

# Nutritional Marketing!

The Fish & Chip market must keep in touch with the public's demand for information about ingredients and nutrition as they become more sophisticated in their selection of takeaway food.

Stuart Atkinson, owner of The North Street Chip Shop in Forfar, recently arranged for the Fish & Chips and Peas prepared in his takeaway to be nutritionally analysed.



Stuart Atkinson, owner of The North Street Chip Shop in Forfar

The rationale for this investment is for Stuart to be able to demonstrate to his customers that he cares about the nutritional values of the Fish & Chips and Peas he is serving. Stuart also wants to provide accurate information to enable him to market his business and his core product positively and to differentiate, nutritionally, his Fish & Chips and Peas from the products being served by other takeaway businesses.

## So, what were the results?

### North Street Chip Shop Fish & Chips and Peas Nutritional Analysis Per 100g

Energy	151 Calories
Fat	5.5g
of which Saturated	1.8g
Mono-unsaturated Fat	3.2g
Poly-unsaturated Fat	0.5g
Protein	9.0g
Sugar	0.1g

Data supplied by Foodtest Laboratories  
Telephone 01977 608319  
Email: team@foodtest.co.uk

The North Street Chip Shop serves what Stuart refers to as a “Light Bite Supper” and advertises this meal of Fish & Chips and Peas as containing only 670 calories.

Stuart Atkinson is the National Federation of Fish Friers Councillor for Scotland and is at the forefront of promoting Fish & Chips and Peas as a nutritionally balanced meal.

For further information about Stuart's activity in this area you can contact him at:  
**northstchipshop@aol.com**

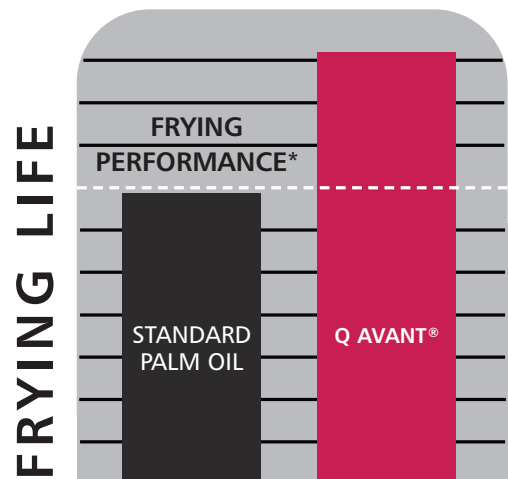
# The Facts

To help you to reduce the amount of saturated fat that you serve to your customers you could use a frying fat that contains less saturated fat.

## The Facts:

- Palm Oil contains 50% saturated fat.
- Q Avant contains 35% saturated fat.
- Q AVANT is at the forefront of solid frying oil technology.
- It is 30% lower in saturated fat than palm oil.
- It has a 40% longer frying life than standard palm oil.
- A blend of two all-vegetable frying oils, it is low in trans fat and has no hydrogenated fat.

*Q AVANT is the ideal frying solution for Fish Friers who want to promote to their customers the health benefits of their choice of frying oil.*



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