professional kitchen equipment for coffee making, cooking, food preparation, dishwashing and cold storage. In addition we hold over 5000 lines of the larger items in bulk storage and can supply consumables, such as lubricants and sealants, together with an extensive range of tools. This amounts to what we believes to be the UK's most diverse stock of commonly used spares and ancillaries, in fact everything a service technician needs to keep commercial catering equipment operating. Our full stock of parts is available for next day delivery throughout mainland UK if ordered before 4.00pm.