

Williams Portfolio

Williams
Portfolio



Williams Refrigeration Hong Kong

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an Ali Group Company



the spirit of excellence





Design Excellence : Cool Technology

Williams Refrigeration is one of the world's leading manufacturers and suppliers of award-winning professional refrigeration and has built a global reputation over the years for performance, quality and value for money. Our vast product range includes high performance, energy efficient and sustainable refrigerated cabinets and counters, blast chillers, coldrooms, back bar, front of house display and specialist bakery equipment.

Since 1980 Williams has developed an enviable reputation for delivering global excellence.

Our commitment is to help customers meet the demands of complex legislation for food safety and energy efficiency, together with competitive pricing, professional advice and innovative design. Williams' focus on service and support has led us to attract some of the world's leading companies as customers.

Driven from our global headquarters in the UK, we have established manufacturing facilities in China and Australia and sales facilities around the world.

Williams Refrigeration is proud to present our engineering design capabilities and quality excellence through our portfolio of front of house display products.

We work closely with many of the world's leading foodservice design consultants, interior designers and food and beverage directors and acknowledge their unique, inspirational and creative design concepts as the central theme upon which we work together to bring their first ideas to reality.

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Signature Series

The Signature Series represents the pinnacle of our custom refrigerated display lineup. This series offers the unique advantage of tailoring the panels to precisely match your preferred Pantone or RAL colors and with our cutting-edge metalworking techniques. With Signature Series, you have the power to set your brand apart in any setting, making an unmistakable impact. Transform your concepts into tangible creations with the Signature Series, where innovation meets your vision



Superior Series



Superior Series stands as a reflection to the art of custom refrigerated displays. With our state-of-the-art capabilities, we can create a diverse range of exterior shapes, including round, arc, movable components, frameless displays, and gracefully curved heated glass. Furthermore, our flexibility extends to material selection, allowing you to tailor the equipment to your specific needs and preferences. Experience a new level of customization with the Superior Series and elevate the product presentation.



Front of House

Front-of-House, our standard refrigerated display showcase series, embodies the pinnacle of quality, perfection and reliability. Williams Refrigeration, renowned as one of the global leaders in commercial refrigeration manufacturing, continuously innovates in close collaboration with users, engineers, and designers to offer reliable, high-quality refrigeration solutions. Our versatility shines as we tailor solutions to suit diverse applications, accommodating specific temperature needs, material preferences, colors, orientations, and space constraints. When it comes to refrigeration, Williams is your trusted partner, regardless of your application.

Counter

The elegant refrigeration counter design complements your chic open kitchen concept seamlessly, harmonizing effortlessly with your interior aesthetic.



Origin & Bloom Singapore





The North Londoner Macau

Front-of-house (FOH) refrigerated counters are designed with a distinct aesthetic difference from the Back-of-house (BOH) counterparts. Featuring superior V-cut bending on all visible bendings, including louvre detail, they exude elegance and precision.



Novotel On Stevens Singapore



Andaz Singpaore

Counter



Mercedes showroom Hong Kong

Grand Hyatt Beijing China



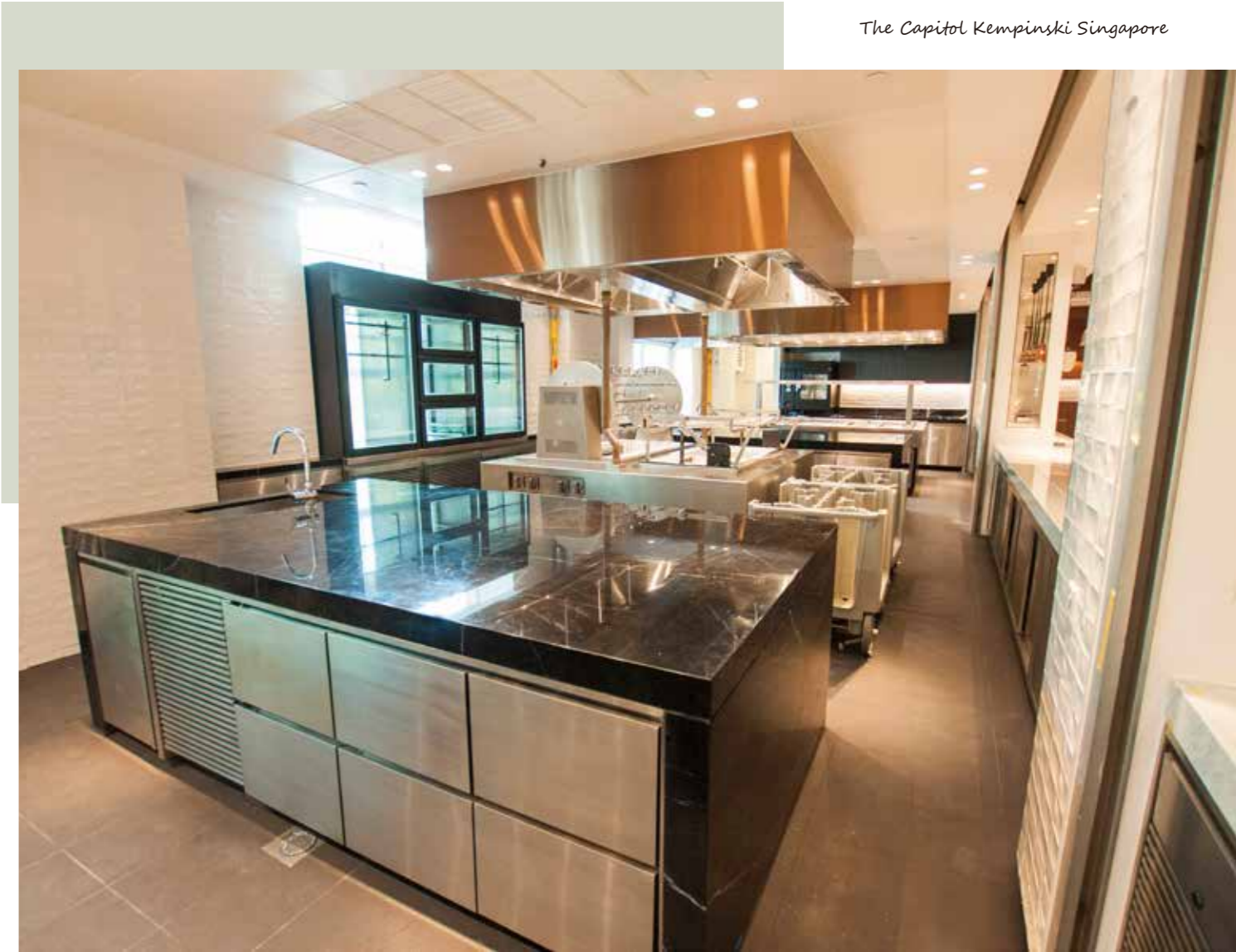


Additionally, the **FOH counters** offer the flexibility to incorporate interior design cladding on door or drawer panels, ensuring they seamlessly blend with the unique decor and ambiance requirements.

Counter



Cordis Hong Kong



The Capitol Kempinski Singapore

Upright

The abundance of fresh and exquisite ingredients extends beyond the confines of the back kitchen. Presenting them to the discerning eye of the public is now an elegant choice



Andaz Singapore



Upright



Rosewood Hong Kong

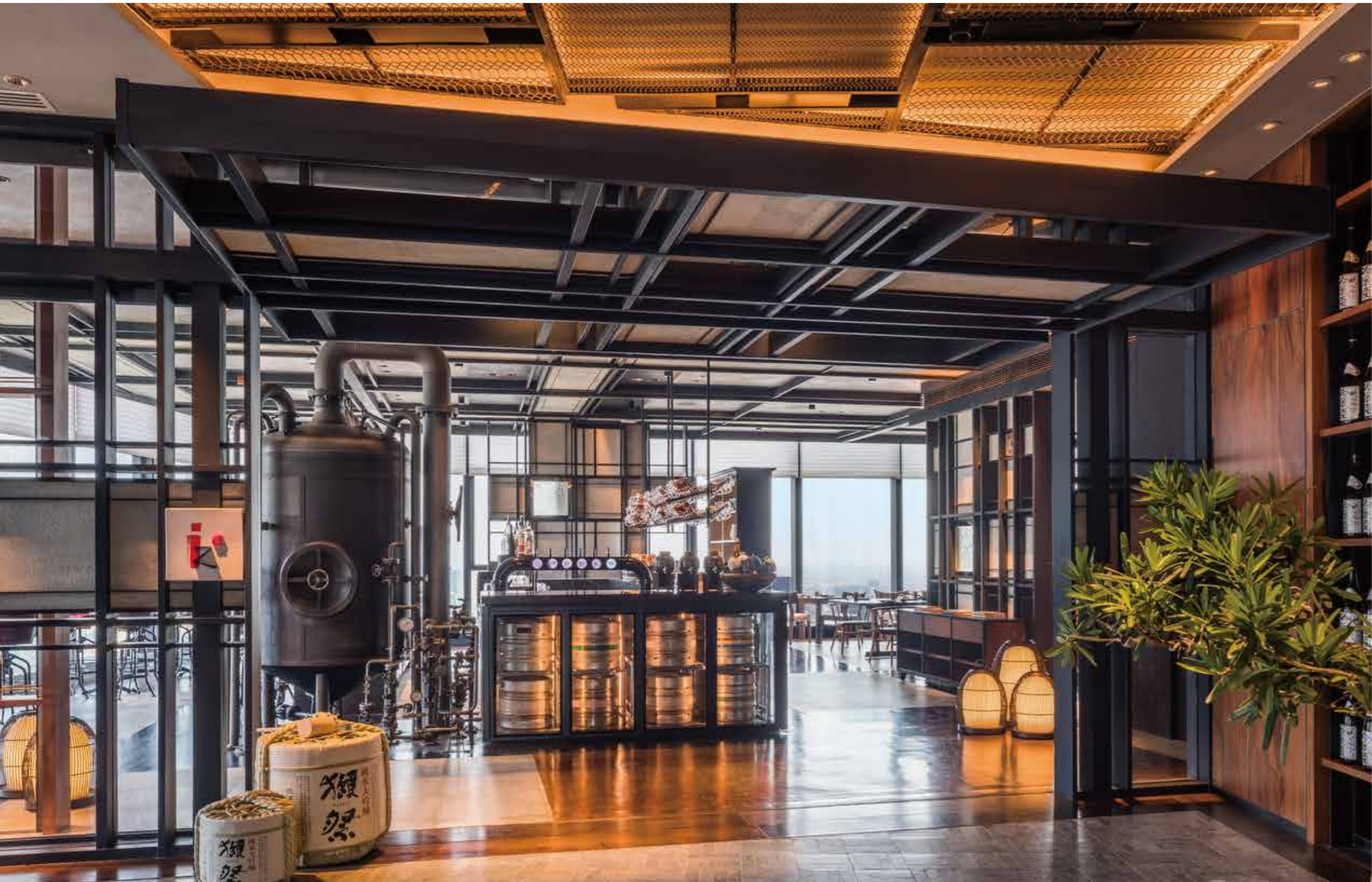


Macau Studio City



Grand Hyatt Cafe Hong Kong

The **upright displays** go beyond the conventional role of storing food ingredients. They also serve as captivating presentations that seamlessly blend with interior design, enhancing the overall aesthetic appeal of the space.



*Rosewood Phnom Penh
Cambodia*

Beer Keg Display

Frameless Display

*The Peninsula Boutique and Cafe
Hong Kong*



Jewellery-box

Taking inspiration from the world of luxury jewelry shops and high-end fashion boutiques, our exquisite jewelry box-style display showcase is the ideal choice for showcasing stunning creations, particularly pastries and chocolates.



Waku Ghin Singapore



Jewellery-box

Andaz Shenzhen Bay China



Origin & Bloom Singapore





Churchill's Table at Londoner Macau



Shangri-la Colombo Sri Lanka

Jewellery-box



CIAK The Landmark Hong Kong



The exquisite **jewellery box-type** refrigerated display, a creation inspired by the opulence of jewellery shops. It boasts a bright warm white LED display base, complete with a convenient on/off switch, providing an elegant backdrop to showcase your prized items.



The North Londoner Macau

Jewellery-box

The Ritz-Carlton Pune India



Revel in the sophistication of this unique display, where your products are presented with a touch of luxury and brilliance.

Marriott Cafe Manila Philippines



Cafe103 at Ritz Carlton Hong Kong

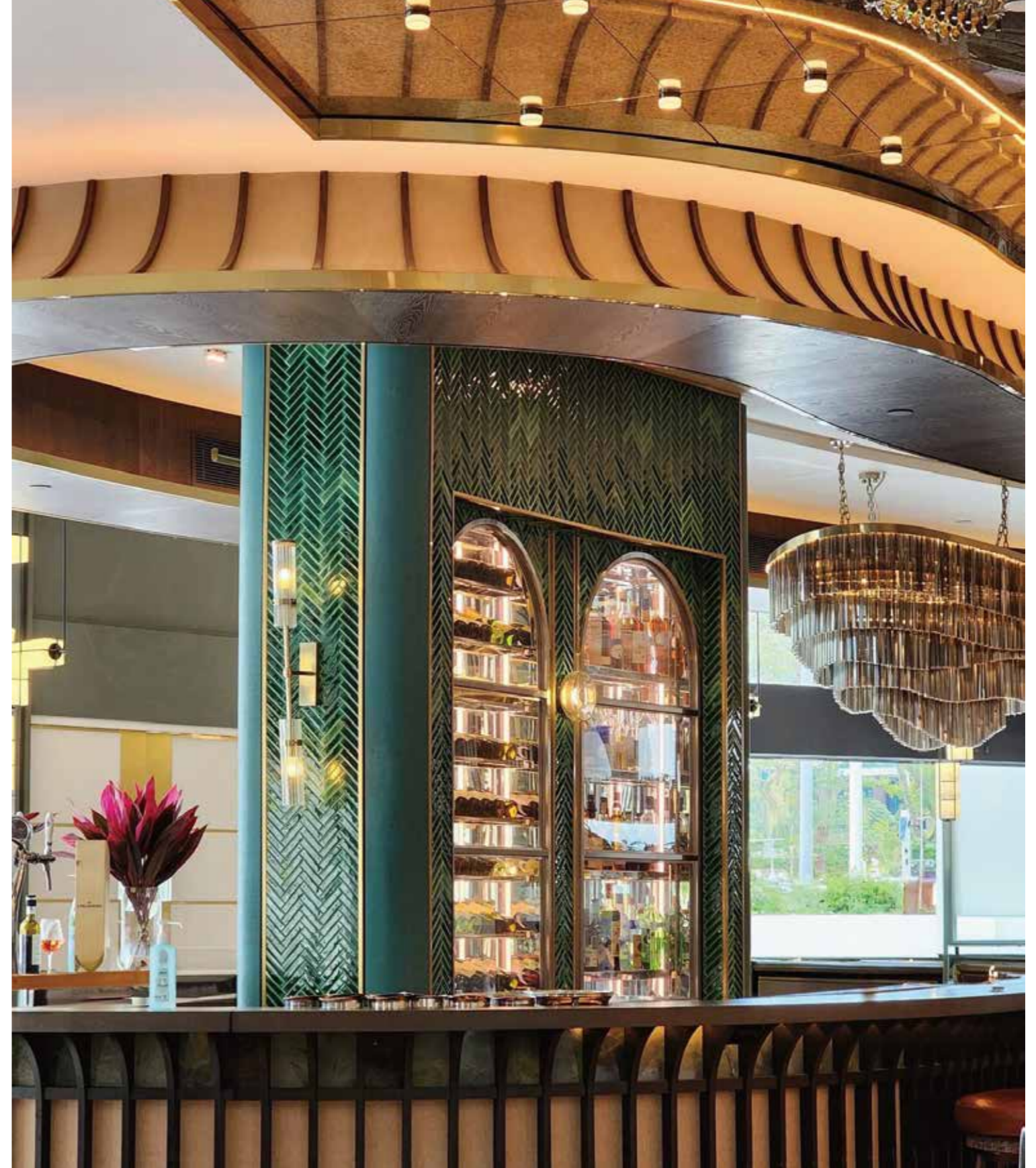


The Capitol Kempinski Singapore



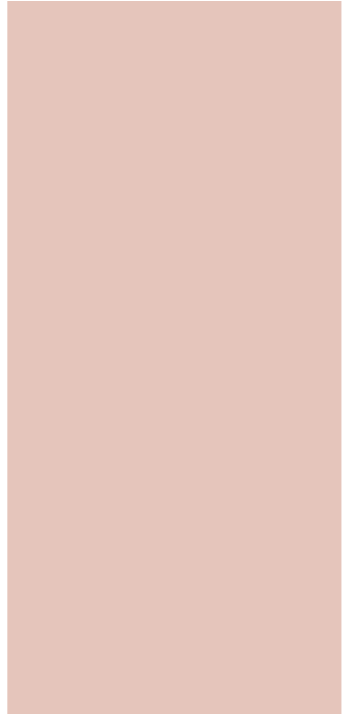
Meat & Cheese

Designed to showcase premium meats and cheeses in style, adding a touch of sophistication to your menu. Explore a carefully curated selection that ensures quality and presentation excellence, making it a must-have addition for your culinary display needs.





Atlantis Sanya China



W Hotel Shanghai China

Dear Tummy at Iconsiam Thailand



Meat ageing display exemplifies the perfect fusion of equipment exterior and functionality, making it a standout choice for those who appreciate both aesthetics and performance in their culinary endeavours.



Meat & Cheese

Shangri-la Colombo Sri Lanka



Grand Hyatt Hotel Beijing



Dear Tummy at Iconsiam_Thailand

Meat & Cheese



Me@OUE Singapore

Kerry Hotel Hong Kong



Il Teatro Shanghai China

With **Himalayan salt blocks** seamlessly integrated, it not only aids in moisture management but also elevates the flavour profile and visual appeal of the showcased meats.

Stairway Display

The Fullerton Ocean Park Hong Kong



Designed for open concept self-service settings. The unique **stairway presentation** format ensures that dishes are arranged in a visually appealing and easily accessible manner, captivating everyone at eye level. It's the perfect solution for making buffet offerings both enticing and convenient for all of the guests to enjoy.



JP Morgan The Quayside Hong Kong

Deli Display

Discover the versatility of the Deli Display, designed to cater to the bustling atmosphere of grab-and-go concept shops. Ideal for cafes, restaurants, and convenience stores, this sleek and efficient showcase is the perfect platform to highlight the pre-made and pre-packed meals and snacks.

Elevate the presentation and entice customers with a display that effortlessly combines style and practicality, ensuring offerings are both visually appealing and readily accessible.

Costa Coffee Shenzhen China



Marina Bay Sand Singapore

Beverage

Elevate guests' experience with our the superior beverage display, seamlessly integrating with the executive lounge bar's interior to craft a truly distinctive and stylish ambiance.



Beverage



Heimat by Peter Find Hong Kong

Beverage

Rosewood Hong Kong



Beverage



Cordis Hong Kong



The Emperor Hotel Hong Kong



Beverage



CIAC The Landmark Hong Kong



JP Morgan The Quayside Hong Kong



HSBC Kuala Lumpur Malaysia

Wine

Indulge in the epitome of sophistication with our wine display, meticulously crafted for fine dining settings. Elevate your ambiance and create an unforgettable experience as our stylish wine display effortlessly blends luxury with functionality.



Rosewood Guangzhou China

Amari Eco City Kuala Lumpur Malaysia



Andaz Singapore

Designed to cater to the diverse world of wines. With optimised internal temperature and humidity settings for different varieties, it ensures wines are stored in their prime condition.

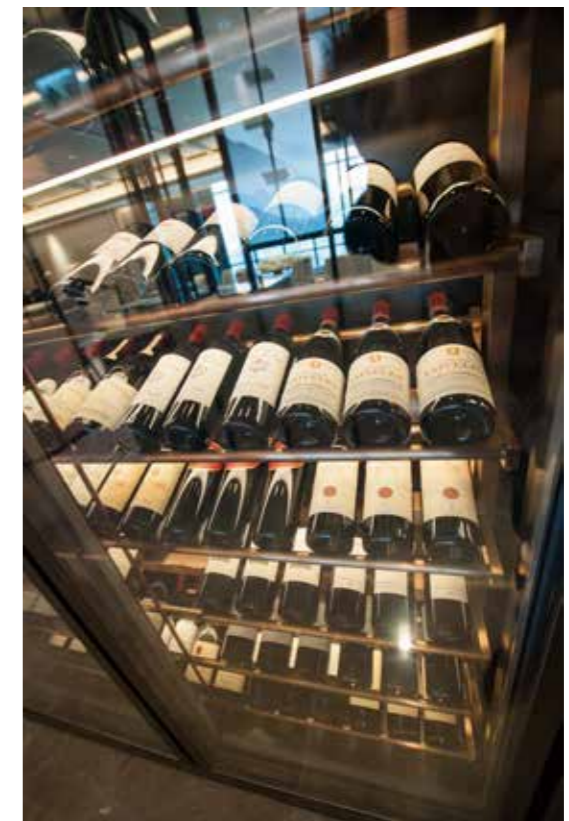
Wine



Rosewood Hong Kong



Each level features LED lighting with a diffuser, enhancing the display of the wine collections.



Ming Court Wan Chai Hong Kong

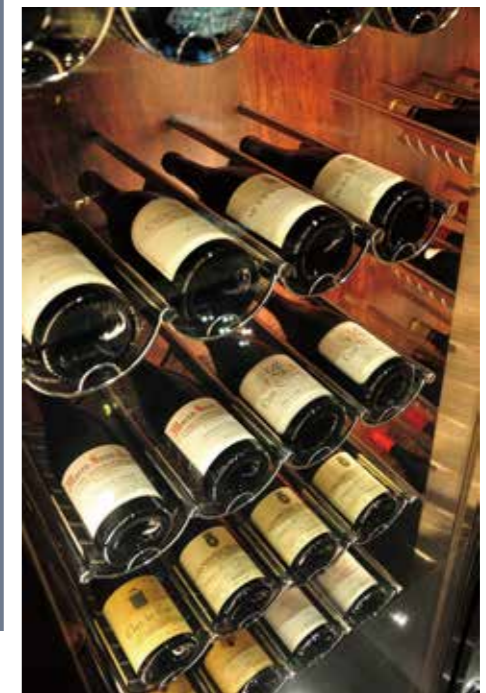
Wine



Grand Hyatt Hong Kong



Hong Kong Contry Club





The Temple House Chengdu China



Plat du Jour Hong Kong



Pollen Restaurant Singapore



Williams in FHA2022





MGM Cotai Macau



Ritz Carlton Millenia Singapore

The St. Regis Cotai Central Macau



The Emperor Hotel Hong Kong

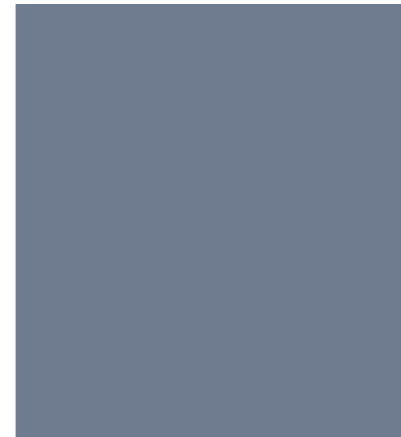
Wine



Royal Hong Kong Yacht Club

To perfectly complement the interior design, we offer a range of exterior options, including different coloured stainless steel or Pantone/ RAL colour panels. Elevate the wine presentation and seamlessly blend it with décor, making it an artful centrepiece.

Rosewood Phnom Penh Cambodia



Wine



Sign of The Don United Kingdom



Wine



The Continental Pacific Place Hong Kong



The Westin Singapore



Table-top Display



Novotel On Stevens Singapore



Rosewood Hong Kong

Ice Cream Display

The Fullerton Ocean Park Hong Kong



Macau Studio City



Huawei University China



Sushi

Our showcase marries sleek design with exceptional cooling performance to ensure the freshness of your sashimi or sushi, all while tantalizing the taste buds and whetting the appetite.



Sushi



The Fullerton Ocean Park Hong Kong

The Capitol Kempinski Singapore



Sushi

Grand Hyatt Cafe Hong Kong



Macau Studio City



Cordis Hong Kong



Cake

The allure of delectable cakes lies in their exquisite taste and refined aesthetics. People often shop with their eyes, and that's why our well-designed cake display showcases are the perfect enhancement, adding to the allure and visual appeal of our cakes.



Cake



Churchill's Table at Londoner Macau





Grand Hyatt Hotel Beijing China



Kerry Hotel Hong Kong



Cake Display is a feast for the eyes, designed with double-layer ultra-clear toughened heated glass that offers exceptional clarity, allowing to showcase the cakes in all their glory.



What sets this display apart is its flexibility, it can be fully customised to seamlessly blend with interior design, making it the perfect centrepiece to elevate the visual appeal of the delectable creations.

Four Seasons Jakarta Indonesia

Cake

Cafe Madeleine in Four Seasons Bangkok Thailand



Mandarin Oriental Guangzhou China



Reach-in Open

The selection of dishes is crucial in a buffet area, just as important as the food quality. Reach-in open display units are an effective means of expanding the variety of dishes available to customers while minimizing the need for space restructuring.



Reach-in Open



The Fullerton Ocean Park Hong Kong



Reach-in Open



Amari SPICE Penang Malaysia



Grand Hyatt Jakarta Indonesia





Reach-in Open

Crowne Plaza Zhengzhou High Tech Zone China



The Grand Buffet Hong Kong



Kimpton Maa-Lai Bangkok Thailand



Reach-in Open

Hilton Garden Inn Singapore



W Hong Kong



CUT Restaurant Singapore

Ice Well



The Fullerton Ocean Park Hong Kong





Rosewood Hong Kong

Frost Top



New World Millennium Hotel Hong Kong



Sheraton Saigon Vietnam



Huawei's Staff Cafeteria Singapore



Hilton Garden Inn Singapore



Kerry Hotel Hong Kong

Cold Well



Our Products

Williams offer a comprehensive product range with a choice of temperatures and extensive options offering ultimate flexibility.

The range includes high-performance gastronomy cabinets and counters, prep stations, blast chillers / freezers, bottle coolers, display cabinets, dedicated bakery products, bespoke front of house display and modular coldrooms.

We work with consultants, dealers and end users to create solutions to meet individual customer requirements, drawing on the breadth and flexibility of the product portfolio.

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