WHAT'S Issue 117 September/October 2017 www.colbeck.co.uk

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FISH & CHIPS

PLUS MUSHY PEAS,

CURRY OR GRAVY

PLUS A SOFT DRINK

Grant th city Post

PIE & CHIPS

PLUS MUSHY PEAS CURRY OR GRAVY

PLUS A SOFT DRINK

ONLY

ONLY

FREE! Meal Deal Posters Pages 6 & 7

USAGE & CHIP

IN THIS ISSUE

NEW

ONLY

PLUS MUSHY PEAS, CURRY OR GRAVY

PLUS A SOFT DRINK







Long-frying

As more pressure is put onto your production of Fish & Chips and the other fried food

In recent years a significant number of Fish Friers have moved from using "standard" frying fats to using LONG-FRYING LIFE oils & fats.

WHAT'S THE DIFFERENCE & WHY?

The answer to WHAT'S THE DIFFERENCE? is RESISTANCE TO BREAKDOWN.

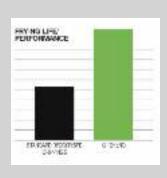
The answer to **WHY?** Is that they do not need to discard their frying oil or fat as frequently therefore they are recognising that it's the **COST IN USE** and **NOT** the **BUYING PRICE**.

WHAT'S AVAILABLE?



Premier Jus For Premier Results

- Q Toreno is a refined and deodorised Irish Premier Jus Beef Dripping produced from the freshest and finest quality raw material. We make sure that we carefully select only caul and kidney fat as they are able to withstand frying at high temperatures; there is no soft body fat in Q Toreno.
- We've added a naturally occurring anti-oxidant, specifically developed for beef dripping, which gives it a longer frying life in comparison with ordinary, standard deodorised drippings.
- Q Toreno is the perfect choice if it's long lasting, finest quality, Irish dripping that you require.



12.5kg Code 004967 Scotland Only

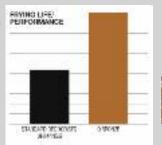
2 x 5kg Code 004558 England Only



BRONZE DEODORISED BEEF DRIPPING

For An Improved Frying Performance

- Q Bronze is a refined and deodorised German beef dripping produced to an extremely high standard. It has the additional benefit of an anti-oxidant which makes it incredibly resistant to breakdown during use and gives it an extended frying life.
- Q Bronze is the perfect choice if it's premium quality, deodorised, long-lasting German dripping that suits your operation.
- German, deodorised beef dripping



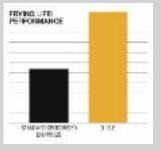
12.5kg Code 004362



10.8 DEODORISED BEEF DRIPPING

For a Longer Frying Life

- Q 10.8 is a refined and deodorised beef dripping produced in Belgium from the best quality raw material to ensure that it performs even under the most demanding deep frying conditions. It also has an added anti-oxidant to give it an extended frying life.
- If you're looking for a consistently good dripping with an extended frying life then look no further.
- Packed in handy sized 4 x 2.5kg blocks, wrapped in parchment.



4 x 2.5kg Code 004949



Rancimat results available on request.

LONG - FRYING LIFE REFINED & DEODORISED BEEF DRIPPING

FEATURE

life oils & fats

you serve, it is definitely worthwhile looking at more robust, long-frying life oils & fats.

Traditionally, Fish & Chip Shops fried Fish & Chips in traditional frying ranges but things have changed!

A greater variety of products is now being served, most of which will break oil down faster than battered fish and chips. Meat products, breaded product, products with seasoning in the coating will all contribute to the premature breakdown of traditional frying oils & fats. Frying ranges have become more productive when producing fried food and this creates an additional pressure on the frying product being used.

Henry Colbeck Limited has developed a number of LONG FRYING-LIFE oils & fats. These products have been developed over time as we realised that there was a need for our customers to have a choice of frying oils & fats that would be more resistant to breakdown.

ID VEGETABLE OIL

The Future of Frying

- Q Avant is at the forefront of frying technology; it has been developed specifically by The Q Partnership to offer fish friers an oil with a reduced saturated fat content when compared with more traditional frying oils.
- Q Avant is 30% lower in saturated fat in comparison with standard palm because of its unique blend of palm and high oleic sunflower oil. It has no hydrogenated fat.
- In addition, it has a 40% longer frying life than standard palm!
- If you want to promote to your customers the benefits of using oil with a reduced saturated fat content then Q Avant will more than measure up.



PITTING LIFEPIEROPAMAKE

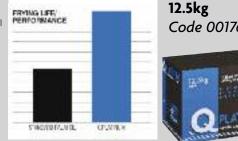
10kg Code 000889



SOLID VEGETABLE OIL

Power & Performance

- Q Platinum brings together a blend of palm and hydrogenated palm to produce an oil with an exceptional frying life.
- Q Platinum is all about power and performance; it's the heavy duty frying oil for heavy duty frying operations.
- If you're looking for an all-vegetable oil which will resist breakdown in an environment with a high output then take a look at Q Platinum.



Code 001769



SOLID VEGETABLE OIL

Extreme Quality for Extreme Temperature

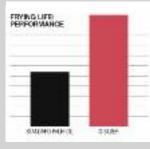
• Q Silver is a unique mix of palm, hydrogenated palm and rapeseed oil.

Collect

Points on all

Q Frying Fats

- The blend has been specifically developed to produce an oil with a distinctive savoury note and aroma which will interest friers who are looking for a vegetable oil with a similar taste profile to dripping.
- In addition, Q Silver has an exceptional frying life as the blend is resistant to breakdown at high temperatures and performs even under the most demanding frying conditions.
- If it's vegetable oil you're after which compares with dripping on taste and gives you a long frying life then Q Silver fits the bill.



12.5kg Code 001768



LONG - FRYING LIFE FRYING FAT







The businesses made the list after an independent company sent mystery diners to everyone who entered the competition and assessed a range of front-of-house aspects from staff friendliness, cleanliness and product knowledge. Points were also awarded for the quality of the food with everything being critiqued from the crispness of the batter, to the texture of chips, to the flakiness of the fish.

With takeaways picking up additional points for details such as clean and tidy uniforms, the availability of a specials board, and cooking to order, the benchmark was set extremely high with the top 50 shops scoring 95% or over in their mystery dine and all ten restaurants scoring 93% or over. With a number of shops tying on the 95% cut-off point, over 50 takeaways made the prestigious list. of which more than half were new entrants to the list for 2017. While all successful chippies receive a certificate to display in their shop and an A2 window poster detailing their achievement, every entrant is sent a copy of their mystery dining sheet, providing valuable feedback and a chance for operators to improve their business. Reece Head, competition organiser, comments: "We would like to congratulate all those shops and restaurants that made our Top 50 and Top 10 for 2017. The pass mark was

once again set very high at 95% and to achieve that takes a lot of dedication and hard work from everyone involved, from the owner to the manager, to the frier and the staff. It really is a team effort. Running a fish and chip business gets harder every year with so much going on behind the scenes, so to serve up excellent quality food with a matching level of service and atmosphere day-in day-out deserves to be recognised. All the winners have proved they go the extra mile to give their customers the best possible experience, whether that's detailing the boat that catches the day's fish, running weekly specials, or simply taking time out to ask customers how their day has been. This is what puts them ahead and keeps customers coming back time and time again."



In alphabetical order, the 50 Best Fish & Chip Takeaways 2017 are:

Al's Plaice, Bedford, Bedfordshire Angel Lane Chippie, Penrith, Cumbria Bishopston Fish Bar, Horfield, Bristol Bizzie Lizzie's, Swadford Street, Skipton, North Yorkshire Brockfield Fisheries, Huntington, York Catch, Ashford, Kent Church Street Fish Bar, Abertillery, Gwent Coopers Fish Bar, Coventry, Warwickshire Cromars, St. Andrews, Fife Crosskeys Fish Bar, Crosskeys, Newport Fairfield Plaice, Buxton, Derbyshire Fishtastic, Peterborough, Cambridgeshire Fochabers Fish Bar, Fochabers, Morayshire Frydays of Kendal, Kendal, Cumbria Harpers, Wetwang, East Yorkshire Harry's Fish 'n' Chips, Chingford, London Henleys of Wivenhoe, Colchester, Essex Hirds Family Fisheries, Halifax, West Yorkshire Jack Fullers, Billingshurst, West Sussex Lakeside Takeaway, Cheltenham, Gloucestershire Longsands Fish Kitchen, Tynemouth, North Shields Middleton in Teesdale Fish and Chip Shop, Middleton in Teesdale, County Durham Merchant Chippie, Glasgow Minnie Bertha's, Bexhill-On-Sea, East Sussex My Plaice Fish & Chips, Gorleston-on-Sea, Great Yarmouth, Norfolk Nick The Fish, Poole, Dorset Norton Fisheries, Norton, Stourbridge Old Time Fisheries, Keighley, West Yorkshire Oysters Fish and Chip Lightwater, Lightwater, Surrey

Peel Park Fisheries, Bradford Penaluna's Famous Fish & Chips, Hirwaun, Rhondda Cynon Taf Pete's Pan, Billesley, Birmingham Plattens Fish and Chips, Wells-next-the-Sea, Norfolk Pride of Bridlington, Bridlington, East Yorkshire Quays Fish & Chip Shop, Lancaster, Lancashire Robinsons Fish & Chips, Poole, Dorset Scott's Plaice, Gosport, Portsmouth Shaws Fish & Chips, Barnsley, South Yorkshire Shillingfords, Neath, Port Talbot Smiths Chippy, South Shields, Tyne & Wear Taylor's Fish & Chips, Penygraig Tonypandy, Mid Glamorgan The Bay Fish & Chips, Stonehaven, Aberdeenshire The Big Fish, High Street, Cheltenham, Gloucestershire The Blue Fin, Brighouse, York The Bridge Sauchie, Sauchie, Clackmannan The Carron Fish Bar, Stonehaven, Aberdeenshire The Codfather, Botley Road, Southampton The Cod's Scallops, Wollaton, Nottingham The Crispy Cod, Tonyrefail, Glamorgan The Elite Fish & Chip Company, Sleaford, Lincolnshire The Golden Anchor, Mitcham, Surrey The Jolly Fryer, Rugeley, Staffordshire The Plaice To Be, Kilmarnock, East Ayrshire The Posh Fish & Chip Co, Llandaff, Cardiff The Scrap Box, Dunnington, York The Silver Hake, Birmingham Towngate Fisheries, Idle, Bradford Utley Fisheries, Utley, West Yorkshire Winyates Chippy, Redditch, Worcestershire Wellies Fish & Chips, Grantham, Lincolnshire

In alphabetical order, the 10 Best Fish & Chip Restaurants 2017 are:

Bizzie Lizzie's, High Street Car Park, Skipton, North Yorkshire Mister C's, Selby, North Yorkshire The Pelican, Barnstaple, North Devon Burton Road Chippy, Lincoln, Lincolnshire Fish Dish, Felixstowe, Suffolk Colmans of South Shields, South Shields, Tyne & Wear The Magpie Cafe, Whitby, North Yorkshire Toff's of Muswell Hill, Muswell Hill, London Fish Over Chips, Grange-over-Sands, Cumbria The Cod's Scallops, Sherwood, Nottingham



Invest in the future of your business

The NPD Group is a leading market research company that operates in 20 countries, interviewing millions of consumers every year. Their data is considered to be the most reliable and is used by the biggest and most successful brands in developing strategies for future growth.

A report issued by NPD earlier this year showed that Fish & Chip Shops now account for 5.6% of the U.K. takeaway market compared with 6.4% in 2009. The report said that the cause of this decline is the changing tastes of younger Brits (18-34 year olds) who are snacking more and more, particularly at lunchtimes. Burgers bars and Chicken franchises are cashing in on these findings with their offerings of lighter takeaway options and lunchtime meal deals. These outlets attract 35% of their daily visits at lunchtime, but for Fish & Chips it's only 24%.

The report stated that "36% of the people surveyed visit Fish & Chip shops because of the quality of their food and it is this reputation for quality that Fish & Chip shops should build on to bring in the younger generation and the lunchtime traffic by matching the big brand competitors with meal deals and lighter options".

The 18-34 year olds market is very profitable and if you can get this age group eating Fish & Chips then you are well on your way to ensuring that they continue to eat Fish & Chips as they get older. Attracting this group into your shop is a sound investment in the future of your business.

So, where should you start?

1. You need to be offering a lively meal deal. Grab yourself one of our FREE Meal Deal Posters and hang it where it can't be missed or see our article from Coca Cola on page 9, their marketing team will produce one specifically for you – and it's also FREE!

Already offering a meal deal? Okay... can your customers see what the deal is? There is no point in having a fantastic offer if it's not in full view of your customers. Make sure it's big and bold and obvious!

2. Add a Lite-BITE option to your existing portion sizes which will appeal to those who are looking for more of a snack-type meal at lunchtime rather than a belly busting one! This is really easy to put in place. Get one of our Lite-BITE posters and a pack of Lite-BITE boxes and you're ready to go. The boxes will ensure that you're serving the right size portion every time and that you're supplying this 'on-the-go' market with something which is suitable for them to eat from. Remember they may be going back to the office, the car or sitting outside and it is crucial that the food is easy to carry and easy to eat without any mess.



For more help and advice please talk to you Henry Colbeck Sales Contact or call us on; England 0191 482 4242 Scotland 01236 425 656

ASK FOR YOUR FREE POSTERS





Meal Deals A great way to drive additional sales

Did You Know?¹ 62% of customers want a meal deal 75% don't buy meal deals because they can't see what's on offer 32% increase in sales due to a meal deal 17% of customers notice communication whilst queueing or at a counter²

Having the right meal deal in the right place so that your customers can see it clearly, is vital for its success!

Coca Cola offer a variety of FREE posters and tent cards to advertise meal deals and they can be **personalised for your shop!**



Your choice of Coca Cola branded drinks image here

Talk to your Henry Colbeck Telesales Contact for more information.

Source; 1 TNS NIPO '11, 2 HIM; engagement and communication with stores 2015



What'sHot 9



Join the Batter Revolution

ClasSeaco is uniquely blended from selected British wheat flour and has been specifically created to help you produce the finest, battered deep-fried food.

- Crispy in appearance and texture •
- Light when fried •
- Maintains exceptionally well in the top box •
- Plastic, micro-perforated breathable bag •
- 12.5kg pack for easing use and handling \bullet

Buy 2 bags of ClasSeaco Batter Flour and we'll give you a case of Coca Cola Cans FREE!



Free product is 24 x 330ml Coca Cola cans

Collect	ClasSeaco Batter Flour
Save+ Select	12.5kg
2 Points	Code 011337

Colbeck Condiment Essence

Collect Select

1 Point

Only

Only

£2.70









Code 013262



Q Clear Malt Vinegar





Collect Select

Only £3.10



5 litres Code 023855

Code 015141





Chicken Fillet Bites



Produced from **whole chicken breast fillets**, hand portioned into bite size pieces and coated in a lightly seasoned crispy golden batter.

Offer the best quality chicken bite to all of your customers – young & old!

2 kg Code 900128 Collect



Chopped and shaped pork in a BBQ style coating.



20 x 140g Code 890992



all about the **ingredients**







SUSTAINABLE PALM OIL

If being socially and environmentally responsible is a factor in your business, then Q Gold is the natural choice.

- Natural colour
- No hydrogenated fats
- Premium quality
- Easy to handle, parchment wrapped 2 × 5kg packs
- Sustainable



2 x 5kg Code 000898



Children's Meal Box Variety Pack

Each pack includes 4 different designs; Sea Life **Animal Friends Treasure Quest** Dino Park



NO POSTER OR TOY

Code 026724

Flavoured Still Water

Natural flavourings No added sugar Added vitamins A, B & C Non spill sports cap Perfect for children's meal deals



Available in five varieties:

Funky Monkey Orange Perky Penguin Mixed Fruit Ellie Elephant Blackcurrant Happy Hippo Strawberry Merry Meerkat Red Apple 12 x 270ml

Code 021564 Code 021565 Code 021566 Code 021567 Code 021569



Great Giveaways for your Children's Meal Haribo Star Mix



Code 021260 16g

Assorted Fruit Lollipops



NEW! CheesOs



Monterey Jack and Cheddar Cheese with chopped red onion in a light panko crumb.

Perfect for sides, starters, burgers and stackers.

1kg 22 x 45g Code 810051

NEW! Henry's Chip Butty Baps





Only 20p each 40 x 5.5" Code 900300

Q Chicken Nuggets

Buy 6 bags get **50p** off each bag!

Chicken breast meat, chopped & shaped and coated in a light crispy batter. IDEAL FOR CHILDRENS MEALS!





1kg, **22-24g** Code 900127

NEW! Promenade Sauce Sachets





Mrs Unis Chicken Pakora Strips & Dipping Sauce

Skinless and boneless real chicken breast strips coated in a lightly spiced red batter.

Complete with spicy red chilli dipping sauce.

60 per pack (75-95g) Code 900061



Only



Mrs Unis Vegetable Pakoras & Dipping Sauce

Round, vegetable pakoras made from onion and cabbage in a lightly spiced batter.

Complete with spicy red chilli dipping sauce.

90 per pack (33g) Code 900060





Mrs Unis Haggis Pakoras & Dipping Sauce

Round, golden brown shapes of haggis with a spicy meaty flavour. Complete with spicy red chilli dipping sauce.

125 per pack Code 890075



Only £27.00

Available in Scotland Only





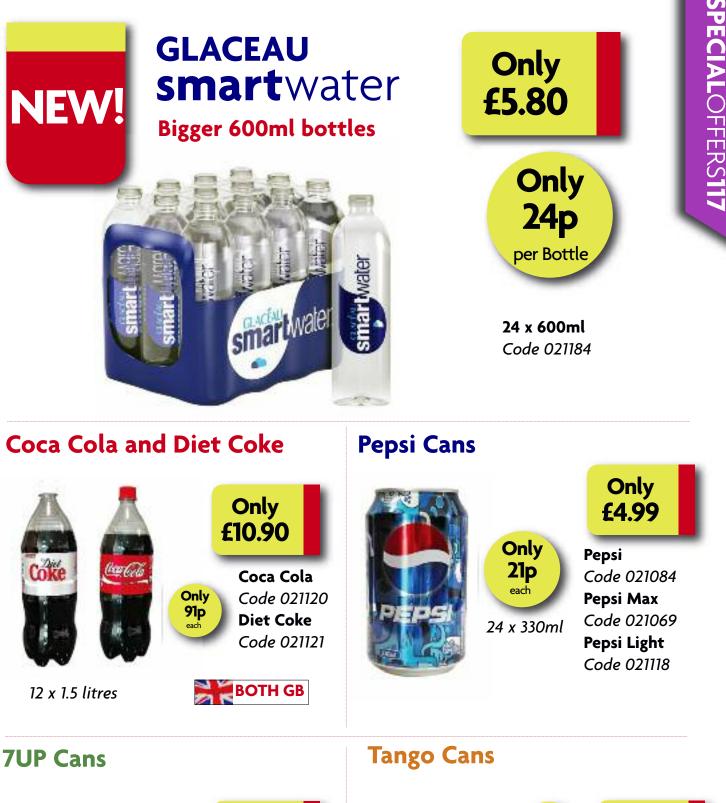
For the finest fried food

- A pure and light fry
- 100% Vegetable Palm Oil
- RSPO Certified
- Extended Frying Life
- No hydrogenated fats
- Less than 1% trans fat

12.5kg Code 000899









24 x 330ml

No Maximum Quantities!

24 x 330ml

Only

£4.99

Code 021077

Code 021075

Orange

Apple

Only

21p



Keep it Clean is a complete range of cleaning materials specifically for the Fish & Chip Market. The Keep it Clean range offers quality, high performance, value for money products.



FREE Hygiene & Cleaning Control Programme Wall Chart available – **just ask**.



Only

£2.90

Only £4.90

Washing Up Liquid 5L Code 051372

LIDUID



Thick Bleach 5L *Code* 051373



Anti-Bacterial Washing Up Liquid 5L Code 049983



The 'Hook & Fish' Collection gives a fresh, modern and up-to-date image to the Nation's Most Treasured Dish!

It's been designed specifically to make sure that Fish & Chips get the recognition they deserve and stand out in the crowded Takeaway & Fast Food Markets!

The range includes everything that's needed to pack, present and takeaway Fish & Chips;

NAPKINS

Napkins complete with 'Hook & Fish' dispenser box

250, **1 ply** Code 027008

Only £1.99

THE NATION'S MOS TREASURED DISI

Wooden Chip Forks with 'Hook & Fish' dispenser box

2 prong, 3" (7cms) Code 027005

Only Collect

Collect

FS

GAR

FREE! Hook & Fish Style Fish & Chip Posters Available in 3 different designs Ask for yours!

For more information about the Hook & Fish Collection, talk to your Henry Colbeck Sales Contact or call us on; England 0191 482 4242 Scotland 01236 425 656



42nd Street Beef Burgers

Produced from prime forequarter and flank cuts of beef the best for beef burgers!

80% Beef Burgers 100% Beef Burgers



It's all about the ingredients

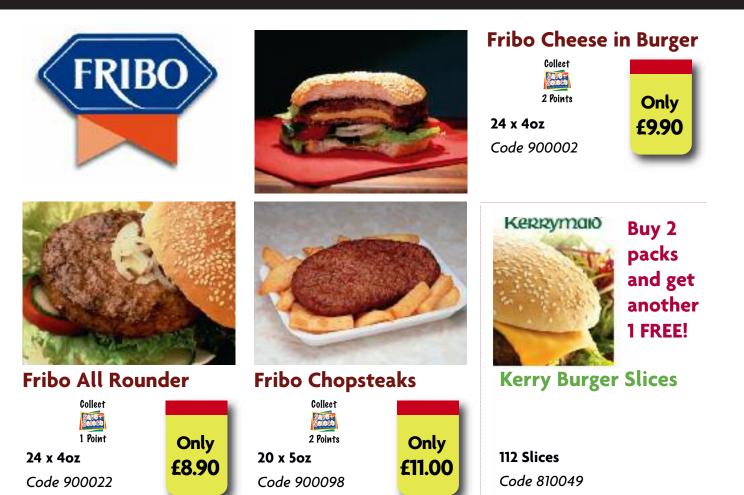
48 x 2oz (56g)

Only

16p

Code 890097

all about the **ingredients**





Delicious, deep filled pies wrapped in a golden, shortcrust pastry Henry's Pies have been specially developed for The Fish & Chip Market.



Steak 12 x 217g Code 900192





Chicken & Mushroom

PECIALOFFERS117



Free Posters Available – Just Ask!



12 x 160g Code 900190

> Only 74p

Code 900191

12 x 217g

Mince & Onion



Only

68p

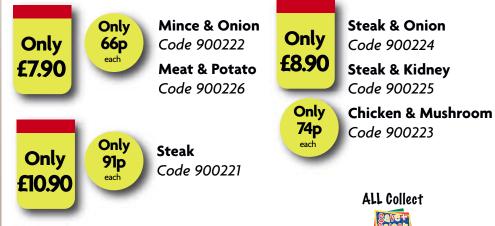






Deep filled, fully baked pies made with a puff pastry base and a puff pastry lid, packed with the finest quality meat. Available in 6 delicious varieties;

All packed in 12 x 220g



1 Point

Outstanding Dripping for **Outstanding Fish & Chips!**

Henry Colbeck has a range of drippings sourced over many years from our, reliably consistent, BRC accredited refinery in Northern Ireland.

We use only locally sourced raw material from BRC approved plants within a 100 mile radius of the refinery. Not only does this provide full traceability, it also ensures that it is in the freshest condition when it arrives for processing.

There is no soft body fat; only the internal hard fat is used which is **the best** and the most durable for deep frying.

The result is outstanding dripping; helping you to produce outstanding Fish & Chips.

Henry Colbeck White Rose



2 x 5kg Code 004955



Henry Colbeck Traditional Pure Beef

Non-deodorised for traditional tasting fried food



2 x 5kg Code 004953

NEW! Tear-strip box for effortless opening NEW! Tear-strip box for effortless opening **Q** Toreno

Deodorised dripping with a naturally occurring anti-oxidant, specifically developed for beef dripping, to give it a longer frying life in comparison with standard drippings.



12.5kg Code 004967 Scotland

2 x 5kg Code 004558 England



Individually wrapped blocks

Ask your Henry Colbeck Sales Manager or Telesales Advisor for further information

NEW! Tear-strip box for effortless opening

Colbeck Stock Statement:

The paper What's Hot is printed on is the first volume coated product to achieve Forestry Stewardship Council (FSC) certification in the UK and is ISO14001 certified. It only uses celluloses with an ECF bleaching process.







Henry Colbeck Limited

Seventh Avenue, Team Valley Trading Estate, Gateshead, Tyne and Wear NE11 0HG Tel: 0191 482 4242 E-mail: sales@colbeck.co.uk South Caldeen Road, Calder Street Business Park, Coatbridge, Lanarkshire ML5 4EG Tel: 01236 425 656 E-mail:coatbridgesales@colbeck.co.uk

www.colbeck.co.uk