



How much should I be charging?

The independent Fish & Chip market is very fragmented with approximately 80% of the industry made up with sole traders operating one outlet. On a periodic basis, Henry Colbeck Limited publishes a REGIONAL PRICING SURVEY.

We analyse prices in 156 Independent Fish & Chip Shops across 9 separate geographic regions.

This analysis provides a snapshot of the average prices being charged across a wide range of menu items.

The purpose of this exercise is to assist our customers to price competitively and realistically, by menu item, in comparison to the average price in their geographic region.

The take-away / food-on-the-go market is changing rapidly and the independent Fish & Chip market must be aware of these changes to move with the times and be able to compete in what will become an increasingly competitive industry.

Along with pricing, a greater awareness of the following and the implementation of change are essential ingredients to ensure the long-term success of independent Fish & Chip Shops;

- Product quality
- Staff training
- Service
- Visual presentation and image of the staff, shop frontage and inside the shop
- Improved packaging
- Offering alternative portion sizes
- Marketing initiatives

Henry Colbeck Limited exists to not only supply the Fish & Chip market but also to support the market by providing product innovation and marketing assistance through our experienced team of Sales Managers.

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FISH & CHIPS PRICING SURVEY 2017

ENGLAND

England 2017	Cumbria	North East England	Teesside	East & South Yorkshire	Leeds
Cod & Chips	£6.04	£5.83	£5.30	£5.60	
Haddock & Chips	£6.04	£6.00	£6.18	£5.41	£5.30
Chips	£1.89	£1.73	£1.60	£1.58	£1.75
Jumbo Sausage & Chips	£3.80	£3.30	£3.07	£2.92	£3.24
Smokey & Chips	£3.88	£3.40	£3.19		
Mince Pie & Chips	£4.15	£3.28	£3.33	£3.85	£4.04
Steak Pie & Chips	£4.45	£3.30	£3.31	£3.79	£4.68
Chicken & Mushroom Pie & Chips	£4.09	£3.56	£3.30	£3.77	£4.68
Fishcake (Mashed Pot.Type) & Chips	£3.37	£3.15	£3.09	£2.81	£3.19
Fishcake (Pot.Slice Type) & Chips		£3.60	£3.30	£2.98	£3.48
Cod Bites & Chips	£3.78	£4.85	£4.19	£4.17	£2.95
Fish Butty	£5.09	£3.50	£3.86	£4.23	£4.21
Chicken & Chips	£5.21	£5.07	£4.72	£4.49	£4.86
4oz Beefburger & Chips	£3.97	£3.33	£3.09	£3.63	£4.67
4oz Beefburger in bun & Chips	£4.42	£3.74	£3.54	£4.02	£5.07
Chicken Steak & Chips	£3.90	£3.35	£3.24	£3.76	£4.18
Chicken Steak in bun & Chips	£4.38	£4.04	£3.65	£3.86	£5.45
Chicken Nuggets & Chips	£4.51	£4.17	£3.71	£3.78	£4.22
Scampi Chips	£5.71	£4.92	£5.17	£4.68	£5.87
Children's Meal Box Package	£3.00	£3.14	£2.91	£3.00	£3.19
Breadcake/Bread Bun	£0.60	£0.53	£0.45	£0.51	£0.63
Branded Soft Drinks (Cans)	£0.93	£0.83	£0.77	£0.81	£0.86
4oz Mushy Peas	£0.89	£0.77	£0.85	£0.73	£0.77
7oz Mushy Peas	£1.39	£1.09	£1.13	£0.99	£1.09
4oz Curry Sauce	£0.89	£0.77	£0.85	£0.77	£0.78
7oz Curry Sauce	£1.39	£1.09	£1.13	£1.06	£1.09
4oz Gravy	£0.89	£0.77	£0.85	£0.75	£0.77
7oz Gravy	£1.39	£1.09	£1.12	£1.05	£1.08

Average prices based on a survey of 156 Fish & Chip Shops

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SCOTLAND

Scotland 2017	Central Scotland	East Scotland	West Scotland	North Scotland
Haddock and Chips <i>Standard</i>	£6.23	£6.20	£6.41	£6.70
Haddock and Chips <i>Small</i>	£4.48	£4.60	£4.51	£5.02
Fish cake and chips	£4.48	£4.60	£4.57	£4.44
Jumbo sausage and chips	£4.25	£4.16	£4.33	£4.48
Smokey and chips	£4.20	£4.11	£4.22	£4.67
Mince pie and chips	£4.02	£3.82	£4.01	£4.58
Steak pie and chips	£4.18	£4.08	£4.27	£4.80
Chicken and chips	£4.78	£5.31	£6.24	£6.33
Range rib and chips	£4.35	£4.24	£4.43	£4.90
Chopsteak and chips	£4.30	£4.25	£4.53	£4.89
Cheesy Chips	£2.85	£3.23	£3.30	£3.40
Deep fry pizza and chips	£4.22	£4.40	£4.06	£5.21
Haggis and chips	£4.07	£3.99	£4.16	£4.75
Black pudding and chips	£4.05	£3.97	£4.17	£4.62
White pudding and chips	£4.05	£3.97	£4.28	£4.59
Red pudding and chips	£4.02	£3.62	£4.60	£4.66
Chicken pakoras and chips	£4.52	£5.28	£5.06	£6.63
Vegetable pakoras and chips	£3.70	£4.28	£3.85	£5.50
4oz beefburger and chips	£4.03	£4.04	£4.38	£4.61
Chicken steak and chips	£4.08	£4.10	£4.54	£4.55
Chicken nuggets and chips	£4.55	£4.37	£4.84	£5.35
Scampi and chips	£4.98	£4.89	£5.84	£6.30
Children's meal box package	£3.18	£3.17	£3.47	£3.87
Chips - Regular	£1.72	£1.78	£1.89	£2.01
Branded soft drinks (cans)	£0.79	£0.94	£0.90	£0.94
4oz mushy peas	£1.30	£0.90		£1.40
7oz mushy peas	£1.10	£1.11	£1.11	£1.34
4oz curry sauce		£1.50		
7oz curry sauce	£1.00	£1.19	£1.28	£1.43
Pickled Eggs	£0.38	£0.44	£0.58	£0.53
Pickled Onions	£0.26	£0.26	£0.34	£0.27
Heinz SqueezeMe	£0.20	£0.33	£0.28	£0.31

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