



Happy Birthday Burns & Ferrall

– Seventy Years Young

WIN A MOBILE KITCHEN WITH BURNS & FERRALL!

Burns & Ferrall is celebrating its 70th anniversary this month and reflecting the company's brand message, 'The Innovative Heart of Hospitality' they're giving away a whole lot of kitchen love.

When clever solutions to industry challenges are needed and costs for opening restaurants eye wateringly high, Burns & Ferrall wants to deliver a life-changing opportunity for one lucky hospo professional.

Simply spend \$1000 and over with Burns & Ferrall between now and January 2019 and you'll go in



the draw to win a mobile container restaurant worth over \$125,000.

This unique portable kitchen folds out to form a world-class concept venue. It's made from a recycled container by the company's in-house design team and features the latest innovative commercial kitchen equipment.

The 'container restaurant' will be unveiled at Fine Food

NZ this month. Five finalists will be announced on January 31, 2019 and the winner revealed at the Food First Gala Dinner on March 21, 2019

THE COMPANY TODAY:

Employs: 70 people

Four Showrooms:

- Auckland: Support office, sales and showroom
- Hamilton, Wellington and Christchurch

Three divisions:

- Commercial kitchens
- Domestic range, supplied to Kitchen industry
- Kitchen warehouse for all your front of house requirements

South Pacific presence:

- Fiji: Two showrooms, run with business partners Courts

“All those kitchens we've installed over the years, some 30 to 40 years old; we're still supporting those customers and keeping their kitchens going with our parts and service network.”

- Tony Broome, CEO Burns & Ferrall

From humble beginnings in a shed in 1948 to a leading commercial kitchen company, Burns & Ferrall has a solid reputation for successfully designing, building, project managing, commissioning and maintaining a vast number of New Zealand's kitchens and bars. *Jes Magill* finds the business in very good heart.

Following a new strategic direction over the past two years, the company's will to succeed is as strong as the day Mr Burns and Mr Ferrall started the business in a shed making stainless steel sinks in Auckland in 1948.

When the partners had proudly completed their first sink, they tied it to the back of a bicycle and delivered it to the Farmers Trading Company in Auckland's CBD. Burns & Ferrall was officially open for business.

Since the early 1990s, the company has been owned by the Paton family. Following the death of its single shareholder Keith (Bob) Paton last year, and honouring his wish that the family continue to run the business, Keith's brother now chairs the board and his daughter is one of the directors.

Asked to name a high point of the company's seven decade run, CEO Tony Broome replies, "It has to be that we still exist, that we continue to meet our customers' needs and expectations and remain vertically integrated. We don't just import and sell product, we service and support as well.

"The company has survived various economic cycles and remains one of country's leading kitchen equipment suppliers – domestic and commercial. All those kitchens we've installed over the years, some 30 to 40 years old; we're still supporting those customers and keeping their kitchens going with our parts and service network."

The low point was definitely closing the Burns & Ferrall manufacturing facility in Neilsen Street, Penrose in 2011. "We had the

contract to make the mixing bowls for the Hobart company worldwide. But when Hobart shifted manufacturing to China we didn't have manufacturing scale to continue."

SERVING FRESH THINKING

Fast forward to 2018, the garden shed has gone, the passion remains and the company has grown exponentially," says Tony, who was given the opportunity to return to the firm two years ago after a five year absence. He'd previously worked at B&F from 2007 to 2012 but philosophical differences with the CEO at the time motivated Tony to work elsewhere.

He then spent five valuable years with the Goodfellow family (one of New Zealand's richest and most entrepreneurial), where he learnt about exemplary governance, was CEO of their Sulkem Group among other roles and became a member of the Institute of Directors.

Returning in 2016 was for "unfinished business," he says. "I loved the industry, the people, the privately run business and the history of B&F. To come back and focus on getting the business to what it can be, was very exciting. We've done some amazing things in a short period of time.

"We've continued building a strategic platform around The Innovative Heart of Hospitality, and representing the world's leading brands is one of our key branding decisions."

Tony's philosophy is refreshing. "We're not in this just to make money – we want to make a difference and our non-negotiable values – being ethical, trusted and passionate – keep us on track. >>

