



Big Fridge

Mobile Chill or Freeze Trailers
for any occasion

Tel: 01325 717 917

New Row
Eppleby
Richmond
North Yorkshire
DL11 7AW

Tel: 01325 717 917
Fax: 0871 994 0665

Email: info@big-fridge.co.uk
Website: www.big-fridge.co.uk

VAT Reg No: 829 1271 26

April 2004

Now that's a Cool Idea

(Published in Enterprise North East, April 2004)

Cold calling can be a demanding part of selling your business services, but three Tees Valley entrepreneurs have taken the task quite literally. James White, Andrews Houston and Nick Appleyard are neither chefs, caterers or event organisers but came up with a novel idea of hiring out mobile fridge units, following Nick's wedding in Australia. Keeping the Chardonnay cool and the Pinot Grigio perfect is a nightmare for outside catering companies, but the trio have solved that problem with the Big Fridge, which simply plugs into a domestic socket or can be run off a generator.

"Basically, it's a box on wheels, but customers love it," says Nick. "The beauty of it is, it's just the right size for companies or individuals to use.

"Everyone who has hired a Big Fridge has been very impressed. A film company used one on location for its catering; one was installed at Billingham Folk Festival, and we supply farmers' markets, weddings, twenty-firsts. The National Trust has even been enquiring about freezing antique books that have been flood damaged. It's part of a contingency plan – apparently if you freeze them quickly straight away, there is a much better chance of them being successfully restored."

James appreciates that Thirsk isn't quite Sydney in terms of average daily temperature but knows that caterers are now more conscious than ever to avoid the mishandling of food and drink at public events.

"Our units are mobile – towed by a two-litre car – and simple to use," he says. "As one of our clients recently remarked, nobody forgets a class of warm white wine on a hot summer's day even if the food is Egon Ronay standard."

The cold calling is paying off too. "Our first Big Fridge unit became two because we couldn't cope with demand," says Nick. "Then that became five and we expect to double that in the next 12 months. Although the actual fridge units come from Germany, we try and keep all the operation local. The chassis are made in North Yorkshire, for example, and put together on Teesside.

"What we're supplying is a good quality product and a good quality service. Stockton Borough Council – which has been very supportive – has also used a Big Fridge as have the fire service and the Army at a base in Winchester. Business Link has been very helpful; in getting the business off the ground."

The trio bring their own individual strengths to the Big Fridge business. Nick, whose father developed a successful vehicle hire business, is a chartered surveyor; James is an agricultural consultant with experience in the marquee industry, and Andrew has spent the last ten years restructuring the service arm of his family pig farming business. Champagne, anyone?

Please see the next page for scanned copy of article.

START-UP

Now that's a COOL IDEA

COLD calling can be a demanding part of selling your business services, but three Tees Valley entrepreneurs have taken the task quite literally. James White, Andrew Houston and Nick Appleyard are neither chefs, caterers or event organisers but came up with the novel idea of hiring out mobile fridge units, following Nick's wedding in Australia. Keeping the Chardonnay cool and the Pinot Grigio perfect is a nightmare for outside catering companies, but the trio have solved that problem with the Big Fridge, which simply plugs into a domestic socket or can be run off a generator.

"Basically, it's a big box on wheels, but customers love it," says Nick. "The beauty of it is, it's just the right size for companies or individuals to use."

"Everyone who has hired a Big Fridge has been very impressed. A film company used one on location for its catering; one was installed at Billingham Folk Festival, and we supply farmers' markets, weddings, twenty-firsts. The National Trust has even been enquiring about freezing antique books that have been flood damaged. It's part of a contingency plan – apparently if you freeze them quickly straight away, there's a much better chance of them being successfully restored."

James appreciates that Thirsk isn't quite the same as Sydney in terms of average daily temperature but knows that caterers are now more conscious than ever to avoid the mishandling of food and drink at public events.

"Our units are mobile – towed by a two-litre car – and simple to use," he says. "As one of our clients recently remarked, nobody forgets a glass of warm white wine on a hot summer's day even if the food is Egon Ronay standard."

The cold calling is paying off, too. "Our first Big Fridge unit became two because we couldn't cope with demand," says Nick. "Then that became five and we expect to double that in the next 12 months. Although the actual fridge unit comes from Germany, we try and keep all the operation local. The chassis are made in North Yorkshire, for example, and put together on Teesside."



PLUG IN: THE BIG FRIDGE

"What we're supplying is a good quality product and a good quality service. Stockton Borough Council – which has been very supportive – has also used a Big Fridge as have the fire service and the Army at a base in Winchester. Business Link has been very helpful in getting the business off the ground."

The trio bring their own individual strengths to the Big Fridge business. Nick, whose father developed a successful vehicle hire business, is a chartered surveyor; James is an agricultural consultant with experience in the marquee industry, and Andrew has spent the last ten years restructuring the service arm of his family pig farming business. Champagne, anyone?

• Big Fridge, tel (01642) 767 111 or visit www.big-fridge.co.uk for further details.