

NEWSLETTER

JULY 2008

CEDA Award for Outstanding Customer Service



First Choice Catering Spares Ltd has been chosen by CEDA for its 'Suppliers Award for Outstanding Customer Service 2007'. The Catering Equipment Distributors Association represents the leading catering equipment distributors in the UK. Its 70 members were asked to nominate suppliers who go the extra mile in meeting customer needs and provide the best overall customer service. They chose First Choice Catering Spares and the presentation of the Award was made to John Whitehouse at the recent 2008 CEDA Conference held at Whittlebury Hall in Towcester.

Meeting our customers needs is the top priority for the team at First Choice and it is very reassuring to see that our efforts are being recognised. We have grown rapidly in recent years and faced the constant challenges that result. Even the biggest organisations sometimes get it wrong, just look at BA and terminal 5. We can be our own worst critic at times so it is particularly pleasing to receive the industry's recognition of the effort put in by our complete team of sales, marketing, purchasing, IT, accounts and logistics.

Plans are in place to further improve the service we offer our customers. Barcoding is currently being introduced to streamline picking routines and reduce errors. We continue to

increase the number of lines we hold in stock and to accommodate it we will be acquiring additional warehousing space later this year, our fourth major warehouse expansion in the last 4 years.

Part of our existing building has been converted into further office space for our growing call centre. A catalogue of spare parts for USA made catering equipment is on the way and we will continue to develop our website into the most comprehensive online resource of UK catering equipment spares.

This July we start our tenth year in business, another milestone for First Choice and with the continued support of our customers we plan to make it a year to remember.

Christopher Payne

First Choice are pleased to welcome Christopher Payne who has joined our existing sales team as a Sales Executive.



Chris has over 17 years experience in the catering equipment spares business. After a mechanical engineering training he worked for a number of years at Hastings Catering Spares before joining South Coast Catering Equipment Ltd as Service Manager. Controlling a team of 9 engineers, Chris gained a good insight into what a service organisation needs and expects from a supplier of spare parts. In recent years Chris has worked for a catering parts company based in the North of England.

With this latest appointment First Choice will be able to offer improved sales support throughout the UK with sales team members based in the area they are supporting.

Neil Vincent will concentrate on Central England, with Christopher Payne looking after customers in Southern England and Nick Hughes supporting customers in Northern England, together with Wales and Scotland.

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
UNIT 2 SWAFFIELD PARK
HYSSOP CLOSE
HAWKS GREEN
CANNOCK
STAFFORDSHIRE
WS11 7FU

First Choice at Hotelympia 2008

First Choice enjoyed another successful five days at Hotelympia 2008, held at ExCeL in London from February 17-21. The show enjoyed significantly improved visitor numbers on previous years, with ourselves and other exhibitors reporting a 'fantastic' show.

On our stand we had the chance to meet many potential new customers as well as having the opportunity to demonstrate our plans for the future development of our website via a live broadband connection. We also took the opportunity to launch our new refrigeration catalogue.

John and Becky Blount of BBS Ltd, Measham joined us at the exhibition as the winners of the January Rewards draw for a VIP trip to Hotelympia, including overnight accommodation, Lunch at La Parade des Chefs and a night of nostalgia at the Dewberry Redpoint Hotelympia 'Motown'



Party.



Electrolux Specialist Spares Partner

Following on from our success in partnering the Foodservice Division of Electrolux Professional, we are pleased to announce that we have now made an agreement with the Laundry Division of Electrolux to give improved support in the supply of spare parts to the company's customer base in the UK. From July 1st First Choice will be handling enquiries and spares orders for a sector of the Laundry Division customer base.

The main advantage to Electrolux customers will be that First Choice will be able to supply popular spares direct from our warehouse in the UK, a strategy that Electrolux has moved away from in recent years. Whilst Electrolux's logistic process for supplying spares from Europe into the UK is second to none we hope that in holding spares at First Choice we will provide an extra back up to our customers as all orders for stock items placed before 4 pm will be shipped out for next day delivery.



New Catalogue CD



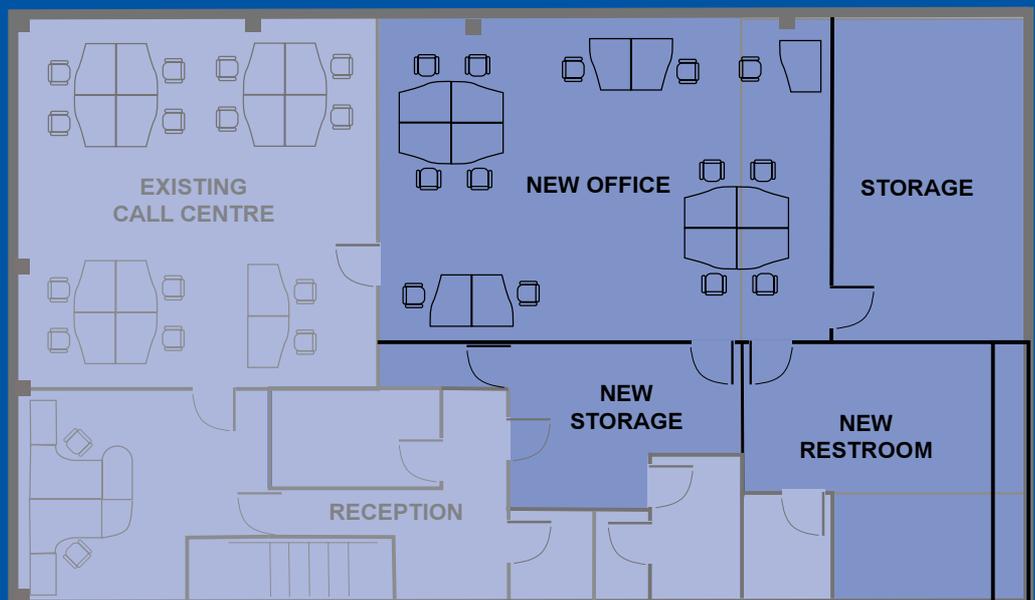
Edition 3 of our CD containing the latest versions of catalogues of spares for coffee, cooking, dishwashing, refrigeration and tools is now available. The catalogues are in pdf format so are fully searchable by part number or description and pages can be printed when required. For your copy just call our sales office on 01543 577778 or ask Neil, Nick or Chris on their next visit.



EXPANDED GROUND FLOOR OFFICES

The latest phase in our expansion has seen the provision of additional office space (*right*). This will provide desk space for an additional 13 members of staff and will accommodate our Purchasing and Key Account support teams, freeing up space in our Call Centre for future growth.

In addition the alterations will provide an enhanced restroom facility



Prices on the Increase

Take care when quoting your customers fixed prices for spare parts - after many years of low inflation we are going through a period of price instability caused by the strength of the Euro and it is in your interests to check prices first. Some increases since the start of 2008 include:

Rational	7%	<i>(a second price increase in 2008)</i>	
Fagor	7%	Winterhalter	6%
Sammic	6%	Electrolux	5%
Falcon	5%	Blueseal	4%

These are average price increases - individual parts may have increase much more than this, for instance all low cost Falcon parts have been increased in price to £15.00. This list is by no means exhaustive and we are being informed of increases on almost a daily basis.

Official government figures show that inflation in the UK is currently running at around 3%. However if you are in the catering spares business you may be wondering how this can be when prices seem to be spiralling ever upwards. The problem is the strengthening Euro against the pound which means parts sourced from Europe are undergoing unprecedented price pressure.

The Euro is currently worth less than 1.2 to the pound, down about 15% from the figure of 1.4 a year ago. Many of the well known brands of catering equipment used in the UK are manufactured in the Euro zone and even UK based producers source many of their components from Europe. This has lead to many catering equipment manufacturers introducing price increases in the past few months, often with only a few days notice.

Our policy is to hold quoted prices for a period of 30 days subject to increases from our suppliers that we have no control over. When quoting your customers it would be sensible to add this caveat.

Welcome to First Choice



Toni Rowlands, Purchasing, **Sarah Stretton**, Administration, **Jaz Kanith**, Purchasing, **Natasha Polcica**, Call Centre *(from left to right)*



Double Winner

The First Choice team of John Whitehouse, Neil Vincent and Mick Waters of Newco made the CEDA weekend a winning double by being the first team past the flag in the CEDA kart-

ONLINE REWARDS

Online Rewards is a programme of monthly promotions available to our customers who choose to place orders online.

Details of the monthly offers appear on your account home page after logging-in to your account at www.firstchoice-cs.co.uk. If you require log-in details, or a reminder, just call 01543 577778 and ask our sales team.

JULY REWARD



Online order valued at over £100 placed in July will be entered into a draw for a family weekend at Alton Towers including accommodation for 2 adults and 2 children at a themed on site hotel.

JUNE REWARD



All online orders placed in June will be entered into a draw for an Outback Trooper barbecue valued at over £250.

MAY REWARD



Newco, Coventry, was the winner of the May draw for two grandstand tickets for the British Grand Prix at Silverstone.



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