

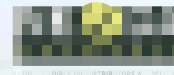
# WHAT'S HOT!

www.colbeck.co.uk

Issue 121 May/June 2018



NATIONAL  
FISH & CHIP  
DAY 1<sup>st</sup> JUNE 2018



We proudly support



*Celebrate*  
**THE NATION'S**  
*favourite dish!*

Pages 4 & 5

## IN THIS ISSUE

PAPER STRAWS

Page 3

FREE Save & Select  
Points!



Page 12

Don't forget

Follow us on

**twitter**

@HenryColbeck

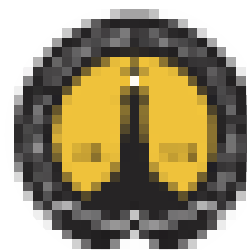
Like us on

**facebook**



# Colin Cromar

## joins the NFFF Board of Directors



The National Federation of Fish Friers (NFFF) are delighted to announce that Colin Cromar of The Fish Hoose has been co-opted onto the NFFF Board as Regional Director for Scotland.

Colin, owner of The Fish Hoose, became involved with the industry in 1984 when he started a summer job in Anstruther. After 20 years working alongside, and becoming partner with Ian and Ann Whyte, the original owners of the world famous Anstruther Fish Bar, he then owned the Frying Scotsman in Kinghorn before moving to Leith to open Tail End with a business partner. Colin then went on to open the award winning Cromars in St Andrews, alongside his business partner, they secured the regional title for Scotland in the Independent Takeaway category at the 2016 National Fish and Chip awards.

Colin and his wife Trish Cromar opened The Fish Hoose in 2017 and have since gained MSC certification together with achieving the NFFF Quality Award.

Colin will act as the first point of contact for any NFFF member in Scotland in need of any advice or guidance.

NFFF Regional Director for Scotland, Colin Cromar said

*"The work which the NFFF undertake for the industry is amazing, and now to be part of the Board is an honour. I have 35 years' worth of experience and I am looking forward to helping to progress our industry further."*

*As Regional Director for Scotland I will be on hand to assist our Scottish members and I look forward to working with you and helping to protect and promote fish and chips across the UK and in Scotland."*

For more information about the NFFF including how to become a member please visit;  
[www.federationoffishfriers.co.uk](http://www.federationoffishfriers.co.uk)

## Your Data - Our Commitment To You

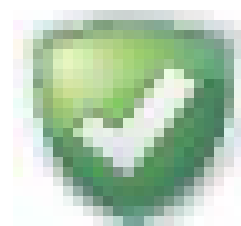
We have always honoured our customers' right to data protection and privacy, however, some Data Protection laws are changing and we want you to be fully informed about how we handle your data.

Please be reassured that these changes will provide you with greater data protection rights and Henry Colbeck will continue to only use your data for the purposes you have agreed with us. For the avoidance of doubt, we will not be sharing your data with anyone else!

Enclosed in this copy of What's Hot you will find a leaflet entitled 'Your Privacy Matters', which explains what information we might collect about you, why we collect it, what we may use it for and it will also explain your rights about your information and how we look after it while we have it.

New Data Protection Law: The EU General Data Protection Regulation (GDPR) comes into effect on 25th May 2018 and replaces the current EU and UK Data Protection laws. GDPR introduces increased data protection rights for individuals. We are committed to complying with the current UK Data Protection Act and to be compliant with GDPR.

If you have a query or concern about data protection or how we currently process your personal data please email; [marketing@colbeck.co.uk](mailto:marketing@colbeck.co.uk).



## Your Privacy Matters

# SAY YES TO PAPER STRAWS

FEATURE

Every year Britons use an estimated 8.5 billion plastic straws. These single use plastic straws are the 5th most common item of rubbish found in rivers and seas and contribute to the increasing pollution of our oceans.

With an average use of 20 minutes, plastic straws can take up to 500 years to break down, a problem that will affect generations to come.

As a company, we are committed to being socially responsible and helping the environment where possible. That is why we are aiming to reduce single use plastic consumption by replacing all plastic straws with environmentally friendly paper straws.

## Available to purchase now –

These paper straws offer an eco-friendly alternative to plastic straws and are recyclable and biodegradable. Join in the campaign and help to **#PassOnPlastic!**

## INTRODUCTORY OFFER

Made from renewable sources  
Bio-degradable

Only  
**£3.90**

Packed in 250s  
Code 025152





# NATIONAL FISH & CHIP DAY 1<sup>st</sup> JUNE 2018

## National Fish & Chip Day is your day!

It's your chance to get involved in a day which is totally dedicated to Fish & Chips across the whole country.

In 2017 Fish & Chip shops played a great part in making sure that the day was an amazing success on TV, Radio and Social Media.

### Facts & Figures from 2017

Fish & Chips began trending on Twitter at 9.30am and was #1 for most of the day – this included knocking Donald Trump off the top spot!

BBC Radio 2, Lorraine on ITV, Gordon Ramsay, Jamie Oliver, Coronation Street, BBC Good Food and Harrods were all in on the action.

The day was mentioned in The Daily Express, Metro, The Sun, The Daily Star and Take a Break.

Many of our regional newspapers and radio stations took part including;

**Glasgow Herald**

**The Sunday Post**

**Yorkshire Post**

**Whitby Gazette**



We proudly support



# *Celebrate* **THE NATION'S** *favourite dish!*

FEATURE



## Join In!

We've included a FREE full colour poster with this issue of What's Hot, for you to hang in your shop window.

### What you can do...

- Encourage your staff and customers to use Twitter and Facebook to spread the word!
- Create your own fund-raising event for a local charity with free Fish & Chips as a prize.
- Organize a raffle.
- Arrange a drawing competition for children.

*You can do as much or as little as you want.  
It's your day and it's a fantastic opportunity to take part in an  
event totally dedicated to Fish & Chips.*

For more information visit: [www.nationalfishandchipday.org.uk](http://www.nationalfishandchipday.org.uk)

Henry Colbeck Limited

*More than just a supplier!*

# Lite is Right

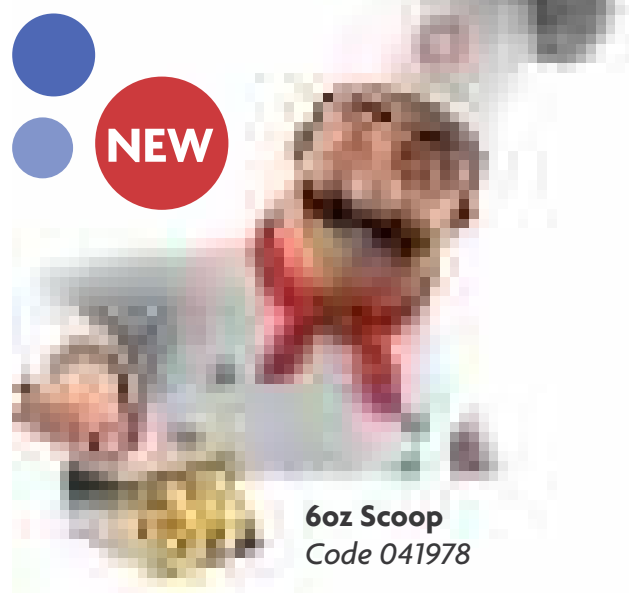
## The Bite-Sized Solution for Fish & Chips

The Lite-**BITE**® has been gaining local attention in recent months as the government plans to tackle the UK's obesity crisis. Media outlets have picked up on this initiative and are helping to reinforce the message that Fish & Chips have many nutritional benefits and can be enjoyed as part of a healthy balanced lifestyle.

### What is The Lite-**BITE**®?

The Lite-**BITE**® packaging offers Fish & Chip shops an alternative portion size to market to their customers. This bite-sized idea targets health-conscious consumers and lunch goers and fits in with the Governments recent recommended guidelines of around 600 calories per meal. Structured packaging helps you to control your portion size whilst marketing tools help to promote the nutritional value and concept.

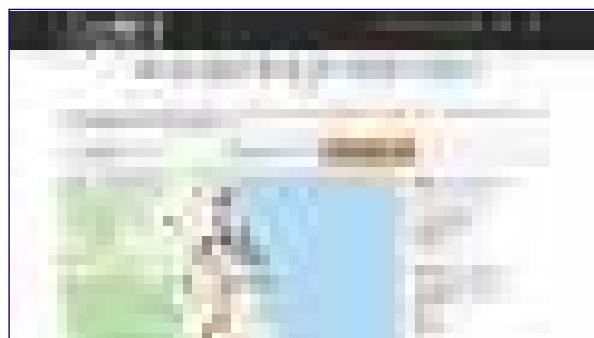
The Lite-**BITE**® concept is about attracting a new, profitable audience into the Fish & Chip shops who want an *ALTERNATIVE* size portion to what is currently available, helping to generate new business and increase profits.



**6oz Scoop**  
Code 041978

Maximise your profits further with the Drywite Portion Control Scoops

## One Scoop = One Portion!



[www.fishandchipslite.co.uk](http://www.fishandchipslite.co.uk)

Join in on social media by using the hashtag #FishAndChipsLite or follow us on Facebook and Twitter for all the latest news and updates for The Lite-**BITE**®.

### Fish and Chips Lite

The Lite-**BITE**® is now used in 253 shops across the North East, Yorkshire and Scotland with an estimated 552,300 boxes being sold. The Lite-**BITE**® now has its own dedicated website. Find out more about this initiative including serving sizes, nutritional value and where you can find your nearest Lite-**BITE**®. Already sell The Lite-**BITE**®? Add your Fish & Chip shop to the list and widen your net of customers.



**Packed in 100s**  
Code 026607

# The Lite-BITE<sup>®</sup>

Your meal, your way



FEATURE



36%

OF ALL ADULTS IN THE UK  
WOULD PREFER TO EAT FISH &  
CHIPS OUT OF THE BOX  
RATHER THAN A RESTAURANT  
PORTION



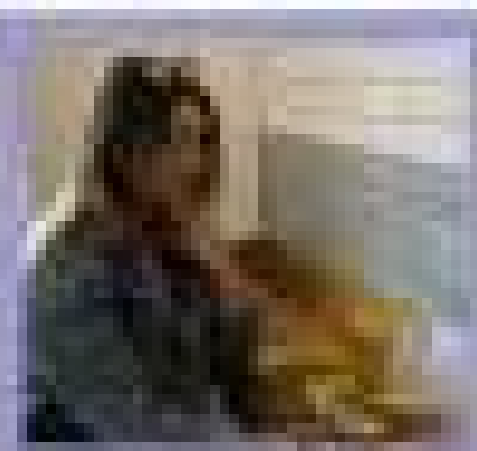
60%

OF ADULTS IN THE UK  
EITHER DIET REGULARLY OR  
NEED TO A HEALTHY EATING  
PLAN

PEAS = 1 OF  
YOUR 5 A DAY

1 in 3

WOULD PREFER A  
CHOICE OF  
SERVING SIZES



PEOPLE  
PREFER TO  
EAT FISH &  
CHIPS OUT OF  
THE BOX

[WWW.COLSECK.CO.UK](http://WWW.COLSECK.CO.UK)

\*All figures are from England/Wales & Scotland (Scotland)



## May 14th marks the start of National Vegetarian Week.

According to The Vegetarian Society, 2,000 of us Brits are giving up meat every week, with new research stating that a quarter of UK evening meals now contain no meat! With an estimated 1.2 million Vegetarians in the UK and with 50% of the population reporting to be cutting down their meat intake, it's time for food manufacturers and suppliers to take note.

### Why are consumers changing their eating habits?

The rise of social media platforms and social influencers has allowed for a greater awareness of vegetarianism, meaning that consumers, particularly millennials, are a lot more mindful of the products they consume and of the environmental impact consuming these products has on our planet.

The top 3 reasons for Vegetarianism according to The Vegetarian Society are:

1. *Animal Welfare*
2. *Environmental Protection*
3. *Health*

The rise of “food trends” and “movements” such as clean eating, flexitarians and reducetarians have also contributed to the increase in demand for Vegetarian food products. According to Just Eat, 2017 saw a 987% increase in the demand for Vegetarian options in UK takeaways and restaurants; a clear indication of these changing consumer habits.

### Why Join In?

National Vegetarian Week is a week-long campaign all about celebrating and eating delicious and exciting veggie food. The Fish & Chip industry is already seeing businesses tackling these consumer trends through the creation of Vegan Fish & Chips and New Pukka Vegetable Pies.

Why not expand your menu and cater for vegetarians, flexitarians and reducetarians and widen your net of chip shop customers?\*

We've put together some of our favourite Vegetarian products to help you join in and support National Vegetarian Week 2018.

*Flexitarian - someone who only occasionally eats meat or fish*

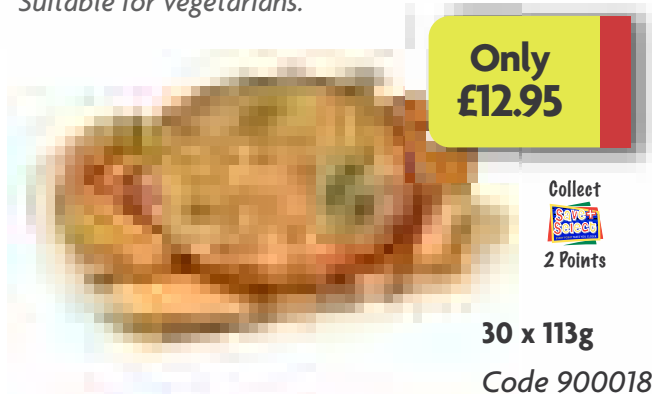
*Reductarian - someone who practices eating less meat, dairy and fewer eggs*

# For more information visit: [www.natio](http://www.natio)



## Fribo Vegetable Burgers

Selected vegetables (carrots, onions, beans), rice and potato seasoned and formed into burgers.  
Suitable for vegetarians.



Only  
**£12.95**

Collect  
  
2 Points

30 x 113g  
Code 900018

## Pukka Pies... *Don't Compromise*

Potato, Cheese & Onion Pies encased in a light puff pastry. Fully Baked.



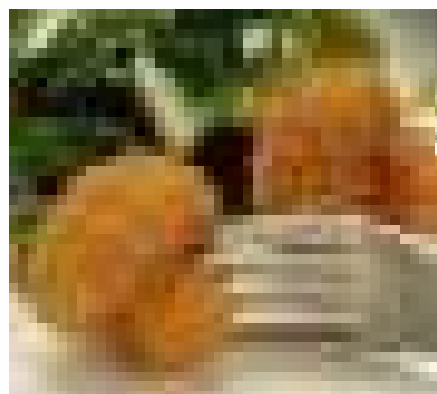
Only  
**£10.90**

Collect  
  
2 Points

12 x 320g  
Code 900206

## Golden Crumb Crispy Breaded Garlic Mushrooms

White, hand-picked fresh button mushrooms coated in a mild garlic butter and crispy breadcrumb.



Only  
**£3.45**

Collect  
  
1 Point

900g, 56 per pack  
Code 890051

## Battered, Chopped Onion Rings



Only  
**84p**

450g  
Code 900058

## Battered, Chopped Onion Rings



Only  
**£1.80**

Collect  
  
0.5 Points

900g  
56 onion rings,  
on average,  
per bag  
Code 900066

## Dinaclass Vegetarian Curry



Only  
**£16.00**

4.54kg  
Code 019032





# Save & Select YOUR reward

## Save & Select is our way of saying thank you for choosing us as your supplier.

It's a fully computerised loyalty scheme and you don't have to fill in any forms. We'll sign you up as soon as you open an account with us.

To start collecting Save & Select points, all you have to do is purchase products which have Save & Select Points assigned to them – there are over 600!

You'll know how many points you have as each invoice you receive from us will show your points total, you will also receive a regular Save & Select statement. If you prefer, you can call our sales departments and they will be able to give you your most up-to-date points balance.

As soon as your Save & Select points total reaches 250, you can exchange them for a wonderful choice of gift cards or vouchers! You can redeem them at any time throughout the year and any points which are not claimed will be carried forward, ready for when you want to use them..

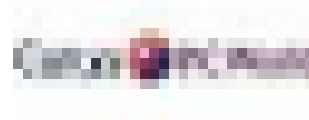
## What Are Your Points Worth?

### Save & Select Points

250 =  
500 =  
750 =  
1000 =  
1250 =

### Vouchers

£10  
£20  
£30  
£40  
£50



## What will you choose?

- **Love2shop** – the high street gift card
- **Sainsbury's Vouchers**
- **Henry Colbeck Vouchers**

**Sainsbury's**



For more information and to redeem on line, go to our website [www.colbeck.co.uk](http://www.colbeck.co.uk) and click onto the Save & Select tab. You will then be directed to the claim form.

\*Terms and conditions apply. Please see our website [www.colbeck.co.uk](http://www.colbeck.co.uk) for full details.

# Customer Loyalty Scheme for choosing Henry Colbeck

## FREE, EXTRA, Save & Select Points worth £20.00!

Let's face it, we all love a little something for nothing and our Direct Debit payment system gives you just that! Sign up to pay your account using this method and for every year that you use Direct Debit we will give you 500 bonus Save & Select Points worth £20.00!

### What's not to like?

Hundreds of our customers pay by Direct Debit! It's simple to put in place and helps you to take control of your account.

### How will you benefit?

- It's quick and easy to administer – *you don't need to remember to make payments, send in cheques or call in to pay over the phone.*
- You'll never miss a single Save & Select point ever as your invoices will be paid at the right time, every time!
- As a thank you, we will credit your account with 250 bonus Save & Select points every six months – an extra 500 points on your account each year means an extra £20 worth of vouchers!
- You will only pay for the invoices which are due – *this is not a fixed monthly payment or a standing order.*
- You have the re-assurance of the Direct Debit Guarantee – *if an error is made then you are entitled to a full and immediate refund from your bank or building society.*



If you already have monthly credit terms in place for your account then we can setup a Direct Debit to collect payment on the 5th & 20th of the month.

Simplify your payments and maximise your benefit from the Save & Select scheme today by contacting our accounts team on **0191 482 8402** or email **creditcontrol@colbeck.co.uk**

- Payment by Direct Debit is subject to our approval of credit terms on your account. This may be re-assessed from time to time.
- Eligibility to the bonus Save & Select points is subject to you having made cleared payment by Direct Debit for each of the previous six months.
- The Save & Select scheme is subject to our standard Save & Select T&Cs, available on our website

Produced from bagasse, a bi-product of sugar cane production, bio-boxes and bio-trays are bio-degradable and compostable. The material absorbs excess condensation helping to maintain the crispness of the batter.



#### Small bio-box

Quantity 250  
Size 7.5" x 6" x 2.5" 190mm x 150mm x 70mm  
Code 026601

Only  
**£19.65**

#### Medium bio-box

Quantity 250  
Size 10" x 6" x 2.5" 250mm x 155mm x 60mm  
Code 026602



Only  
**£26.90**

#### Large bio-box

Quantity 250  
Size 12.75" x 6" x 2.5" 324mm x 155mm x 60mm  
Code 026603



Only  
**£33.30**

#### Bio Napkins

Natural brown, 3 Ply Napkins  
Bio-degradable & compostable  
Quantity 2000  
Size 25cms, 10" square  
Code 027019



Only  
**£39.00**

Only  
**3.9p**  
each

Produced from bagasse, a bi-product of sugar cane production, bio-boxes and bio-trays are bio-degradable and compostable.

Only  
£19.50



**Small bio-trays**

Quantity 500

Size 6.5" x 4.5" x 1" 173mm x 118mm x 27mm

Code 026507

Only  
£21.00

**Medium bio-trays**

Quantity 500

Size 7" x 5" x 1.25" 178mm x 133mm x 32mm

Code 026508



Only  
£26.20



**Large bio-trays**

Quantity 500

Size 8.5" x 5" x 1.25" 222mm x 135mm x 32mm

Code 026509

Only  
£32.00

**Bio Knives**

Bio-degradable and compostable.

Approximately 167mm, 6.5" long

Quantity 1000

Code 027017

Only  
3.2p  
each

Only  
£32.00

**Bio Forks**

Bio-degradable and compostable.

Approximately 167mm, 6.5" long

Quantity 1000

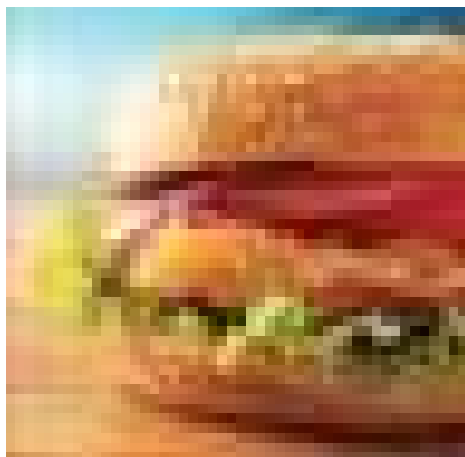
Code 027018

Only  
3.2p  
each

IT DOESN'T COST THE  
EARTH TO GO BIO!



It's all about the  
**ingredients**



### 42nd Street Chicken Fillet Steaks

A succulent, fully cooked chicken fillet produced from whole muscle chicken breast coated in a delicious, crispy coated batter.

100% whole muscle, succulent chicken fillet

Unique crispy coating

Grain fed and welfare audited poultry

Free point of sale posters

Generous 120g fillet

**20 x 120g**

Code 900089

Collect  
  
1 Point

**Only  
£14.50**

**Only  
73p  
each**



### 42nd Street Chicken Fillet Bites

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

**2kg**

Code 900128

Collect  
  
1 Point

**Only  
£11.90**



### Colbeck Jumbo Range Ribs

Chopped and shaped pork in a BBQ style coating.

**20 x 140g**

Code 890992

Collect  
  
2.5 Points

**Only  
£13.00**

### Premium Cumberland Sausage

A meaty, generous 8oz Cumberland Sausage produced from 85% pork.

**20 x 8oz**

Code 900005

**Only  
£18.50  
per box**

**Only  
93p  
each**

for an 8oz sausage

## Satco Clear Plastic Cups and Lids

Available in 4 sizes!



**2oz, 1000**  
Code 025146

**Only  
£18.50**

**4oz, 1000**  
Code 025145

**Only  
£20.50**

**8oz, 225**  
Code 025144

**Only  
£14.80**

**12oz, 150**  
Code 025147

**Only  
£13.20**

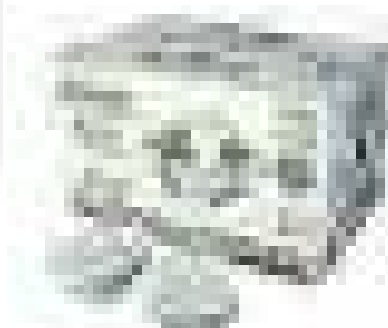
### Satco No6A Foils



**Only  
£16.50**

**Pack size 500**  
Code 029795

### Satco No2 Foils



**Only  
£19.50**

**Pack size 1000**  
Code 029796



## NEW SIZE!

### Heinz Tomato Ketchup

Now available in a handy counter-top size  
or for re-sale

**10 x 220ml**  
Code 023355

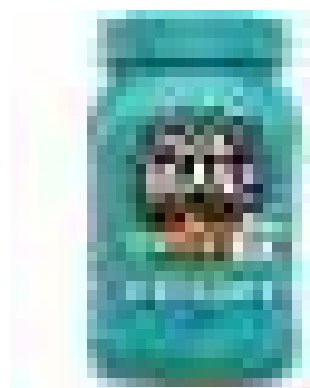
**NEW!**

**Only  
£6.95**

### Heinz Fridge Pack Beans

Handy, catering sized re-sealable fridge pack –  
reduces wastage and is so convenient.  
A see-through measure on the side gives you the  
ability to provide the perfect portion size every time.

**6 x 1kg**  
Code 019027



**Only  
£9.90**

**No Maximum Quantities!**

# Slush Syrups

## Up to 75% profit!

Each 5 litre can make 117.5 regular slush cups (280ml)



Only  
£19.00

*Snowshock Slush Concentrates are made to the highest quality and contain no artificial sweeteners.  
Dilution Ratio – 10ml of syrup to 50ml of water*

**Blue Raspberry**  
**Strawberry**  
**Sour Apple**

Code 021590  
Code 021591  
Code 021592

## BARR'S Family Range



24 x 330ml

**Limeade**  
**Cream Soda**  
**Lemonade**  
**Cherryade**

Code 021070  
Code 021071  
Code 021072  
Code 021073

Only  
21p  
per can!

Only  
£4.95

Collect  
  
1 Point

## Barr's Simply Fruity

*Still juice drink*

*No artificial colours or flavours*

*Re-sealable sports cap for convenience*

*Only 2% of a child's recommended daily amount of sugar per bottle*

*Packaged in a shaped bottle with grip points for children*

12 x 330ml

**Barr's Simply Fruity Apple & Blackcurrant**  
Code 021251

**Barr's Simply Fruity Orange**  
Code 021252

**Barr's Simply Fruity Strawberry**  
Code 021253

**Barr's Simply Fruity Apple**  
Code 021254

Only  
£3.49

Only  
29p  
per bottle

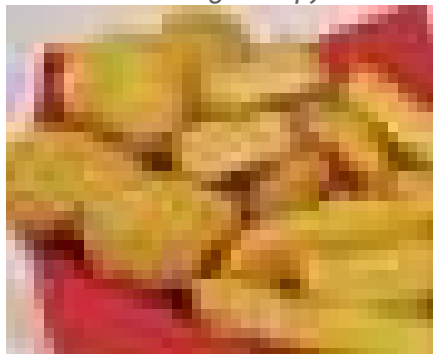




## Q Chicken Nuggets

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

Chicken breast meat, chopped & shaped  
and coated in a light crispy batter



Collect



1 Point  
per bag

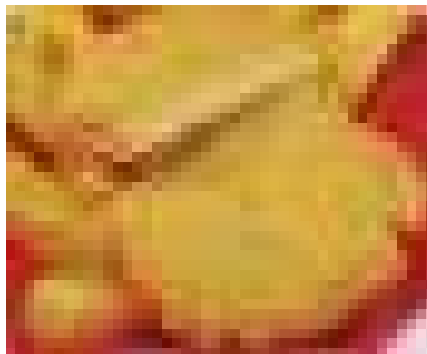
**1kg, 22-24g**

Code 900127

## Q Chicken Steaks

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

Chicken breast meat, chopped & shaped  
and coated in a light crispy batter



Collect



1 Point  
per bag

**12 x 85g**

Code 900078



## Sparkling Water



**Only  
£1.99**

**Only  
17p**  
per bottle

**12 x 50cl**

Code 021586

## Lucozade Orange



**Only  
43p**  
per bottle!

**Only  
£10.29**

**24 x 380ml**

Code 021161

## Ribena



**Only  
63p**  
per bottle!

**Only  
£7.50**

**12 x 500ml**

Code 021480

## Tizer



**Only  
21p**  
per can!

**Only  
£4.95**

**24 x 330ml**

Code 021096

## Dandelion & Burdock



**Only  
21p**  
per can!

**Only  
£4.95**

**24 x 330ml**

Code 021097

NEW!



## Mazza Spiced Pizza Sauce

Available in Coatbridge Only

3 x 4.5kg

Code 015309

NEW!

Only  
£12.50



## Mazza Polpa Tomatoes

Available in Coatbridge Only

3 x 4.05kg

Code 015310

NEW!

Only  
£10.00



## Mazza Polpa Tomatoes

Available in Coatbridge Only

6 x 2.5kg

Code 015311

NEW!

Only  
£12.20

## Hellmann's Mayonnaise



10 litres  
Code 024076

Only  
£19.40

## PG Tips Tea Bags



460  
Code 021489

Only  
£6.50

## Summer County Soft Spread



2kg  
Code 013176

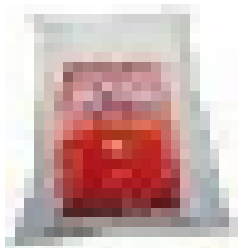
Only  
£2.90

6 x 2kg  
Code 013175

Only  
£16.90

## Q Curry Sauce Mix without Fruit

Available in England Only



Collect  
4 Points

Only  
£26.00

10kg

Code 019033

## Q Curry Sauce Mix without Fruit (Tub)

Available in England Only



Collect  
4 Points

Only  
£31.00

10kg

Code 019028

## Q Curry Sauce Mix with Fruit

## Q Curry Sauce Mix without Fruit

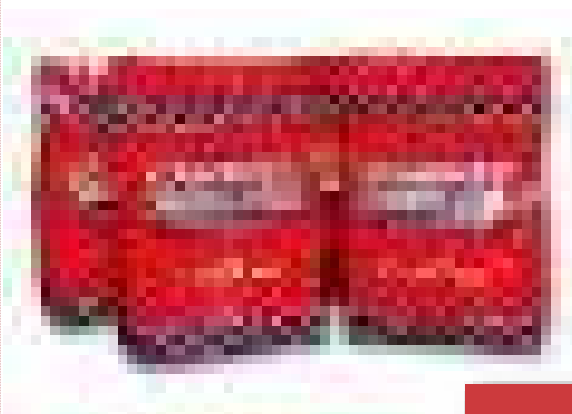


Collect  
2 Points

Only  
£13.50

4.54kg

Code 019034



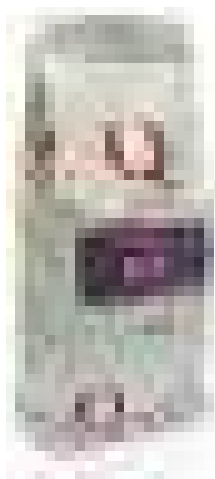
Collect  
2 Points

Only  
£13.50

4.54kg

Code 019044

## Q Gravy Mix



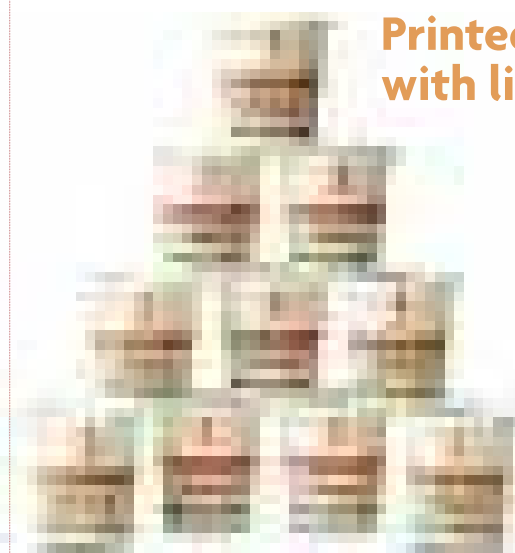
Collect  
1 Point

Only  
£9.60

3.5kg

Code 014154

## Printed Combi Cups with lids



Only  
£33.20

500 x 6oz

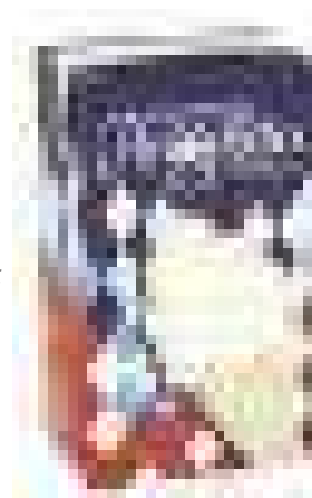
Code 025159

**No Maximum Quantities!**

**NEW!**

## Angelito Vanilla Ice Cream Mix

A complete mix with a delicious creamy and refreshing taste  
Consistently stable – doesn't melt as quickly as a butter fat product  
Long shelf life  
Store at ambient temperature



### INTRODUCTORY OFFER

**Only  
£14.50**

**12 x 1 litre**  
*Code 015193*

**NEW!**

## Da Vinci Lemonade

The new Da Vinci drinks range, from Kerry, is based around the refreshing Botanical Da Vinci Sicilian Lemonade. Made with the juice of real Sicilian lemons, the new lemonade is a reduced sugar drink and is perfect over ice as a refreshing thirst-quencher.



### INTRODUCTORY OFFER

**Only  
£24.90**

**12 x 1 litre**  
*Code 021103*

#### 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 is MSC Certified  
MSC-C-51570



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