

A Stylish Display

-Foster now at M & S

Quality and style are words synonymous with Marks and Spencer. Throughout the world, in over 680 locations spanning 30 countries, the Marks and Spencer Group has built a reputation to be proud of. From classic clothing and lingerie (M & S has almost 40% of the UK lingerie market) to a huge selection of quality sandwiches (M & S is the market leader in sandwich sales, with over 30% of the UK market) continuity is key. This continuity in quality and style also extends to the growing number of Coffee Bars opening in M & S stores around the country, where quality food is displayed in stylish, state-of-the-art refrigerated cabinets supplied by market leaders Foster Refrigerator.

"We have used Foster equipment for years, both in-store and in our staff restaurants", commented Restaurant & Coffee Bar Developer Judith Soames. "Prior to launching the new Coffee Bar concept, we opened a number of restaurants in the UK, including a 300 seat development in Newcastle city centre. The Foster equipment has always been reliable and, we believe, the best in its field ... as are the Foster contacts we have developed over the years".

Extensive customer research was conducted prior to launching the Coffee Bar concept, in order to identify exactly what customers were looking for in in-store refreshment. As well as fast and efficient service, customers wanted to relax in an environment where they could unwind and take time out from their shopping.

"Customers often stop off in the Coffee Bars 'mid-shop', either to discuss important purchasing decisions or simply to relax and take a break", explains Judith Soames.



Food stuff safely stored in a Foster.

"It is vital that the in-store experience is carried through to the restaurant. We need equipment we can rely on - helping us to provide a smooth, problem-free and pleasurable experience for the customer".

A simple coffee bar format and design was developed, that could be adapted for use in any number of stores. Three different size schemes all follow the same minimalist design, creating a stylish and relaxed environment.



The latest M & S 'Coffee Bar' - ideal for busy shoppers.

Maximum use is made of food available in-store, extending and reinforcing the firmly established M & S brand. Forty food and drink lines are served in total, including hot and cold beverages and a tempting selection of M & S salads, sandwiches, cakes and pastries, all displayed along a stylish self-serve counter.



Glass door Supra cabinets.

"Feedback from customers has been extremely positive and sales in all our Coffee Bars have exceeded all our original expectations", commented Judith Soames.

"Our partnerships with suppliers have been very important in helping us to confidently ensure this success", she continued. "Our relationship with Foster is no exception. They worked closely with us from a very early stage in the planning of the Coffee Bar concept - their input has proved invaluable".

M & S Facts

- 21 coffee bars in total - 25 more to open in 1999/2000
- Over 10,000 customers visit each coffee bar every week
- Top selling beverage - cappuccino
- Top selling food items - chicken mayonnaise sandwiches and chocolate eclairs



A stylish environment for a quick snack - or just relax with a coffee during a shopping trip.



Due to tight controls on the floor space allocated to each Coffee Bar, all food and beverage storage and preparation is based front of house in the servery area.

With equipment on display to the public in this way, the look of individual cabinets and counters is important ... so Foster's stylish, market leading Gastronorm Supra Glass Door Cabinets are well and truly at home in the modern surroundings.

The cabinets, used primarily to store back-up stock and products such as milk and cream for use in food and beverage preparation, form part of the back counter display in the new Coffee Bars. A special stripe motif is incorporated into the bottom half of the glass door, effectively camouflaging any products that may clutter the customer's view.

Maximum storage and minimum floor space is provided by the Supra cabinets, whilst the newly designed exterior is aesthetically pleasing and very easy to clean. A one-piece, wipe-clean, water-resistant, flush-fitting control panel provides fingertip control over food and air temperatures within the cabinet, and has a constant digital display. Reliable and easy to use, the digital



Foster fits the bill.

What a display from Foster!

temperature display simplifies user training. It even alerts the operator when the door has been left open too long.

"We incorporate specific Refrigeration Usage training into our staff training programme", commented Judith Soames. "The Foster equipment is easy to use, which in turn makes our job easier - both during training and throughout our busy operational period".

Precise and accurate refrigerator temperature control has never been of greater significance than it is today.

In recognition of this, the Gastronorm Supra range offers seven temperature bands as standard, thus helping the user to guarantee that foods are always stored at the right temperature.

Hygiene is also a major consideration both inside and outside the cabinet. All internal corners are covered, the base dished and dirt traps (such as interior screws) are completely eliminated. All shelving and racking is fully removable.

Other models available in the Foster Gastronorm Supra range offer a choice of single, double and triple door cabinets. Pass-through options, half doors, dual and variable temperature models, Broadway reduced depth models and specialist applications for fish and wine storage, provide a model type for every application.

Leading innovations of tomorrow are already being developed by Foster, setting the industry



Food safety, a priority at M & S.

standards for others to follow. Everything Foster makes is led by customer demand for maximum temperature control, hygiene and energy efficiency. At Foster you will find virtually every kind of food service equipment available - no matter what your refrigeration needs, Foster has the solution for you.

M & S CHOSE:

Model Numbers

2 Gastronorm Supra glass door Cabinets

The Foster equipment was installed by Hussmann Refrigeration

