

## The specialist Refrigeration division becomes a key area in the continued growth of First Choice

**The demand for a specialist refrigeration division has seen the team triple in size in just over a year, with further plans to expand for 2014.**

First Choice Refrigeration Spares Ltd is an expanding division of parent company First Choice Catering Spares Ltd. The company specialises in the supply of spare parts and ancillary items to the UK commercial catering market, as well as Europe and North America. With 15 years of industry expertise, we are now rapidly expanding the business in the refrigeration field.

First Choice is an exclusive UK spares partner for a number of international brands and we have direct accounts with many of the leading manufacturers operating in the UK. This enables us to supply directly from our stock held at our

midlands based headquarters. We stock genuine manufacturers OEM replacement parts together with an extensive range of the most commonly needed universal parts and specialist refrigeration tools and van stock.

As well as supplying spare parts and technical information for many of the leading brands, First Choice Refrigeration also assists with van stock and ancillary items from major brands such as Embraco and Danfoss. Alongside several brands of tools from Mastercool, Testo and Draper. Plus cleaning fluids, consumables and leak detector sprays. The past 12 months has seen high sales of our

own branded copper consumables, such as the Schrader type access valves; which have valve removing caps, 4 inch copper stubs and plastic dust caps. These have proven to be a great success, so far selling in the thousands in 2013 alone. With further high sales of a range of copper spun driers, capillary tubing, Kaiflex insulated tape, Elco-motors, and the Aspen range of pumps to name a few.

First Choice Refrigeration Spares Ltd is a growing division incorporating specialist knowledge of the Refrigeration Trade and is extremely customer focused, determined to provide the best level of service to its' customers.

## See us at The ACR Show 2014



The ACR Show sponsored by Daikin UK is a dedicated event for the

air conditioning and refrigeration industry, taking place from 11th – 13th of February at the NEC Birmingham.

You can expect to find the First Choice Refrigeration team at the ACR Show at Stand C50, where you can chat to members of the department and learn more about their continued dedication and the very best in customer service.



AHT ALPENINOX CARAVEL ANGELO PD AUTONUMIS BLIZZARD BREMA CARAVELL CORECO ELECTROLUX FAGOR FOSTER FRIULINOX GAMKO GRAM HOSHIZAKI IARP ICEMATIC IMI CORNELIUS INFRICO INOMAK ITV JORDAO MARENO MONDIAL PARRY POLARIS PORKKA SADIA DELFIELD SARO SIMAG TEFCOLD TRUE WEALD WILLIAMS ZANUSSI AND MANY MORE!!

**ONE STOP SHOP FOR REFRIGERATION SPARES**

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

# Meet the Refrigeration Team

**At First Choice we believe that it is important for our customers and partners to know who they are talking to whenever they ring us. Our friendly staff are available to assist with your orders and enquiries Monday - Fridays 8.30 - 17.30 and Saturdays 8.30 - 12.30.**

The demand for the specialist refrigeration division has seen the team triple in size since April 2013, and sales of refrigeration spares has been a key area in the company's growth in recent years. To head the team we recruited Steve James who boasts a wealth of experience in the commercial refrigeration field. Steve originally trained at Phillips Commercial as an engineer and in recent years he was employed by Total Refrigeration as the Technical and Training Manager for Unilevers' back up service to the Wall's/Ben & Jerry's' brands.

The specialist team which includes key members such as, Nick Russell

who provides technical advice for customers and is the point of contact with many of the manufacturers, including Jordao and Valero brands.

Paul Smith has been with the company for 10 years and joined refrigeration to share his expertise in telephone sales and he is also the point of contact for Cornelius products and accounts.

Departmental admin is undertaken by Rachael Palmer, who also looks after several key accounts and telephone sales alongside Jack Stockley, the specialist contact for AHT and GRAM brands. Kaye Stanway also has experience in telephone sales and is the point of contact

for Saro products and accounts. All of our staff have undergone high levels of training both on screen and in practical situations. This ensures that we can provide our customers with the best possible service, over a wide variety of products and brands.

The team can provide help with capillary sizing from the large range of capillaries which we stock on site and can also offer assistance for customers with controller parameters and settings. The staff have access to a large amount of useful and essential manufacturers' equipment knowledge, which also enables us to supply many alternative parts where the original is obsolete.



Steve James



Nick Russell



Paul Smith



Rachael Palmer



Jack Stockley



Kaye Stanway

# Parts Automation Centre

At First Choice we now facilitate 12 'Lean Lift' mechanised storage units, which has allowed increased storage capacity and pick speed. The warehouse holds over 780,000 spare parts and ancillaries for Refrigeration, as well as other professional kitchen equipment for coffee making, cooking, food preparation and dishwashing.

This system has ensured that we are now well on our way to reaching a 90% first time ship rate, whilst the bar code scanning authentication reduces the risk of miss picks. Due to the continued expansion of the warehouse facil-



ities, customers are now able to place orders up to 5.00pm for next day deliv-

ery by UPS or Fedex for stocked parts throughout most of the UK mainland.

# Training Centre & Test Kitchen

At the First Choice headquarters in Cannock, we operate a Training Centre for both internal staff use and that of our business partners, both suppliers and customers. A number of manufacturers, including Alpeninox and MKN have used the facilities last year to deliver both sales and engineer training. This has included demonstrating their equipment to their prospective customers or to train their engineers in a working kitchen environment on how to repair their equipment

The Training centre is a self-contained suite of rooms with separate entrance and parking facilities. There is also a Live Kitchen equipped with a



ventilation canopy plus plug and play connections for all services and is ideal for Engineer and Customer Training for up to 12 people. In addition the centre has a meeting

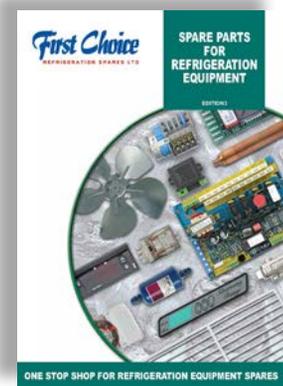


room with free visitor WiFi and computer enabled projection facilities with seating for up to 25 people.

We have recently published our latest catalogue of spare parts for refrigeration equipment. The new catalogue comprises of a comprehensive stock of OEM and universal refrigeration spare parts together with consumables and tools needed by RAC engineers. Containing 816 fully illustrated pages with details and photographs of 3,884 parts from 43 different brands. The catalogue also contains exploded

view drawings and the parts lists provide a range of worldwide brands.

All First Choice catalogues are available on CD, USB and can also be viewed and downloaded on the website. Printed copies of the First Choice catalogues, valued at £20 each, are available free of charge to commercial catering service organisations that have an active First Choice trade account.



# Throughout 2014 First Choice plan to exceed all previous charitable fundraising records

**At First Choice we believe in the philosophy of charity and goodwill, and supporting those in need of help. This year we have chosen to raise funds for Hospitality Action and St Giles Hospice.**

Last year over £2,000 was raised, from events held at the First Choice office, for our two chosen charities, The Hibbs Lupus Trust and Make A Wish Foundation. Alongside thousands of pounds raised by individual members of staff for their own charities and hundreds for Children In Need back in November last year.

This year the First Choice team decided to support two different but equally deserving organisations, the first being St Giles Hospice, which is a midlands based charity that offers specialist care for patients with cancer and other life threatening illnesses. The organisation also supports a patients' family members and support network of helpers. Care is provided at a number of the hospices facilities in Sutton Coldfield, Walsall and Whittington, as well as in the patients' own home.

Over the past 30 years St Giles has offered a sanctuary of rest for those who need it and has grown to become one of the best known and respected charities in the region. The charity now has over 400 members of staff, over 1,000 volunteers, 30 charity shops and provides free care irrespective of personal circumstances.

With this in mind the decision made by First Choice to support St Giles

throughout 2014 was an easy one to make. The second chosen organisation for this year is The Hospitality Industry Benevolent Organisation, also known to many people as Hospitality Action. The charity supports people who work and have worked within the hospitality industry and find themselves in crisis.

Hospitality Action offers financial assistance and grants for retired members of the organisation or those who have fallen on hard times and require help with food, equipment and central heating. They also provide support for people suffering from illness, domestic violence, bereavement and poverty.

At First Choice we strongly believe in supporting those people who are less fortunate than ourselves and choosing to fundraise for Hospitality Action all throughout 2014 was a decision easily made. What's more, by supporting Hospitality Action First Choice can support people from the same industry that supports us

Preparation is already underway to organise a variety of events and activities that will enable us to raise significant funds for both charities. Many of the staff at First Choice are both professionally and personally dedicated to raising money. Many

take part in marathons, fancy dress, sponsored sports and sky diving. Wherever possible we support our First Choice team members to give back to the community and to organisations which provide essential support for those in need.

To keep up to date with all of our events and activities, find us on Facebook or Twitter where we post regular updates, pictures and stories of our progress. We hope that 2014 will prove to be a fantastic year for charitable fundraising and also hope that our partners and customers will support us in our efforts.

