

# YOUR PRICE MIGHT NOT BE RIGHT!!!

The price that you charge for the menu items that you sell in your take-away is extremely important. In the last issue of 'What's Hot?' we published our Fish & Chip Take-Away Pricing Survey for 2009. The results are based upon analysing data from almost 200 Fish & Chip Take-Aways throughout Scotland and the North of England.

We provide the market with the average price for specific products, sold by Fish & Chip Take-Aways, in 10 separate geographic areas.

Our recommendation is that if the price you are charging in your Fish & Chip Take-Away is below the average price in your specific geographic area then you should increase your price, to at least the average price, in your area.

When calculating the average selling prices we were surprised at the price differences for the same menu items in the same geographic area.

Some examples are as follows:

Area	Product	Highest Price Recorded	Lowest Price Recorded
South Yorkshire.	4oz Beefburger & Chips	£3.20	£1.70
Leeds	Haddock & Chips	£4.40	£3.70
Strathclyde	Haggis & Chips	£3.60	£2.80
North of Scotland	Range Rib & Chips	£4.50	£2.95
S. W. Scotland	Haddock & Chips	£5.30	£4.20
Central Scotland	Chicken Nuggets & Chips	£4.20	£3.20
Teesside	Mince Pie & Chips	£3.15	£1.90
North East England	Jumbo Sausage & Chips	£3.00	£1.90
East Scotland	Smokey & Chips	£3.90	£2.20

Pricing menu items is as much of an art as it is a science.

Our annual pricing survey certainly demonstrates that there is a significant difference between the most expensive price and the cheapest price for the same menu item in the same geographic area.

If you are selling a particular menu item at below the average price published in our survey you may want to review your pricing.

Your business needs to make a profit therefore we would ask you to look again at our pricing survey. You can either look at the last issue of 'What's Hot?' OR you can go to our website at [www.colbeck.co.uk](http://www.colbeck.co.uk) and then click onto **MARKETING TIPS** and then click onto the **PRICING SURVEYS**.

If you require any further information about pricing please discuss it with your Henry Colbeck Sales Manager