

# Think Portion Control

As food prices, energy prices and diesel prices increase, affecting both businesses and individuals, we firmly believe that PORTION CONTROL should be high on your agenda.

**Offer the LIGHTER BITE as an alternative to your usual portion size... NOT INSTEAD OF BUT AS AN ALTERNATIVE TO!**

PLUS... A number of our customers are commenting about fewer people visiting their shop at lunchtime. Are people looking for a healthier option OR are people being given a portion size that they just cannot manage or that "overfills" them? Many of your customers are buying sandwiches and a bag of crisps at lunchtime and paying about £3 for the privilege! Sandwiches and crisps are not as healthy as people think!

Fish Friers need to FIGHT BACK to reclaim the lunchtime market therefore we are introducing the concept of a LIGHTER BITE FOR THE SMALLER APPETITE!

**4 - 6oz skinless & boneless, frozen at sea, tightly graded haddock - on average only 70p per fillet!**

You can sell this as your: LIGHTER BITE FOR THE SMALLER APPETITE! Plus you can afford to sell it cheaper than your usual portion of fish & chips AND make a profit!

A portion of 4 - 6oz skinless & boneless, frozen at sea, tightly graded haddock costs you 70p. You can sell it for **£2.13** almost 3 times the cost price! You can then add on a slightly reduced portion of chips and sell the LUNCHTIME FISH & CHIPS for **£2.99**.

<b>Your costs are:</b>	
Fish:	£0.70
Chips (9oz portion):	£0.13
Batter:	£0.05
Small Box:	£0.07
<b>Total:</b>	<b>£0.95</b>
<b>You sell at:</b>	<b>£2.99</b>
<b>You make</b>	<b>£2.04 (Gross)</b>

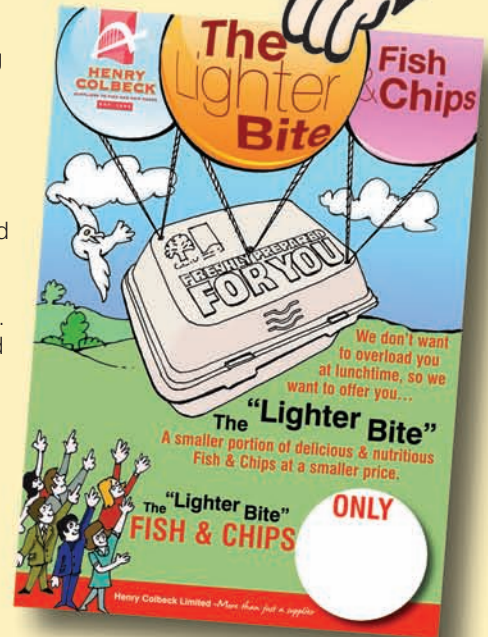
*It's a winner!*

**Advertise this meal positively and you will increase your lunchtime sales!**

**ASK YOUR HENRY COLBECK SALES MANAGER FOR YOUR LIGHT BITE POSTER!!**

You are offering this meal at a superb price and you are making a healthy gross profit of **£2.04** on every portion you serve!

(This calculation does not take account of V.A.T.)



**FREE POSTER AVAILABLE**

It is important that you use a small **bio-box** to ensure that you serve the correct portion of chips.



**Ask your Henry Colbeck Sales Manager for additional information about marketing your business.**