

# The Lite-BITE®



'Pensioner specials' and 'Lunchtime specials' have been largely successful within the UK Fish & Chip industry over the past decade, and as a result, many Fish & Chip shops have prospered.

Henry Colbeck aim to enhance this and attract an "extra" audience that would otherwise go elsewhere for a lighter meal by introducing The Lite-BITE® concept (which can be served at all times throughout the day and is applicable to anybody regardless of age).

## What is The Lite-Bite?

This brand new packaging is designed specifically for an alternative size meal, and is custom-made for a portion consisting of:

- A 4oz unbattered fish (6oz with batter on).
- A 6oz portion of chips (cooked weight).
- An optional 4oz side order of peas/gravy/curry.

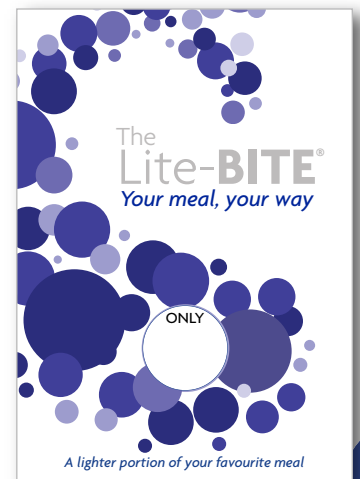
(This is a suggested portion size that was unanimously voted to be a Lite-Bite size. YOU ULTIMATELY decide what portion size you serve.)

## This packaging is best suited because:

- A) It gives a generous portion (people perceive the meal to be good value for money)
- B) It looks professional (corrugated packaging is presentable with a well-polished finish)
- C) It has eye-appeal (the food fills the box)
- D) It is versatile (it can be used for meals other than Fish & Chips)

Along with this new packaging, Henry Colbeck will supply you FREE OF CHARGE with point-of-sale materials (2 x A2 posters) to help sell the Lite-BITE®, and of course you decide the selling price of the meal.

To get your FREE posters, simply place an order for our new Lite-BITE® boxes with your telesales assistant and ask... *It really is that simple!*



Win £100's worth of Save & Select points!!

For your chance to win £100's worth of Save & Select points, simply follow these three steps:

1. Click the link below and watch the short video "*Less is more*".
2. Answer the question at the end of the video (make sure you pay attention).
3. Text your answer (a, b, or c) to 07718794006

Don't just take our word, however, watch our video by clicking the link...



## T&C's:

- Only one entry per person/account.
- Answers will be accepted up until 11.59pm on Thursday 28th July 2016.
- Winner will be announced on Friday 29th July 2016 via telephone.
- Winning prize redeemed in Save & Select points (or if a non-customer wins, a £100 Henry Colbeck voucher will be given).

