

Increase your lunchtime trade with

The Lite-BITE®



Specially designed packaging



Get your FREE Lite-BITE® Posters NOW!

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Make more money at lunchtime

The Lite-BITE®

With an increasing number of fast-food chains, sandwich shops and cafes, there has never been more competition for Fish & Chips shops. It's no secret that there is a HUGE demand, particularly at lunchtime for a light meal, and with over 75% of Fish & Chip shops offering just a regular, large or extra-large meal there may be an additional audience that go elsewhere for a lighter option.

How can you develop what you already do and appeal to an "extra" audience?

By offering and advertising a Lite-**BITE**® meal!

Many Fish & Chip shops already offer a "Lite Bite" or "Liter Bite", and we want to build on this and support you by providing an all-inclusive Lite-**BITE**® package which will help get more customers through your door.

What's the package?

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 (the box can be used for meals other than Fish & Chips)

Along with this new packaging, Henry Colbeck Limited 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
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For your chance to win £100s worth of Save & Select points, simply watch our short video "*Less is more*" by going to www.colbeck.co.uk and following the link via the homepage. You will be asked a question at the end of the video where you can text your answer to be entered into our prize draw.

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