



The Story so far...

Merrychef 's microwaves and accelerated cooking systems have powered the kitchens in Asda 's 135 customer cafes and 272 colleagues restaurants for several years. Each customer café has one or two EC501 or EC401 microwave accelerated convection ovens and up to two MD1800 microcooks.

The Project

As Concept Development Manager for Asda, part of Justin Cowley 's remit has been to review the kitchen equipment. "Merrychef have been a part of our kitchens for some time," he said. "We have looked at other products as part of an overall review of the kitchens but have never found anything better than Merrychef." The EC501 and EC401 are used for cooking to order and also top-up cooks, when supplies are running low, while the microwaves work behind the scenes to cook scrambled eggs, heat beans and other wet products.



The Results

Asda are delighted with the efficiency of the Merrychef ovens they use. In addition to this, Justin Cowley credits the company 's support services as another reason the partnership works well. "We work closely with Merrychef 's Development Chef Sid Swan to create new menu items," he said. "And the Merrychef team are always there to provide support with training, road shows and developing spec sheets," he added. Asda plan to trial some new takeaway options over the next 12 months and Merrychef will be an integral part of this programme. "In some stores we will have to consider setting up a stand-alone section so we will be looking at Merrychef 's new catalytic converter which eliminates the need for external extraction,"



The Menu

- Omelette, Six of the best, Breakfast baps, Filled jacket potatoes
- Fish & Chips, Half Roast Chicken
- Steak Pie

Key Benefits

- Increased product range
- Consistent operational delivery
- Consistent high quality
- Speed of service
- Reduced number of lost sales
- High level of repeat business
- Reduced wastage
- Ease of operation
- Reduced training time



Many development chefs use our development kitchens to work on new food solutions. If you would like to see how we can improve results and speed up cook times OR for more information on our products and services or would like a copy of our corporate DVD please call Carol Thompson on 01252 553718 or visit www.merrychef.com

Merrychef Limited, Station Road West, Ash Vale, Aldershot, Hampshire, GU12 5XA
Tel: +44 (0) 1252 371000
Fax: +44 (0) 1252 371007
Email: sales@merrychef.com