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Pizza Hut Delivery



Pizza Hut Delivery | On budget to a tight timescale

It's likely that the Pizza Hut chain will be well-known to you, their restaurants and delivery/takeaway shops are a familiar sight on British high streets and retail parks and a true catering industry success story. Offering high quality food delivered to your door, along with restaurants providing a welcoming family environment, the chain has unquestionably found an enduring formula for success. So when sourcing equipment for a new delivery and takeaway opening, the management chose Foster Refrigerator products to help deliver the quality and efficiency that it demands.

Foster and Pizza Hut have a long-term relationship spanning over 30-years, with Foster products tried and tested in restaurants and delivery/takeaway shops across the country. From make-tables, and coldrooms to dough retarder provers and upright fridges and dessert freezers, Foster has provided the pizza chain with the full range.

The new delivery store in Northampton saw the design team at Allen & Associates Design & Project Management work closely with Foster to deliver a range of refrigeration equipment products to fulfil the needs of a busy takeaway service; on budget, to a tight timescale. Through a combination of Allen & Associates' design expertise and through direct consultation with Foster's in-house sales team, establishing a clear view of the required equipment and how it should fit within the new premises was the absolute priority.

Jeet Sohal – Managing Director Acca Limited which owns the Pizza Hut franchise in Northampton said it was the experience and knowledge Foster brought which appealed. He said: "With Foster you get a good, professional approach and we have always had a good experience working with the company."

Foster prides itself on its ability to offer the right advice to businesses, ensuring that the needs and requirements of the business are clearly understood and that the equipment supplied is absolutely perfect for the chosen application. Dan Pratt, Pizza Hut Account Manager at Foster Refrigerator says: "We're not really interested in just simply selling products without extensive consultation. It's easy to simply take an order for new equipment, but it's our responsibility to understand the needs of the business and any constraints that exist, such as limitations relating to the premises and the available space, and of course the available budget. Only then can we make the recommendations that suit those parameters in the best possible way."

A high street delivery/take-away business is a busy environment. With a brand like Pizza Hut that maintains such high levels of customer loyalty, it can be assured that the kitchen is going to be working hard for very long hours, most days of the year.

Sohal continues: "Making pizzas to order is a frantically busy undertaking, particularly during the peak periods. All of our pizza toppings are fresh and they all need to be kept in perfect, refrigerated condition – there's very little that is of more importance to us on a day to day basis. The refrigerators work hard for their living and are being opening and closed with extremely high frequency. Therefore our equipment needs to be able to maintain the optimum temperature with incredible efficiency. High intensity usage also means reliability is core. Foster delivers, efficient, reliable and robust equipment."

Pizza Hut selected a number of products from Foster's world-renowned product range, including a Foster EcoPro walk in chiller with racking, an EcoPro walk in freezer with racking designed to suit the layout of the existing room, an FADPR2 automatic dough retarder prover, and an FPS4HR – 4 door make-table with night covers, pizza grids/crumb trays and all crocks.

"This building was a 2 story office block and there were 12 small rooms in the building in total. We needed to work out how to use some of the rooms that we already had to keep construction costs to a minimum. Foster developed bespoke coldrooms to ensure all existing space was used efficiently."

"Allen & Associates and Foster recommended that we take the low noise condensing units as we are located in a residential area and they helped us to meet the planning approval and offered experience and advice from experts that proved crucial in completing the project on time."

However, Sohal added that it was the experience behind the products that made Foster the choice for Pizza Hut. "The most important factors when choosing equipment is that the kit is robust and easy to clean/maintain."

"Refrigeration and ovens are key to the business, they mustn't break down. We have other stores and in the past we have compromised on our equipment choices and then suffered the consequences. I know that Foster is at the other end of the phone and that the support teams can offer guidance and support, should we need it."

Sustainability is important to Pizza Hut and to ensure that all equipment meets Pizza Hut's UK specifications, and that outlets energy bills are minimised and use low-energy products where possible.

Sohal said: "Efficiency and the environment is also very important to our business. We have LED lighting and look for ways to minimise our energy consumption. The key is to reduce consumption – again, another shared value with Foster."

But cost is also important, and as a growing business Pizza Hut took advantage of the interest free finance that Foster offered.

"We need funding in order to grow our business portfolio and we need our suppliers to help us. Ultimately we create more jobs, so 0% finance is key because it helps ease the pressure of the initial capital needed up front." said Sohal.

He added: "The team at Foster completely delivered on all these promises and really impressed me. I look forward to working with the team again, and continuing the relationship between our two brands."

Pizza Hut Chose:

- 1 x EcoPro walk-in chiller with shelving
- 1 x EcoPro walk-in freezer with shelving
- 1 x FADPR 2 (Automatic prover retarder)
- 1 x FPS 4 HR (4 door make table with night cover)

CLIENT: Acca Ltd.
Allen & Associates (Design & Project Management)

PROJECT: Pizza Hut, Delivery

LOCATION: Northampton

