



Tel:
Fax:
E-Mail:
Web:

01543 577778
01543 504141
enquiries@firstchoice-cs.co.uk
www.firstchoice-cs.co.uk

NEWSLETTER

JANUARY 2009

Happy New Year

2009 is a very special year for First Choice ... it's our 10th anniversary.

Formed in July 1999 by John Whitehouse and Carl Bate the company has come a long way in a short time. In the early days there was just a staff of one, Carl's father Mike, with no stock and no customers.

'In an established market we had to find an opening and targeted a niche market in Middle East customers of UK built catering equipment', explains John. 'In a single shipment we could supply all the parts they needed from a limited number of different manufacturers. The beauty from our point of view was that the customer paid up front, so cashflow was no problem.'



Carl Bate (left) and John Whitehouse

Carl adds, 'in the early days we had to do everything ourselves. On one occasion we received a £1500 order for lava rock and our usual supplier could not meet the customers deadline so we had to go direct to a quarry. Huge rocks arrived on pallets and John and myself had to set to work with a hammer and dustbin full of water to size, wash and bag it all. But it was worth it ... another satisfied customer and repeat business.'

As the company grew in size an increasing

number of suppliers were prepared to open accounts with First Choice and the company could start to grow stock. Now it was time to change focus to what the partners had always planned – to be a one stop shop for catering equipment spares to the UK market. Continual growth has enabled First Choice to invest in expanded premises and an ever growing inventory of what the company believes is the most diverse stock of catering equipment spares available in the UK.

John Whitehouse adds, 'As we grew in size we have met challenges and had setbacks on the way but on the positive side we can now afford the resources that were just a dream in the early days. Close to £3million worth of parts are available to our customers on a next day delivery basis and we are in the process of finding an additional warehouse to increase stock even further. We now have six separate volumes of catalogues of spare parts and with our expanded technical team we can accelerate our plans to build the UK's most useful and comprehensive website of spare parts for the catering market.'

EXHIBITIONS



Hospitality 2009

NEC Birmingham, 19-21st January 2009

Hospitality will be the UK's leading exhibition for foodservice and hospitality in 2009. Running from the 19th to the 21st January at the NEC, Birmingham it will once again feature the Midlands largest Salon Culinaire competition. You can meet the First Choice Catering Spares Ltd team on stand 461 and be one of the first to see our new catalogue of spare parts for US manufactured cooking equipment.

Scothot 2009

SECC Glasgow, 2-4 March 2009

Scothot, established in 1974, is Scotland's premier event for the Scottish foodservice and hospitality industry. The event attracts around 300 exhibiting companies, almost 8000 visitors and is unrivalled in delivering a quality audience from Scotland and the North of England. Scotshot 2009 will feature the Scottish Culinary Championships and the World Culinary Grand Prix. First Choice Catering Spares Ltd will be exhibiting on stand 4616

For your free ticket to either exhibition call 01543 577778

ANGELO PO BARTLETT BLUE SEAL BURGO 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!!

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

Expanding Technical Support

John Scott joined First Choice at the beginning of September 2008 as Development Manager. Prior to joining First Choice, John's 32 year career has been spent within the R&D departments of the UK's leading manufacturers of domestic and commercial cooking equipment. After completing his engineering apprentice with Parkinson Cowan, he joined their design team until 1987 when he joined Cannon as a senior designer.

At the end of 1992, John moved north to Scotland and joined Falcon Catering Equipment. His 16 years at Falcon were spent in a senior management position within their R&D department predominantly heading up and driving new product developments, liaising with all major customer, suppliers and test agencies, both here in the UK and overseas. During his time with Falcon he was also responsible for spares and technical service.

John's commercial appliance experience gained whilst at Falcon along with his commercial acumen and communication skills are well placed to allow him to head up and drive forward the expanding Technical expertise of First Choice Catering Spares. Aply assisted by Technical Manager Paul Fairbrother and two further new recruits, Steven King and Adam Marklew, John will head up a team responsible for:

- Supporting our customers with technical know-how
- Liaising with OEM suppliers to improve our product expertise
- Organise in house and OEM training for our call centre staff
- Continue to build and maintain what is already the UK's most comprehensive database of spare parts for the catering industry
- Build a comprehensive database of online exploded view drawings



Adam Marklew (left rear), Steven King (right rear), John Scott (left front) and Paul Fairbrother (right front)

Why Does First Choice Need a Technical Department?

In order to allow First Choice Catering Spares Ltd to maintain our position as the number one catering spares business in the UK, it is essential to deliver quality service on many fronts. Price, availability, speed of response and delivery are all essential. However, without the right part being identified and selected in the first place this can make the rest a total waste of time!

The significant investment that has been made with the creation of the Technical Department means our technical team of four are on hand to support both the staff and customers to ensure the right part is selected first time.

The technical team work closely with the call centre staff to provide information and training to allow all incoming calls to be converted to a sale with a high level of efficiency and customer satisfaction. In the event that the call centre staff is unable to identify the part, the enquiry is passed across to the technical team for investigation and resolve. In addition, if an engineer is unsure of the exact part required, they can talk directly with the technical team to assist with part identification.

Having a high calibre dedicated technical team makes a big difference when dealing with both OEM's and suppliers. They take us very seriously and are happy to provide all up to date spare part information along with any relevant technical information. This allows the engineer to complete the repair right first time, thus supporting our goal of being the "one stop shop for catering equipment spares"

At the end of the day, we don't just sell spares, we are here to support the customer, share his problem and assist with the resolve, the right part follows naturally!



Stefan Scholz, MKN Technical Support Manager from the companies technical team in Germany, joined Stuart Long from the UK division of MKN to give some inside knowledge of the MKN range of Combi Ovens to the First Choice staff.

Barcoding Streamlines Logistics

First Choice has introduced a barcoding system into its warehouse to streamline its logistic systems to provide better control and eliminate picking errors. What was a six step picking process has been cut to just two steps.

Parts are now bagged and barcoded when they arrive in our warehouse. When needed they can be picked, scanned to confirm it is the correct part and packed. The associated Warehouse Manager software automatically performs stock control and generates the despatch note and shipping label.

**PICK - BAG - LABEL - PRINT DESPATCH NOTE -
PRINT SHIPPING LABEL - CHECK - PACK**



now PICK - PACK

Introducing Flexible Parts Delivery

When equipment that is critical to a business breaks down speedy repair is essential to your customers. When next day delivery is not fast enough First Choice can already offer a range of services including before 12.00 or even same day courier services. Lynx Partsflow is the latest delivery service to be introduced. With this service we can offer an In-Night delivery service to arrive pre 07.00am direct to the boot of your service engineers vehicle or an alternative pre-arranged secure collection point, including the Lynx network of 'Pick-Up' and 'Drop-Off' points. 'PUDO' locations vary from manned 24 hour operations to unmanned 'Intelligent Boxes' that have integrated IT systems to monitor transactions. The service eliminates unnecessary travel and waiting time for your engineer and our usual cut-off point of 4.00pm still applies. The system offers a Reverse Logistics service where faulty or unwanted parts can be returned to First Choice free of charge once a Returns Number has been issued. The service is already well established in other markets and has been operating since 1998, with deliveries to over 6000 locations taking place nightly throughout the UK. If you are interested in exploring this service please contact your sales representative for further details.

Lynx go out of the way so you don't have to



Official Spares Partner

Parry is the latest manufacturer to agree a partnership deal with First Choice to provide support in the supply of genuine OEM Parry parts. First Choice will be working closely with Parry over the next few months to increase our competence on their products and build a more extensive stock of parts that will be available on a next day basis when ordered by 4.00pm. John Whitehouse explains, *'Working with Parry is a great opportunity for First Choice that fits perfectly with our existing portfolio. Working with OEM's reaffirms our policy of supplying genuine parts and builds trust and confidence with both our suppliers and customers.'*



UK's Largest Stockist

RATIONAL
SPARES & CHEMICALS PARTNER

First Choice continues to expand its expertise and stock of Rational spares and is now the largest stockist of Rational parts in the UK

US Spares

A catalogue of spare parts for American built cooking equipment is the latest volume to be published by First Choice. Parts from 33 manufacturers are illustrated in over 500 full colour pages. For your personal copy ask your sales executive or call 01543 577778.

ALTO SHAAM APW WYOTT BAKERS PRIDE BLODGETT CARTER HOFFMAN DEAN DORMONT DYNAMIC COOKING SYSTEMS EVERPURE FENWAL FRIALATOR FRYMASTER GARLAND GROEN HATCO HENNY PENNY HOBART IMPERIAL LINCOLN MAGIKITCH'N MAXITROL MONTAGUE NIECO PITCO PRINCE CASTLE ROBERTSHAW ROUNDUP SOUTHBEND TOASTMASTER TOMLINSON UPI VULCAN WOLF



Enodis

First Choice can now offer an improved discount of 20% to our trade account customers. This will bring discounts inline with those offered on the Convotherm and Garland brands and will be applied with immediate effect to all new orders.

cedabond

First Choice has become an official supplier to the Cedabond buying organisation. If you are a Cedabond member this brings additional benefits when dealing with First Choice Catering Spares Limited.

