

case study



Knights Hill Farm Shop



Premier refrigeration for local business

Knights Hill Farm Shop (part of CR Melton & Sons Strawberry Farms), in King's Lynn is aiming to supply local residents with fresh local produce.

Local butcher Clifford Prior occupies part of the shop with his fine arrangement of meat from local suppliers. Originally founded in the 1930's by Clifford's grandfather, Prior & Sons Butchers have been providing King's Lynn and the surrounding area with quality meats for over 70 years. A longstanding ingredient in this successful business has of course been the great equipment used in the preparation and storage of their product.

Prior & Sons Butchers approached Glenn Marshall of C&G Refrigeration due to their previous experience in supplying catering equipment, and the fact that they required a local company to provide fast support for spares and service. C&G Refrigeration assessed Mr Prior's requirements and had no hesitation in specifying Premier Cabinets and Counters from Foster Refrigerator to satisfy their equipment needs.

Given the importance of front of house to their operation, the equipment on show needed to be aesthetically pleasing in order to complement the produce on display. When dealing with perishable goods, it is highly important to ensure that the equipment does not break down, and if it should, a network of support needs to be on offer to resolve the situation in the minimum amount of time with the minimum amount of disruption.

Based on these requirements, it was a straight-forward choice for C&G Refrigeration, "There's a lot of cheap and inferior product on the market that we are forever needing to get out on site to service," said Glenn. "It is in the interests of both ourselves and the customer to have a reliable product - and Foster can provide just that. The total package offered by Foster is second to none as the spare parts are freely available."

Prior & Sons Butchers is clearly going from strength to strength. With the latest branch of their successful operation being opened at Knights Hill Farm Shop, the new shop is sure to be another triumph for all involved.

Knights Hill Farm Shop chose:

1x



PREM G 1350 Hydrocarbon Cabinet

2x



PREM 1/2 Counter

CLIENT:	KNIGHTS HILL FARM SHOP
PROJECT:	FRESH MEAT REFRIGERATION
DEALER:	C&G REFRIGERATION
LOCATION:	KING'S LYNN, NORFOLK

"The Foster equipment is second to none - in terms of supplying the correct piece of equipment for the right price and with the right level of aftersales support, the total package offered by Foster literally butchered the competition!"

CLIFFORD PRIOR
PRIOR & SONS BUTCHERS

Foster Refrigerator
Oldmedow Road King's Lynn Norfolk PE30 4JU United Kingdom
Tel:+44 (01553) 691122 Fax:+44 (01553) 691447 E-mail: sales@foster-uk.com

www.fosterrefrigerator.co.uk



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