



The Story so far...

Formed in 2000, Barracuda is the fastest growing national managed pub company in the UK with over 150 pubs and bars across the UK.

Barracuda owns the 64 strong Smith & Jones chain, the student pitched Varsity pubs. Predominantly wet led operations, food sales currently account for approximately 15% of Barracudas business.

Martyn Smith joined Barracuda in 2001, with a brief to look at the kitchen template and enable all catering facilities to work more efficiently. He turned to specialists Asterix Catering Equipment Ltd to work with him on his project and Asterix are responsible for the re-design and installation of all Barracuda 's kitchens.

The Project

The existing microwaves were difficult to use so Asterix were briefed to find ovens that were very user friendly and fully programmable to ensure brand consistency. Quicker cook times were also essential as the bulk of the groups food is served at lunch time. With the EC501 cooking at one fifth of the time it takes a conventional oven, it means Barracuda can serve food cooked to order in a of the time.

The Results



The range of Mealstream microwave accelerated convention ovens and microwaves available from Merrychef fitted the bill and today each Varsity outlet houses one EC501 combination oven, while the Smith & Jones chain has one or two EC401 combination ovens and a minimum of three MD1800 microwave ovens in each kitchen.

Both the EC401 and EC501 ovens are equipped with menu key. Menu key is Merrychef 's innovative programming system that allows menu changes in an instant. The reusable Menu Key can download programme data across an estate of ovens and is ideal both for adding new dishes and menu expansion, with a memory of up to 99 times.

Barracuda views the partnership with Asterix and Merrychef as a resounding success and has plans to open up to 50 new outlets in 2005 using the same format.

The Menu

- Hot Melts
- Cajun Chicken Pieces
- Pizza Slabs
- Pasta Dishes
- Pastry products



Key Benefits

- More diverse menu
- Minimum waste
- Quick cook times

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

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