

over 35 years

Your personal invitation

To learn new skills in our specially equipped test kitchen

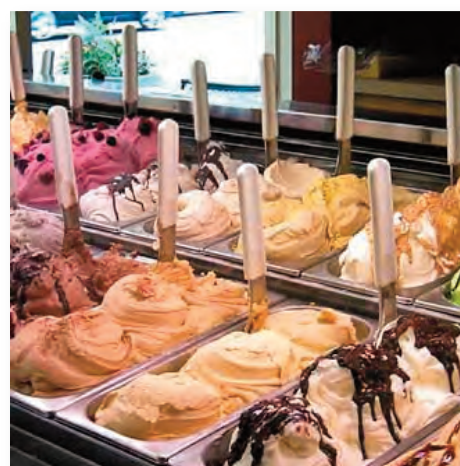
ServEquip

EXPERTS AT YOUR SERVICE

Be our guest!

You are thinking of opening a Gelateria or adding artisan ice cream and asking yourself:

- *What equipment will I need?*
- *How profitable is it compared to buying product in?*
- *How can I make my customers more loyal to my business?*
- *What flavours sell best?*
- *How do I minimise Food Safety issues?*
- *How do I keep up-to-date with the newest ideas and trends?*
- *How do I maximise my ice cream sales and profits?*



At our air conditioned showroom and development kitchen, we will share our thirty-five years of experience with you.

We will have experienced Gelato Chef Josef Boni to demonstrate the latest equipment making a mix of traditional and modern flavours. We will offer advice on equipment selection and layout as well as on ingredients, display and how you market your gelato.

We represent Frigomat ice cream equipment and COF display cases and freezers – two of the most respected Italian brands. We have solutions whether you want to make ice cream for a twenty cover restaurant or create an entire gelato laboratory or production facility. We can supply a single piece of equipment or project manage a turnkey solution – the choice is yours.

The day is very educational but informal and you will have plenty of opportunity to ask questions.

Your Invitation to the Gelato Academy on 16th November 2010 at 11am-3pm

To confirm your reservation please contact us on 020 8686 8855
or email coldacademy@servequip.co.uk



SPECIALISED FOCUS

By focusing on supplying specialist equipment that can make you more profit, we are able to help you make the right choices with professional support. Also by focusing on select market sectors, namely Retail, Fast Food and Casual Dining, we have truly earned our name – Experts at your Service. Our equipment is key to our customers' success. Investing in the right equipment will enable your business to continue to meet and master the latest food trends: a vital ingredient for profits and long term success. We understand the trials and pitfalls of your sector and when you partner with us, we use our proven expertise and leading global brands to generate innovative, practical, affordable and bespoke solutions.



SUCCESSFUL ADVICE

Choosing the right equipment impacts not only the quality of the food you can offer but the profits you can make. With over 35 years of service experience – including IIP recognition – our sales team can advise you about the right choice for your business. Like you, we understand that it is true lifetime costs that matter; we can explain the production and cost advantages of our equipment against other competitor models. We can guide you through every process from design and layout, to menu advice and everything from Health and Safety regulations, operational advice and even energy requirements and regulations.



WE MAKE IT HAPPEN

From specification to installation, we take care of everything. As you would expect with a company of our experience, all our work is completed by fully trained engineers. Equipment is delivered and assembled before being installed and thoroughly tested. Our prices are fully inclusive of this service, there are no hidden extras - you won't find us charging you extra for a gas hose!



MAKING THE MOST OF IT

Good quality catering equipment should be easy to use, easy to maintain and easy to keep clean. Our trained service technicians will show you how to use your equipment safely and efficiently whilst also showing you how to maintain your equipment to avoid expensive downtime; this is all included in our price! However we can do so much more to help you improve your business - our comprehensive foodservice training can help your business create additional menu items; ensure total food safety and HACCP compliance whilst integrating with your existing systems. We can even develop an entire procedures manual for you.



WARRANTY 365 DAYS A YEAR

Foodservice is a 24/7 industry and we are able to offer parts and labour warranties that ensure we will be available to you 7 days a week. All our warranties are covered by our own fully trained personnel, who carry extensive spare parts to ensure our high standards of attendance and first time fix. The cover we offer is wide ranging, creating peace of mind with no hidden costs offering comprehensive protection for you and your business.



MAINTAINING YOUR TRACK RECORD

Our reputation is built on providing maintenance to some of the world's leading QSR chains here in the U.K. for which we have regularly won awards across the decades. A comprehensive maintenance contract ultimately minimises downtime which helps maximise profit. We recognise that businesses are all different and can offer your business a bespoke solution to ensure not only that legal Health and Safety requirements are met, but also that costs are managed with no nasty surprises.