

CASE STUDIES

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## ABOUT WILLIAMS

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Williams Refrigeration is one of the world's leading manufacturers and suppliers of professional refrigeration, with a global reputation for performance, quality and value for money.

Our extensive product range includes high performance and environment-friendly refrigerated cabinets and counters, blast chillers, coldrooms, backbar, front of house display and bakery equipment.

Since 1980 Williams has been committed to helping customers meet the demands of complex legislation for food safety and energy efficiency, ensuring we offer them competitive pricing, professional advice and innovative design.

Williams' focus on service and support has led us to attract some of the world's leading companies as customers.

From our Head Office in the UK, we have established manufacturing facilities in China and Australia and sales facilities around the world.

Williams has one of the industry's most highly skilled and experienced design teams, delivering new concepts and solutions that continue to lead the market.

At the heart of our manufacturing is a 'right first time' culture, within a framework of continuous improvement, based on international quality principles.

Product integrity is assured through sophisticated functional and electrical testing. All products are built for performance, reliability and durability, even in the toughest and most arduous of conditions.





## MARCUS AT THE BERKELEY

“They are a fantastic brand, they’ve been around for a long time, they’re proven, they’re tried and they’re tested. That’s why I’ve chosen them and that’s why I’m going to stick with them.”

Marcus Wareing has completed an extensive renovation to his two Michelin star restaurant in the Berkeley Hotel, London, which reopened under the new name, Marcus.

As the dining room has been transformed, so too has the kitchen. “We’ve been here ten years and this is the first refurb we’ve had – until now we’ve been topping up on equipment as we go along,” he says.

“We’ve gone into the whole design process and it’s been very interesting. One of the things that’s really come to light is green, energy-saving equipment, which was hardly discussed ten years ago.

“We brought Williams to the table, to put in every element of the refrigeration in this kitchen. Their green credentials were very much part of the selection process.”

The kitchen project was undertaken by CHR Food Service Equipment. Williams designs its refrigeration to be as sustainable as possible, under its Greenlogic initiative.

For example, its CoolSmart controller reduces energy consumption by up to 15%, by adjusting to changing conditions.

“The fact that the motors are only working when they need to is really reassuring, what I look for is fridges I don’t have to worry about.” says Marcus.

“Williams fridges are very user-friendly, very easy to clean, and very strong. You know chefs are going to slam fridges when they’re busy. These fridges will get a real hammering and there’s nothing better for that than a Williams fridge, because it can take it.”

For the refurbishment Marcus specified equipment that would last. “Williams are hard working pieces of kit that are built to last eight, nine, ten years. They are a fantastic brand, they’ve been around for a long time, they’re proven, they’re tried and they’re tested. That’s why I’ve chosen them and that’s why I’m going to stick with them.”





### THE EQUIPMENT

The equipment in the new kitchen is all undercounter. Williams supplied eight units in all, a mixture of two- and three-door models, with both chilled and freezer storage.

"I didn't want anything large up here, this is a service kitchen and we have customers dining at the chef's table. I wanted everything to be at one level so they can see what's going on," says Marcus.

Flexibility is a key consideration with equipment design, especially where kitchen space is at a premium. "Williams fridges offer a variety of configurations, they come in all shapes and sizes, so you can pretty much make your own design," says Marcus.

"We have door fridges but also drawers, because I want to maximise as much of the space by having different compartments. What we have here now, in terms of refrigeration, ticks all the boxes for chefs who want to have everything at their fingertips."

In the downstairs prep kitchen Marcus has a Williams Blast Chiller Freezer. Unlike conventional models, which accept food at 70°C, the Williams blast chiller can handle food up to 90°C and still chill to 3°C within 90 minutes.

Its WEB 1-2-3 control panel makes it easy to use, too. "It's an incredibly versatile thing to have in a kitchen. It chills very quickly, getting from high temperatures right down to where you want to be as fast as possible; take out the food, put it into the fridges, job done. It can be a fridge, a freezer and it can blast chill and blast freeze. It's a really, really good piece of kit, and I love it."

### WILLIAMS @ MARCUS

Marcus Wareing's new counters are all Williams Opal units made of stainless steel throughout.

There are four two-door fridges, three three-door fridges and a two-door freezer.

Their CoolSmart controllers ensure absolutely accurate temperature control, while minimising energy consumption through processes such as fan and heater pulsing, intelligent defrost and independent management of evaporator and condenser fans.

Two-door models hold up to 4 1/1GN trays, three-door models up to 6.

Designed for effective operation in ambients up to 43°C, their heavy-duty construction includes 75mm polyurethane insulation with zero ODP and low GWP, providing excellent thermal efficiency.

The Williams Blast Chiller Freezer, model WBC40, can chill up to 40kg at a time.

The Easy Blast (WEB) '1, 2, 3' control panel has three easy steps to initiate the blast chill or freeze cycle: select soft chill, hard chill or freeze, select timed cycle or temperature probe-control, and push 'start'.

Once a cycle has been completed, it switches to storage mode. This holds the product at the right temperature until the operator is ready to transfer it.







Refrigerated Counters with Drawers  
**Marcus at the Berkeley**



Refrigerated Counters with Drawers  
**Marcus at the Berkeley**





## TOM'S KITCHEN

"The equipment definitely takes a bashing, that's why we chose Williams. I know I can rely on a Williams fridge because they're robust, strong and can take a bit of a hammering from our lovely chefs"

Renowned Michelin starred chef Tom Aikens opened his first UK Tom's Kitchen outside of London, at the ritzy new Mailbox Centre in Birmingham. As with his other Tom's Kitchen restaurants, the menu is very seasonal and largely based around British classics and comfort food.

The restaurant is chic, stylish and hard-working – and the equipment has to match. "We're open seven days a week pretty much every day of the year, from 6am to around midnight," Tom says. "The equipment definitely takes a bashing, that's why we chose Williams. I know I can rely on a Williams fridge because they're robust, strong and can take a bit of a hammering from our lovely chefs! And it's so nice to have a kitchen that looks immaculate. With Williams you definitely get that, the units fit in so well."

There's a significant mix of refrigeration products at the restaurant. "Another reason we chose Williams is the breadth of different systems they offer," says Tom. "Williams units on site take in a variety of counters, including compact space-saving models, along with an upright cabinet, prep station and blast chiller."

"Working with people that understand a chef's requirements really helps – they have the industry knowledge, having collaborated with so many different chefs, with so many different types of equipment and different spaces, in order to make a kitchen work," says Tom.

"In terms of the kitchen space here, it is small and compact, but in terms of the output, it produces a lot. The refrigeration has to work hard. I know Williams products can withstand pulling and slamming doors (which is my pet hate!)"







There are seven HJC2 Jade counters in the restaurant, three of which are reverse units. The remainder have standard configurations, with the refrigeration system on the right hand side. Five have banks of three drawers instead of doors.

“The functionality really works and helps with the quickness and ease of service – stopping chefs bumping into each other! It all helps make the kitchen work well.”

The Williams prep-station is used for the cold larder section, its work surface has tilted ingredient wells, with room for seven 1/3GN containers. Its ‘curtain of air’ chilling system ensures ingredients are always chilled safely while offering easy access for chefs.

“I have to say the blast chiller is used a lot in the kitchen – every single section uses it,” says Tom. “From the larder when they make duck liver parfait terrine, the meat section when they’re doing slow roast shoulder of lamb, the pastry when they’re doing breakfast goods and cakes that need to be carefully chilled – there’s a multitude of different things.”

“Sustainability is an important part of what we’re about,” says Tom. “Which is another factor when it comes to us being very careful with our sourcing. We always try to get the best in terms of our products. We can be very demanding and difficult in ensuring we get the right equipment!” The Jade HJ1 is a Gastronorm 2/1 cabinet with a capacity of 620 litres.

Tom’s Kitchen in Birmingham has two Amber A135 undercounter cabinets – a fridge and a freezer. The A135 is a space-saving unit measuring just 606mm wide by 577mm deep and 805mm high. It has an internal capacity of 135 litres.



Dedicated Prep Counters and Under Counter Cabinets  
**Tom’s Kitchen**





## BEAUMONT HOTEL

“To maximise the bottom line, we want equipment that will last a long time, and won't break down. So longevity and reliability are key. After that it's a matter of value for money and looks”

The Beaumont Hotel in Hexham is a classic Victorian building that's been turned into a stylish, modern, designer venue following its sale for £1.9million in 2016. Proprietor Roger Davy is a local who spent 20 years working in hospitality in London.

“We're creating a casual environment,” he says. “People can choose what they want to do and where they want to do it. They have the freedom to go into a space and use it for a variety of occasions. People come in for breakfast, morning coffee, lunch, afternoon tea, dinner... the change is seamless.”

Catering at the hotel will be busy. The restaurant has 80 covers and the upstairs function room 100. “Currently we're doing 100 dinners and 40 lunches daily. The aim is to serve 200 a day, plus functions,” says Roger.

“We've brought our own design perspective and we're concentrating on quality – in terms of accommodation, service, drinks and, of course, food.” To help deliver that quality the Beaumont's kitchen has refrigeration from Williams.

The kitchen was designed and installed by Crosbys, for whom John Clarke was project manager. “They've brought a bit of London style to Hexham,” he says. “For example, the open 'industrial' ceilings look fantastic, as do the grey crackle tiles in the kitchen. The décor is fabulous.”

The kitchen is housed in the hotel's former ballroom. “It's a big space, so we had pretty much a blank canvas,” says Roger. The main criteria was that it should function well – we want it to produce good quality food with the minimum of stress.







However, it also had to look attractive – it's completely open so people can see in, the tiles cover the floor and walls, the equipment is smart and the whole kitchen is designed to be eye-catching.

When it came to specifying catering equipment, there were clear priorities. "To maximise the bottom line, we want equipment that will last a long time, and won't break down. After that it's a matter of value for money and looks.

"With refrigeration, reliable temperature control is critical. If we set a fridge to 3°C, I expect it to be operating at 3°C twelve months later. It's even more of an issue with the walk in coldroom – there's a temptation for the chefs to leave the door open. It's vital that your refrigeration functions properly."

The equipment at the Beaumont Hotel includes a dual temperature cold room, for chilled and freezer storage, a blast chiller and several undercounter units.

The counters are all supplied with drawers rather than doors. "The decision to go with drawers obviously increases the price, but the payback is improved service and delivery – they make chefs' lives easier, by making access to and organisation of ingredients better."

The variety of options offered by Williams helped make the refrigeration even more functional, says John. "For example, some of the counters have raised ingredients wells. In the pastry area they have gantries. When it came to refrigeration for the kitchen pass, space was very limited so we opted for an Aztra unit, which is very compact."

Roger especially liked the 'Williams attitude' during the coldroom install. "It wasn't straightforward, because it was such a busy time and they had to work around other peoples' schedules," he says. "They were very patient and they did a top notch job."

"Williams' customer support is excellent, too. As with any install, things can go wrong. They are very quick to respond, they're reliable and they get the issue sorted."

Sustainability is important to The Beaumont Hotel. "We take an environmental perspective," says Roger. "We source food locally and seasonally. We recycle. When it comes to specifying equipment, we're looking for appliances that will have a ten year shelf life."







Raised Pan Holders and Counter Drawers  
**Beaumont Hotel**



Blast Chillers and Refrigerated Counters  
**Beaumont Hotel**





## SEA CONTAINERS

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“Some refrigeration can look great, but is complicated to use. The Williams kit works very well, it’s functional and easy to clean”

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In the heart of the Southbank, Mondrian London at Sea Containers is set to become one of the capital’s iconic hotels.

A Transatlantic fusion of English and American aesthetics, it is inspired by the glory days of 1920s ocean liners – a theme that runs from the lobby’s giant, copper-clad wall, shaped like a hull, to the first-class menu served in the brasserie-style restaurant, Sea Containers.

In such a setting, quality is paramount. Sea Containers is open from 6am to midnight and serves up to 700 covers every day. “Catering equipment gets a pounding, it has to be very hard wearing,” says Executive Chef Luke Rayment. “Given the restaurant’s open kitchen, it also has to look good. When it came to refrigeration, Sea Containers chose Williams.”

Luke works alongside the hotel’s Culinary Director, New York chef Seamus Mullen, and the menu is very much about sharing and healthy foods, reflecting the restaurant’s youthful, refined ambiance.

The shaved mushroom salad with pine nuts, Idiazábal cheese and brown butter vinaigrette won Hot Dinners’ ‘best dish’ award for 2014.

With a menu based on fresh, locally sourced ingredients, the refrigeration has to be reliable, functional and adaptable. “The equipment was built around what we do,” says Luke. “Some refrigeration can look great, but is complicated to use. The Williams kit works very well, it’s functional and easy to clean.”

Vision Commercial Kitchens project managed the Sea Containers installation, with Tricon as the design consultant. Williams supplied a wide variety of equipment, including upright cabinets, ‘biscuit top’ under counters, and blast chillers. Seven application specific coldrooms, including two prep rooms for fish and general produce, were also provided.





"Inevitably things can go wrong with catering equipment – especially in a busy environment. We only work with companies who can provide the best service," says Luke.

The benefit of this approach was apparent during the installation, when it emerged that the coldrooms opened onto main fire escape corridors, so Williams replaced the original doors and front panels with PIR fire retardant ones.

"I'd never seen these types of doors on a coldroom," says Luke. "Williams created a special lock for them too, with an interior release mechanism and reinforced handles. In fact, Williams came back a few times to tailor equipment to our requirements."

The refrigeration at the hotel, supplied by Williams, has a variety of 'green' features, with all the standard counters and cabinets running on hydrocarbon refrigerant.

"Sustainability is a very important issue for the hotel", says Luke. "We source locally and responsibly, whether its food or equipment, and we try to have the least possible impact on the environment."

The hydrocarbon refrigerant, which has a low Global Warming Potential (GWP) and zero Ozone Depletion Potential (ODP), has excellent thermodynamic properties, thus maximising energy efficiency. All units are below the 150g charge of hydrocarbon threshold, ensuring safety and removing the need for site inspections.

Additional energy saving features range from high performance insulation to CoolSmart intelligent controllers. These minimise the equipment's energy consumption, through processes such as fan and heater pulsing, intelligent defrost and independent management of evaporator and condenser fans.

The refrigerators supplied included a mix of Jade upright cabinets, Jade two and three-door counters and under counter Ambers with a variety of special options including glass doors, left hand opening doors, drawers and 'biscuit top' models that fit under the worktop.

Williams also supplied a WBC40 reach in blast chiller to allow for rapid chilling of cooked food. Its 'AirSmart' advanced air flow eliminates product dehydration and ensures food is maintained in the best possible condition.

The coldrooms at the hotel were constructed using Williams' roof and wall panels with camlocks, which are securely foamed into tongue and groove joints for a tight-locking, stable structure. These eliminate the risk of ice build-up in joints and ensure the 'thermal envelope' is 100%, reducing energy consumption. The panels use 90mm, zero ODP foam insulation for optimum efficiency.

Each of the coldrooms were tailored for a specific storage purpose: beverage, dairy, meat, general produce as well as two freezer rooms.

The rooms were fitted with bumper rails, to prevent damage from trolleys used to transport food, and viewing panels, ideal for busy preparation areas. The doors were also fitted with strip curtains to help prevent temperature loss while open.

Williams Refrigeration Southern undertook the site survey for the coldrooms, supplying the drawings as well as testing and commissioning the units.







Coldrooms, Blast Chillers and Cabinets  
**Sea Containers**



Counters, Coldrooms and Modular Refrigeration  
**Sea Containers**





## WAGAMAMA

“Williams products are used at every stage of the production process, they get used hard too, at peak times the doors are being opened every few seconds”

Since first opening back in 1992 wagamama has become one of the UK's most successful restaurant chains, with over 121 branches in the UK and a growing number of restaurants in other countries too.

Staines is one of the latest towns to get its own wagamama's, with a new restaurant that's proving as popular as ever. “We've been serving over 3,000 customers a week since opening,” says executive chef Steve Mangleshot, “As you can imagine, it gets pretty busy!”

Drawing inspiration from ramen noodle bars, wagamama's menu offers authentic Asian food inspired by the flavours of Japan with a focus on using the freshest ingredients.

Steve explains: “Our aim at wagamama is to provide fast, fresh food and provide our customers with great value for money. Williams Refrigeration plays a huge part in helping us achieve that.

“We've been working with Williams ever since I started here and for over 20 years in total. We've got a great relationship with them, they've been a huge boon in helping to grow wagamama.”

The Staines branch has a wide range of Williams products, including bottle coolers and bottle wells, counters fitted with doors, drawers and wells, an upright refrigerator, a blast chiller and a dual compartment cold room.

“Williams products are used at every stage of the production process,” says Steve. “They get used hard too, at peak times the doors are being opened every few seconds.”

With freshness of ingredients being one of the most important factors this could be a problem, but Williams designs its equipment to work in high ambient environments while quickly recovering their operating temperature.





From robust self-closing doors and heavy duty gaskets to the advanced CoolSmart controller, Williams products are capable of standing up to the kind of conditions found in busy professional kitchens like wagamama.

One of the challenges facing restaurant chains is the need to create a consistent customer experience in different locations. Each restaurant needs the same type of equipment, but will have a different amount of space to put it in. "This is another reason why our relationship with Williams is so important," says Steve.

"They've always been happy to adapt or develop their products according to our requirements. For example they've been able to adapt their counters, adding cut-outs for holding chilled ingredients, or giving them larger worktops or narrower profiles."

This willingness to change and adapt is what makes Williams and wagamama such good partners. The Japanese concept of 'Kaizen', meaning good change, is a key part of the company's philosophy. "Basically it means that we're always looking for new and better ways of doing things," says Steve. "Williams are definitely Kaizen in their approach, although they may not call it that!"

Another great example of Williams' Kaizen approach is the dual compartment coldroom installed in the Staines branch. "Staines is lucky in that it's large enough to have a coldroom and separate fridges and freezers," explains Steve.

"The coldrooms are flexible enough that they can be installed virtually anywhere, including outside. This means that smaller locations are able to have chilled and frozen storage, even if there isn't room for more traditional equipment. Williams always goes the extra mile to make sure each location has just the right equipment." Williams coldrooms can also be fitted with movable interior partition walls, allowing operators to adapt their needs according to seasonal menu variations.

Regardless of size many kitchens will eventually encounter problems of storage, especially with a menu based around fresh ingredients. "We have to keep our seafood fresh and unfrozen," says Steve. "To save chilled storage space we cook our meat in batches and then use the blast chiller to chill it quickly, which lets us store it in the fridge in perfect condition until it's needed."

The Staines wagamama has a WBC20, a blast chiller with 20kg capacity, that can reduce the temperature of food from 90°C to 3°C in just 90 minutes.

"Williams has always been very supportive of wagamama," says Steve. "They listen to what we need, and they do everything they can to make sure we get the right equipment. And it's well-made, hardworking equipment that does what we need it to do!"







Modular Coldroom and Refrigerated Drawers  
**wagamamas**



Bottle Coolers, Bottle Wells and Ingredient Drawers  
**wagamamas**





## SOPHIE'S STEAKHOUSE

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"We want to shout about the quality of our meat and the coldroom certainly does that for us. It's out front, right by the kitchen, it looks great and we love it. It cements what we do."

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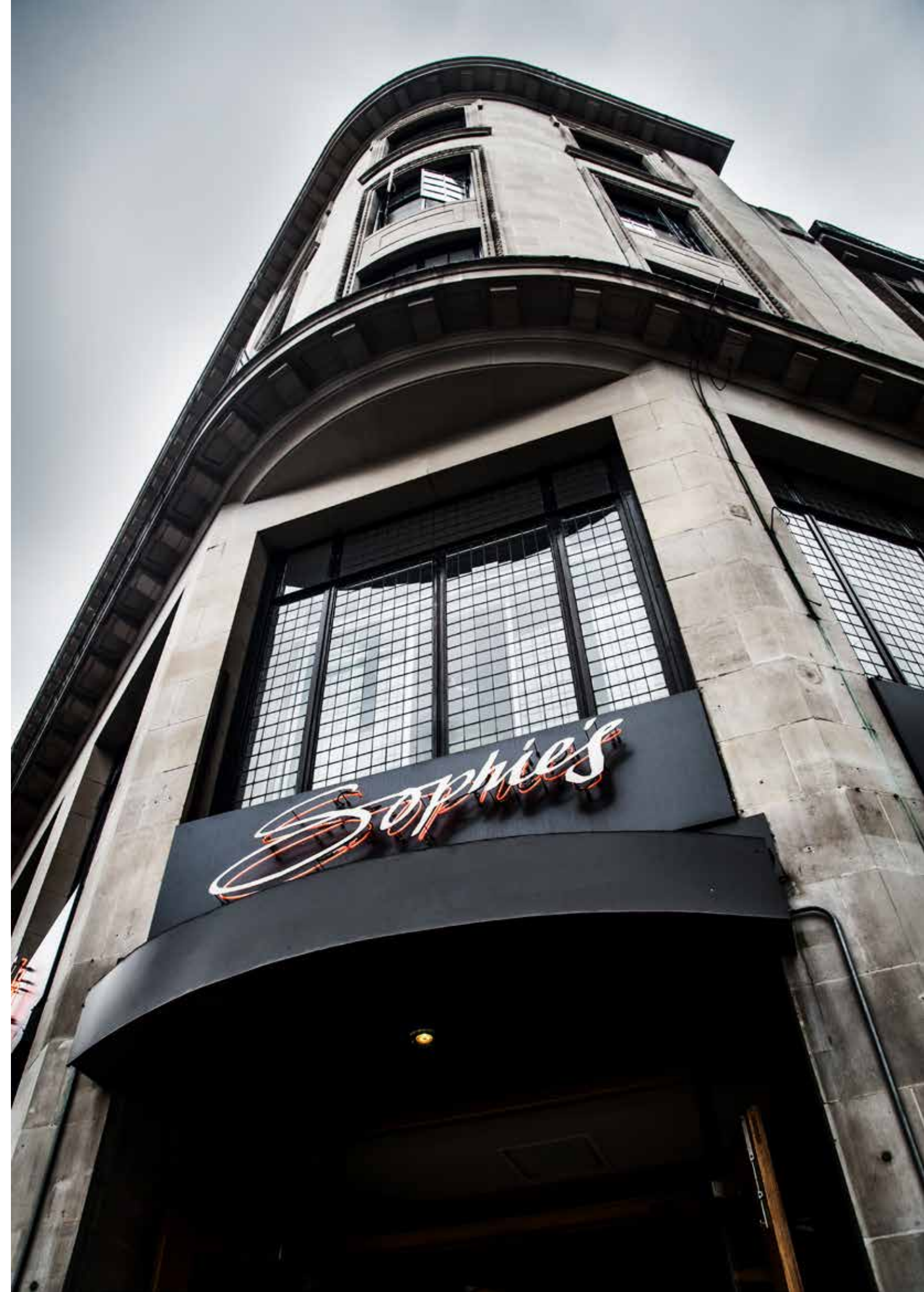
Sophie's Steakhouses, with sites in Covent Garden and Fulham Road, are passionate about steaks. So much so that they age their foreribs for 28 days, in house, and chefs do much of the restaurants' butchering.

Sophie's used to hang the meat in coldrooms back of house. When they realised that the aging process could be part of the theatre of their restaurants. Now, centre stage in the Covent Garden site, is a Williams coldroom with a huge glass window, displaying the hanging meat. To fit in with the site's chic industrial décor the coldroom is clad in a 'rust' finish. "We're all about the whole experience," says co-owner Sophie Bathgate. "Big steaks, big Martinis, great ingredients served simply and with style – all backed by quality. Quality food, and quality staff – the waiters really know their stuff and the service is efficient as well as entertaining."

When it came to installing the new coldroom, reliability was critical. "In the Covent Garden restaurant we can get through up to 45 foreribs a week. Since we're holding a month's stock at any one time, we have to be able to rely totally on the refrigeration. The stock value of meat alone is worth a lot of money. More importantly, it's not like we can just order up ready-aged replacements if something goes wrong."

Sophie's Steakhouses have had Williams coldrooms before – in fact, they have one that's still going strong after 13 years' service.

Whilst longevity and reliability were key criteria, the coldroom supplier also had to be able to tailor the installation to create a commercial unit that met the restaurant's very specific requirements. "The guys at Williams were really up for helping us do what we wanted," says Sophie.







The coldroom window is heated, to ensure that customers always have a crystal clear view, and the unit was supplied with a meat rail.

Measuring around 8 cubic metres, it is constructed of 90mm foam insulated panels, which deliver optimum thermal efficiency and allow the coldroom to be tailored to the amount of space available.

The panels are camlocked and securely foamed into tongue and groove joints for a tight-locking, stable structure. This design ensures there is no risk of ice build-up in the joints and that the 'thermal envelope' is 100%. The unit's refrigeration system sits on top of its roof.

"We want to shout about the quality of our meat and the fact that it's aged for 28 days," says Sophie. "The coldroom certainly does that for us. It's out front, right by the kitchen, it looks great and we love it. It cements what we do."

Sophie's Steakhouse on the Fulham Road also has a Williams coldroom with a display window to display the meat, which is set into the wall of the cellar.

The Williams coldrooms at Sophie's Steakhouse were installed by SLS Refrigeration, Croydon.



Custom Finished Coldroom  
**Sophie's Steakhouse**





## LE CORDON BLEU

“Our Students expect to be using the very best facilities. At the same time, the kitchens are in constant, heavy use. So the catering equipment has to be top quality, robust and absolutely reliable”

Le Cordon Bleu has been teaching classic culinary techniques for over 100 years. A world renowned network of educational institutions that provides the highest level of culinary and hospitality instruction, operating 40 schools in 20 countries and teaching over 20,000 students annually.

When Le Cordon Bleu decided to create an International Flagship Institute in London, they chose Williams to supply the refrigeration for the new kitchens.

“Internationally Le Cordon Bleu offers in excess of 50 different courses, and the London campus has facilities such as classrooms with interactive technology,” says Larry Montack, Head of Institute. “This means we can increase the breadth of courses available to include those in wine and management. Prior to the development we had in depth discussions with colleagues from around the world to research everything we had achieved over the past ten years in terms of new sites and courses.

London was an opportunity to review our developments, to select the best and most successful initiatives and ensure that we were developing an Institute for the future, including the most technologically advanced catering equipment.”

The equipment was supplied and installed by Court Catering, whose managing director Nick Howe says: “As you would expect with such a prestigious project, the client’s requirements were very demanding.

The shopping cart included 53 cabinets / counters, 6 blast chillers, 7 retarder provers and 5 modular coldrooms.”





### A SUITE OF KITCHENS TO TEACH TOMORROW'S 5\* CHEFS

The kitchens in the new institute include:

- Basement production kitchen, producing ingredients for classes
- World cuisine kitchen with equipment such as a tandoori oven
- Boulangerie, bakery and patisserie areas
- Polyvalent kitchen
- Variety of demonstration areas

Montack says: "The third floor Polyvalent kitchen is designed to adapt to whatever is required – from cuisine kitchen to patisserie. In fact, all the kitchens are multi-purpose. Given the huge range of courses we offer, they have to be. Again, the equipment we specified had to be able to accommodate that flexibility."

Williams' coldroom designs were typical of this flexibility. The company was able to supply five units, each tailored for a specific storage purpose: fruit and vegetables, fish, meat, general products and a freezer room.

### THE EQUIPMENT

The Williams equipment at Le Cordon Bleu features the latest refrigeration technologies. Cabinets and counters were supplied with CoolSmart controllers, which monitor the equipment operation, only turning on the refrigeration system when it is needed in order to minimise power consumption, saving up to 15% in energy. The institute's new blast chillers use WEB (Williams Easy Blast) controllers, which are extremely simple to operate.

"50% of our students go on to 4 or 5 star establishments like the Dorchester and the Savoy, a further 40% open their own businesses," says Montack. "They expect to be using the very best facilities. At the same time, the kitchens are in constant, heavy use. So the catering equipment has to be top quality, robust and absolutely reliable."

### SUSTAINABILITY

Another key factor in terms of equipment specification was sustainability. "As an organisation we are committed to minimising our carbon footprint and protecting the environment," says Montack. "Sustainable technology goes hand in hand with financial efficiency so investing in quality, longer lasting equipment makes sound business sense to us."

Williams' Greenlogic initiative focuses on helping operators reduce their carbon footprint. As well as developing 'greener' technologies, this involves helping customers to better understand their buying choices: how particular model variations will impact on sustainability, waste reduction, power consumption and so on.







Modular Refrigeration and Coldrooms  
**Le Cordon Bleu**



Bakery, Undercounter and Modular Refrigeration  
**Le Cordon Bleu**





## THE SIGN OF THE DON

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“Our audience is very wine-savvy. They know what temperature their wine should be served at. It has to be perfect. The Williams Wine Towers are very good, they keep the temperature just right.”

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Eye-catching fine wine storage from Williams Refrigeration for The Sign of The Don.

The City of London's new bistro in the historic Sandeman building is justly proud of its award-winning wine list of more than 400 wines and champagnes.

As you'd expect, given the location, it also has discerning and knowledgeable customers, so wine storage is critical. To ensure it stays in its optimum condition the Sign of The Don has purchased five Williams Wine Towers, each storing up to 150 bottles.

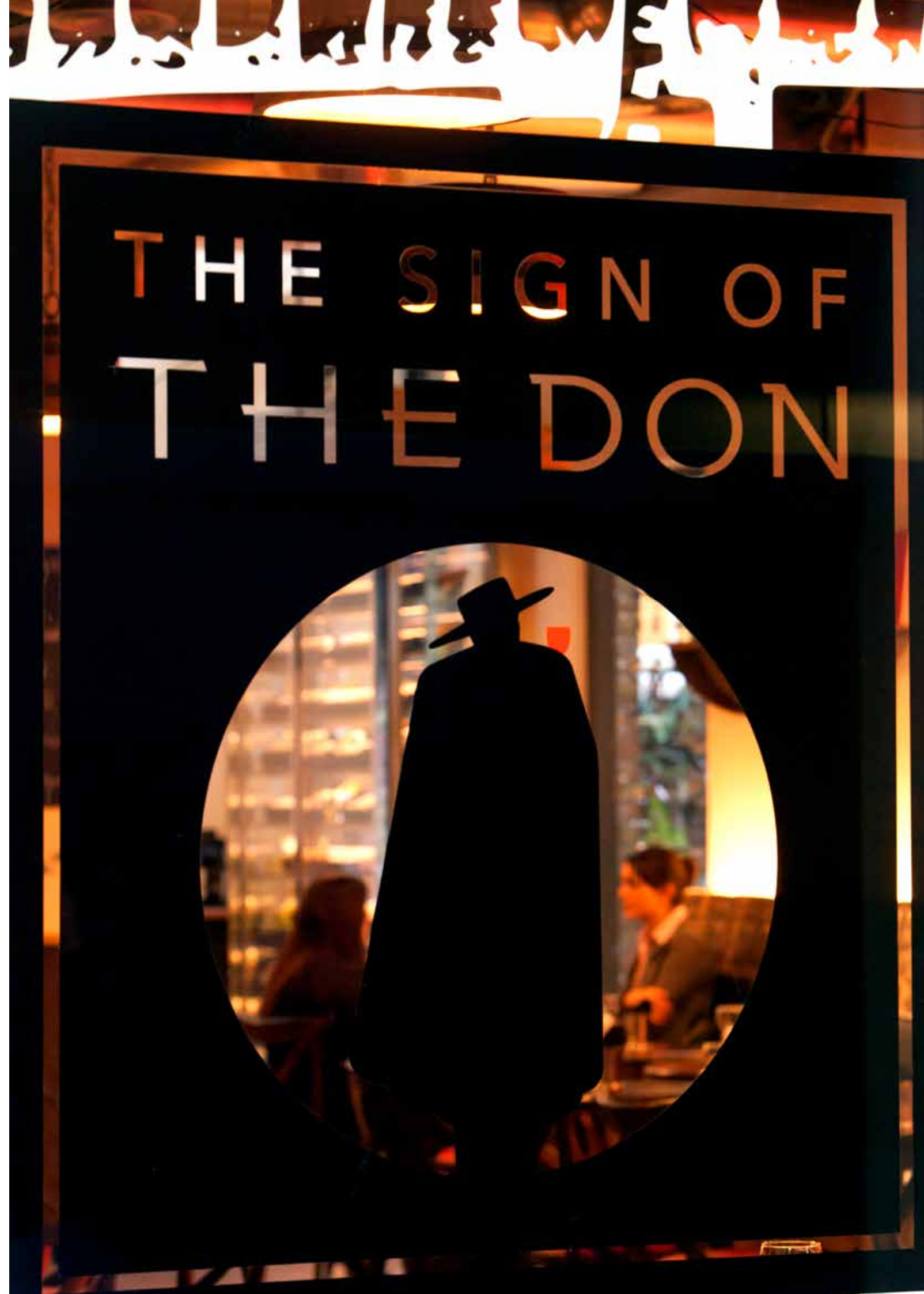
Located on the site of the original Sandeman port and sherry cellar, The Sign of The Don has a main bar restaurant, where the first of the Wine Towers is located, then a downstairs area and a wine tasting room, each housing two Towers.

“We worked with English Heritage on the site,” says Robyn Wilson who, with husband Robert, owns the Bleeding Heart restaurant group. It includes The Sign of The Don and the adjacent The Don restaurant.

“It is packed with history – Sandeman set up here in 1798, but there was already a medieval cellar, it's a fabulous site. When we opened for business, the Lord Mayor of London came to do the honours.

“Our audience is very wine-savvy. They know what temperature their wine should be served at. It has to be perfect. The Williams Wine Towers are very good, they keep the temperature just right.”

Performance is critical but it wasn't the only buying criteria. The Wine Towers are front of house: “It's all about showing off the wine,” says Robyn. “They are stylish, clean and elegant. They're doing a wonderful job.”







#### **WILLIAMS WINE TOWERS**

The Wine Towers were specified and installed by Court Catering Equipment, who has worked with Robyn and Robert for many years.

"We saw the Williams Wine Towers at the Host Show in Milan and were very impressed by the build quality," says Court Catering Equipment managing director Nick Howe. "When this project came up they were a natural fit."

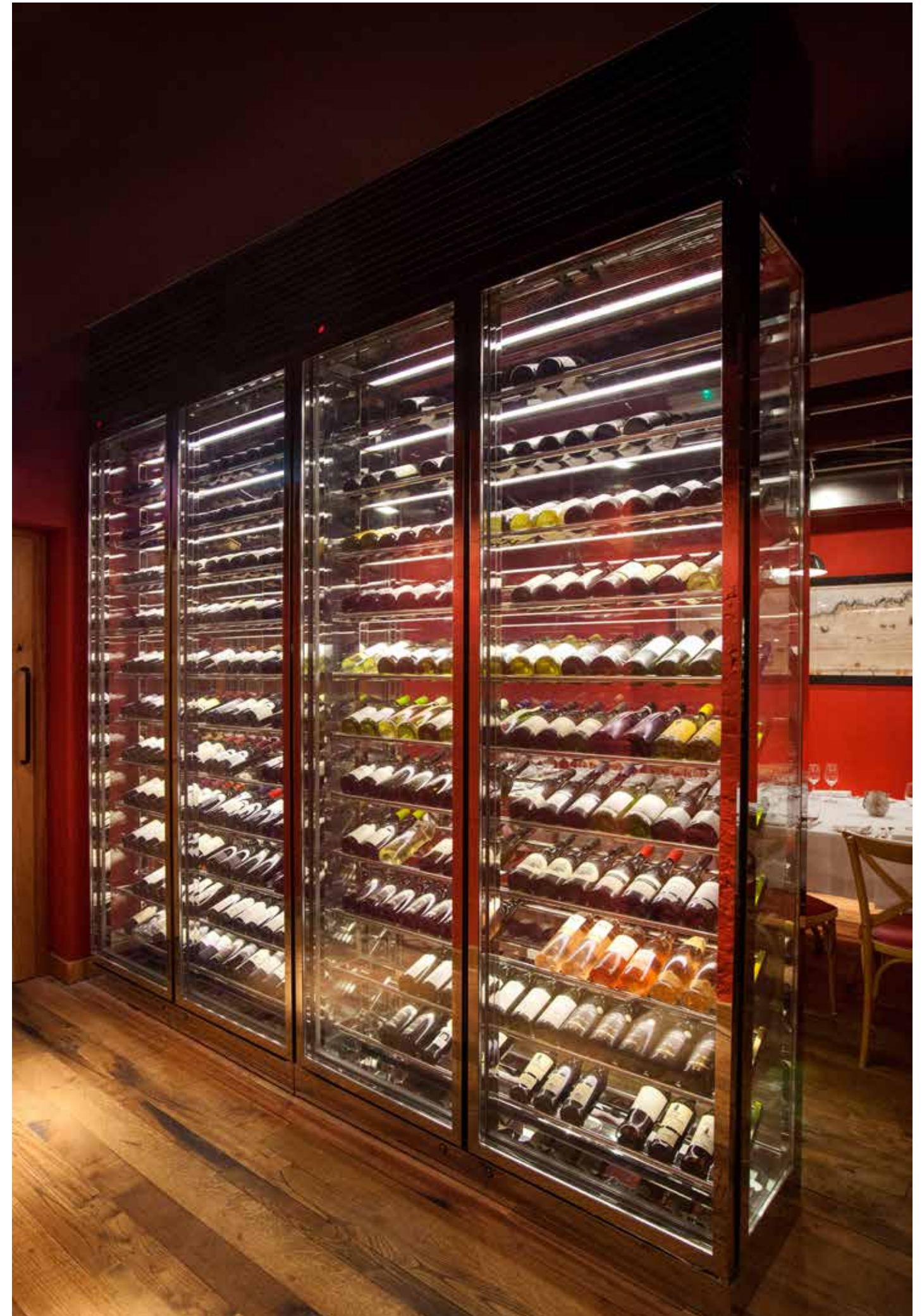
The Towers are all 3 metres high by 1.5 wide. Two have glass sides all round and three have stainless steel backs, to go against the wall. Four are connected to remote refrigeration, whilst the fifth uses its integral system.

Building structural issues meant that the plans had to be changed and the Wine Towers, which were originally due to be sited in the main area, had to be moved into the downstairs area and tasting room.

"It's actually worked out really well and, when full and illuminated, they look fantastic," says Nick.

The Towers' temperatures can be adjusted from 5 to 16°C. The range is available in a choice of sizes and a wide array of stainless steel and metal finishes, while the full length glass sides can be opaque, tinted or illuminated, to offer all round style and clean lines.

Low energy LED lighting provides a bright clear display and is fully adjustable, offering colour and tonal changes to suit the required ambience.







## THE PROFESSIONAL NURSERY KITCHEN

“Each of the seventeen coldrooms plays an important part, as food is passed from one to the other - food and ingredients are kept at the right temperature throughout preparation”

Pre-school childcare is booming as working parents look for safe and stimulating havens for their youngsters. While nurseries have come a long way in recent years, one area that can still be an issue is meal times.

Despite the boom, no foodservice company has set up a CPU dedicated to the specific needs of nursery foodservice – until now. The Professional Kitchen is a new company created to supply nurseries with lunches, five days a week.

Meals are made in a purpose-built facility in Basildon, Essex, which local EHO officers described as ‘the best central production unit’ they had ever seen.

The Professional Kitchen is already preparing 1,000 meals a day – and interest is such that the figure is likely to rise to 2,500 or more per day soon.

“Smaller nurseries don’t have capacity on site to produce meals, so they struggle,” says Jonathan Player, Managing Director. “We want to bring a professional meals service to nursery schools. We’re the first people to create a central production kitchen to provide it.”

Ingredients come into the facility and are immediately stored in four receiving coldrooms – one for high risk foods, one for vegetables, one for frozen and one for low risk produce. The four rooms lead into three coldroom prep areas, a salad and vegetable prep room, a general prep room (which becomes an allergen-free room once per week), and a high risk prep room, for food such as sandwiches.

Even the connecting corridor is refrigerated and the hard-wearing resin floor throughout the facility helps maintain hygiene.





Hot meals are cooked in the central kitchen and are then passed into a large Williams blast chiller freezer. From the blast chiller food passes to the packing coldroom, where it is portioned, labelled and loaded onto trolleys. Chilled hot meals are stored in one coldroom, cold meals in another.

These can be accessed from the pick and pack coldroom, where staff prepare orders for nurseries, before they are moved to the final holding cold store, where the delivery drivers pick up their fresh runs.

"Each of the seventeen coldrooms plays an important part, as food is passed from one to the other," says Jonathan. "Food and ingredients are kept at the right temperature throughout preparation. It was all designed from the outset for the way our particular meals progress round the building, from fresh ingredients preparation to cooking and ultimately packing and delivery. Because each grade of food has its own separate chain, their paths never cross so we avoid contamination."

Charles Baseley is the head chef at The Professional Kitchen. "We want to see children being fed properly in nurseries," he says. "With this building, we can. With refrigeration, you need absolute reliability. You need to know it won't break down. That's the main factor for me. We have a lot of refrigeration, arguably it's the most important equipment we have, because if one part fails it could be disaster – we could be writing off a vast amount of food."

Because Williams has both the expertise and a wide range of refrigeration, the company was able to supply exactly what The Professional Kitchen needed, not only in terms of temperature control and size of individual rooms, but also in terms of features.

"For example, the blast chiller is very simple and functional," says Jonathan. "It's just roll in, roll out." Even the coldroom doors come in for praise: the building has a variety of different ones, including sliding models, 'flip flaps' and personnel doors. "In a busy CPU, having doors that open and shut quickly is very useful!" he says.

"The guys at Williams understand what's needed from a chef's point of view," says Charles.

Energy saving is a criteria for any new build. In the case of The Professional Kitchen, it was a key issue. "Typically a building like this, with this level of equipment, will need a 400 amp supply," says Steve. "But we found we only had 100 amps. The cost to increase the supply would have been prohibitive."

Jonathan says, "A key change was that Williams and PHCC looked again at the condensers, which are on the roof, and changed them to inverter drive systems. It was a bigger investment, but we were able to get the whole building, including the coldrooms and blast chiller, to use under 100amps. Plus, we're saving thousands of pounds a year on energy."

We also looked into ways to save energy, from using LED in the coldrooms and freezers and installing PIR sensors to all areas to carefully choosing equipment specifications."







Walk in Coldrooms  
**Professional Nursery Kitchen**



Pass-thru Blast Chillers and Walk in Coldrooms  
**Professional Nursery Kitchen**





## THE COMMISSION

“Space in an airport is at a premium, so the kitchen had to be as small as possible with the refrigeration we needed maximum storage in the smallest possible space”

The Commission is a 175-seater casual dining and cocktail bar concept at Heathrow's Terminal 4.

A Drake & Morgan site, it's operated by hospitality and foodservice company Delaware North and is open 16 hours a day, from breakfast to late night dinner and snacks. Since it's 'airside', there are lots of restrictions – for example, getting service engineers in for breakdowns takes time. Meanwhile, it's a high-pressure site with a constant stream of customers who often want to be served quickly.

All of which means the catering equipment has to be reliable, efficient and capable of delivering a high performance, which is why The Commission has Williams' refrigeration.

The kitchen project was managed by the Airedale Group. The airside restrictions were further complicated by build hold ups resulting in Airedale's window for installing the kitchen being cut from ten days to just three.

Nils Braude is operational director for Delaware North's travel sector. “Installation was challenging, but Airedale put in a good shift and we opened with everything working!” he says. “Space in an airport is at a premium, so the kitchen had to be as small as possible. For example, with the refrigeration we needed maximum storage in the smallest possible space. It also needed to be energy efficient.”





The kitchen features a mix of Williams counters and undercounters, for both chilled and frozen storage. There are several specialist models, including a meat cabinet, a fish cabinet and a Thermowell, a chilled countertop unit for holding fresh ingredients safely. There's also a bespoke coldroom.

"With refrigeration, reliability is key," says Nils. "Particularly in an airport, due to our huge workload and because we can't just get engineers airside at the drop of a hat. Williams is top of the range and is known for its reliability. We also know if it does go wrong it can be easily fixed."

"Williams has a wide range which allowed us to go for some specialist kit, such as raw meat and raw fish cabinets. Clearly, in an airport environment, health and safety as well as food safety are at a really high level, so we need the extra security specialist cabinets deliver."

The Commission also has a Williams walk-in coldroom at the back of the kitchen. "It's a bespoke unit that offers a large amount of storage in a small area," says Nils. "Staff are in and out of it all day and we need the temperature to stay consistent. We use it for pretty much everything that comes up from the stores, for the restaurant and the bar. It's our holding area, our half way house. Williams gives us the temperature control we need."

Richard Greasley is national accounts development manager at Airedale. "Originally the coldroom was specified with integral refrigeration, but during the build it became clear that we'd need a remote system," he says. "Williams did a great job in turning everything around very quickly."

Nils says, "Having one main refrigeration manufacturer brings advantages for servicing, plus we want equipment that fits neatly together and is compact. Williams hits that mark."

The Commission's kitchen also features cooking appliances supplied by Williams' sister company, Falcon, including an induction range and a rise and fall grill.

"The new kitchen is performing very well, very smoothly," says Nils. "All our chefs are comfortable in it, and have been from day one."

We're hitting a very good ticket time for all the food items, which is thanks to the design, but also to the performance of the appliances and the refrigeration that the guys rely on. It's all in the right place, the workflow suits us really well, and I have a happy kitchen team as a result. It hits the mark straight off the bat."



Raised Pan Holders and Modular Coldrooms  
**The Commission**





## EDINBURGH UNIVERSITY

“It was clear that we needed a bespoke solution, the cabinets needed to be quite narrow, to fit in the space we had - Williams came up trumps with a tailored version of the company’s Zircon units”

When it comes to designing student residences for postgraduates, it must be recognised that they can have very different living patterns to undergraduates, so they don’t necessarily want the same kind of accommodation arrangements.

The classic student residence is a cluster of three or four rooms in a flat with a shared living room and kitchen. While this is still very popular, the University of Edinburgh has moved to create a more exciting model which recognises postgraduates’ preferences.

To answer the specific needs of some of its postgraduate students Edinburgh University has built the UK’s first Residence Hall, which opened in September 2015.

“It’s a concept that’s been trialled elsewhere around the world, particularly in America and Australia, with great success,” says assistant catering director, Ian Macaulay. “It’s working well here, too – so much so that we are getting a lot of visits from other universities.” Which is a real feather in the cap of all involved, since, as with any new idea, getting it agreed was far from plain sailing!

Essentially the Residence Hall still features individual rooms, with common rooms on each floor, but the main kitchen and social element are centralised. Edinburgh University’s Residence Hall is on Holyrood North; its kitchen/social complex is open plan and divided into eight areas, each with a cross-shaped prep counter and a mix of seating and eating stations. Williams supplied specially designed fridges and freezers with storage compartments for individual students. “The refrigeration is critical to the success of the project,” says Ian.







Each kitchen has its own ovens, microwaves, sinks, hobs and so on. For storage, each student has their own dry store plus chilled and freezer space. "We started looking for a refrigeration solution and we talked to several manufacturers, including Williams. What we needed was an upright cabinet that could be compartmentalised for each student.

"It's more complicated than it sounds the compartments needed to allow proper airflow and minimise the risk of any cross contamination, for example for vegetarians or for those whose diets are restricted for religious or medical reasons.

"It was clear that we needed a bespoke solution. The cabinets also needed to be quite narrow, to fit in the space we had. Williams came up trumps with a tailored version of the company's Zircon units, each of which has room for eight individual compartments."

Williams worked with Edinburgh to develop several different compartments to see which worked best.

The one chosen is made of stainless steel and has holes drilled in the sides to allow airflow, but positioned to ensure the risk of cross contamination is removed as much as practically possible.

The University wanted to ensure the security of the students' foods, so Williams developed combination locks for both the fridges and the freezers.

Ultimately Williams supplied 64 Zircon fridges and 40 Zircon freezers. The model is the Z12, a versatile, slimline, single-door upright cabinet. The bottom-mounted refrigeration system allows easy access for service while the rugged construction makes it simple to clean and strong enough to handle tough kitchen environments. The Z12 has a capacity of 312 litres and the fridge's energy-saving CoolSmart controller guarantees excellent temperature control.

"Williams worked really well with us, they were very receptive to ideas and were happy to sort out bespoke solutions for us," says Ian. "In fact the whole project is a great success. The Hall allows students to be alone or to cook together – whether they have shared subjects, nationalities, interests, or whatever. It's a fantastic model of social interaction and student engagement."

The Williams equipment at Edinburgh University was supplied by James Scott & Sons (Kitchen Equipment) Limited.







## THE RABY HUNT

“The variety of sizes and configurations Williams offers, allowed us to maximise the chilled and frozen storage capacity of the kitchen”

You don't make major changes to a two Michelin star kitchen without good reason, and certainly not without ensuring you have the best expertise at hand. So when chef owner James Close decided to install a new kitchen and expand The Raby Hunt restaurant from 25 to 35 covers, he called in Crosbys, the kitchen specialist based in Newcastle upon Tyne.

And when Crosbys specified the refrigeration, they called in Williams – because its models offered the combination of looks and muscle-power the restaurant required.

The Raby Hunt is in the tiny village of Summerhouse, near Darlington. James Close is known for simple, stunning and visually exciting food. The new kitchen is on view to diners so they can get a sense of the theatre of a two-star kitchen in full swing.

“The refrigeration, like all the catering equipment, had to function perfectly but also had to look good,” says John Clarke of Crosbys, who project managed the job. “And The Raby Hunt has a lot of fridges!”

The fact that Williams offers such a wide range of products meant the company was able to supply models that met the variety of specific needs in the new kitchen. Nearest the chef's table are biscuit top counters, which are sited below specially fabricated worktops featuring a rolled edge.

Chefs stations have individual counters with drawers, so each chef has direct and easy access to the ingredients they need. The pastry area has a two-door counter with a granite worktop. The central prep island features multiple counters, with both chilled and frozen storage. The main cooking area also has counters, again with drawers.







The counters are a mix of William's Jade, Aztra and Amber units. "The variety of sizes and configurations Williams offers allowed us to maximise the chilled and frozen storage capacity of the kitchen," says John.

For example, the space-saving Aztra units at the restaurant include a single-door, wide format, two-drawer freezer, model LAZ5UC, which has a footprint of just 660mm wide by 609mm deep.

Then there's the narrow-format, single-door HAZ5CT Aztra fridge and the popular Amber HA135, a compact, single door undercounter cabinet.

The Jade counters are all two-door models, a mix of biscuit top (to fit under a worktop or counter) and standard counter models. The Raby Hunt also has a Jade upright cabinet freezer.

"This is a very busy kitchen that's focussed on quality – quality food, quality ingredients," says John. "The refrigeration has to be robust enough to cope with the workload and it has to have ultra-reliable temperature control.

It has to be quality. At the same time, it has to offer value for money. Plus, it needs to fit The Raby Hunt's sustainability and energy efficiency criteria. On all counts, Williams fits the bill."



Biscuit Top Counters and Under Counter Cabinets  
**The Raby Hunt**





Design Excellence : Cool Technology

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[www.williams-refrigeration.co.uk](http://www.williams-refrigeration.co.uk)

Installation of all Williams products requires adequate ventilation.

Williams reserves the right to modify the design, materials and finish in accordance with its progressive development policy.

**Williams Refrigeration**  
Bryggen Road  
North Lynn Industrial Estate  
King's Lynn  
Norfolk PE30 2HZ  
T +44 (0) 1553 817 000  
F +44 (0) 1553 817 111  
E [info@williams-refrigeration.co.uk](mailto:info@williams-refrigeration.co.uk)