

NEW!

Lite-BITE® Cod Fillets

The right size and the right quality!



*The Lite-BITE® is the registered property of Henry Colbeck Limited.

Frozen-at-Sea, Skinless & Boneless Cod
 Minimum Net Weight: 95 - 121g.
 Minimum Net Weight: 3.8kg.
 40 Fillets.

For all other information, please contact your local distributor.
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The Lite-BITE®

Henry Colbeck Limited www.colbeck.co.uk 0190 482 0482	Friam Foods Limited www.friamfoods.com 01203 316423	M. A. Whitley & Co. Limited www.mawhitley.co.uk 01203 364711
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By 2013

Box Label

Last summer Henry Colbeck developed the Lite-BITE® packaging concept to provide Fish Friers with the opportunity to market an ALTERNATIVE portion size of Fish & Chips to attract new customers.

The Lite-BITE® concept has been a great hit with Fish & Chip Shops at a time when there has been a significant amount of publicity about portion sizes in general.

Our message has always been about offering an **ALTERNATIVE** portion size.

The Lite-BITE® concept is about attracting a new, profitable audience into Fish & Chip Shops who want an **ALTERNATIVE** size of portion to the one usually on offer, **creating new business and additional profits.**

We have now developed the Lite-BITE® Cod!

This is a frozen-at-sea/once-frozen product that we have specifically cut to fit into the Lite-BITE® box. Each cod fillet will weigh between 95g and 121g (3.4oz and 4.3oz) NET and when battered, each fillet will weigh approximately 5oz to 6oz. They will fit perfectly into the Lite-BITE® box giving great "eye-appeal!"

We believe this is the first time that Fish Friers have been offered a COUNT-PACK of graded, skinless & boneless frozen-at-sea/once-frozen fish fillets. There are 40 fillets in each case for perfect portion control.

Lite-BITE® Box
Pack Size 100
Code 026607

Lite-BITE® Cod Fillets
40 x 95-121g
Code 921024

Lite-BITE® Cod Fillets and Lite-BITE® Boxes are only available from:

Henry Colbeck Limited
More than just a supplier!

Contact your Sales Manager or your Telesales Advisor

