

INCREDIBLE SHRINKING BOTTLE RECYCLING CAMPAIGN LAUNCHED

Keep Britain Tidy has teamed up with Harrogate Water in a joint campaign to promote greater recycling of plastic water bottles.

It follows independent research, jointly commissioned by Keep Britain Tidy and Harrogate Water, which shows an overwhelming majority of bottled water consumers want to do the right thing and recycle more, as well as reduce litter when they are out and about.

All PET plastic bottles of Harrogate Spring will display 'The Incredible Shrinking Bottle' logo.

Rather than simply disposing of bottles in street bins, 'The Incredible Shrinking Bottle' campaign encourages consumers to 'twist it, cap it, recycle it',

making bottles small enough to carry to a recycling point or take home in a bag or pocket for recycling. The research revealed that, while 95 per cent of consumers are likely to recycle at home, this falls by more than half when they are out. It is often not possible to find a recycling point when away from home and most consumers simply use street bins, meaning bins become full of fresh air and bottles are destined for landfill or incineration.

The survey revealed:

- 90 per cent of bottled water consumers want to recycle more and say green issues are important to them.
- 78 per cent always recycle at home and 95 per cent are likely to recycle at home but only 41 per cent are likely to recycle when out and about.
- 94 per cent agree they are responsible for recycling when out and about.
- 61 per cent are more likely to take rubbish home if it can be easily compacted and 70 per cent if it doesn't make a mess, as is the case with bottled water.
- 28 per cent are unclear that the whole bottle, including cap and label are 100 per cent recyclable.
- 41 per cent would be more likely to take bottles home if others were doing so too.
- 39 per cent would be more likely to take bottles home if it was engaging and fun.
- 94 per cent recognise Keep Britain Tidy and the Tidyman logo.



**Harrogate
Spring Water**

24 x 500ml
Code 021110

**Only
£3.50**

**Only
14p
per bottle!**

Henry Colbeck Limited

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Henry Colbeck is MSC Certified
MSC-C-51570

www.colbeck.co.uk



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.



WHAT'S HOT!

www.colbeck.co.uk

Issue 123 September/October 2018

Henry Colbeck

CELEBRATING

**125
YEARS
1893-2018**

WIN!

Join in our 125 years celebration

**You could win £500 worth of
Thomas Cook Vouchers!**

See Pages 4 & 5

IN THIS ISSUE



Don't forget

Follow us on

twitter
@HenryColbeck

Like us on

facebook

Q BRONZE

Deodorised Beef Dripping

packed in
GERMANY



Code 004362

Q Bronze is a refined and deodorised beef dripping which is sourced by The Q Partnership and packed in Germany.

- Q Bronze contains a natural anti-oxidant making it very resistant to breakdown, giving the product a longer frying life
- Q Bronze is deodorised to the highest standard whilst retaining a traditional beef dripping flavour

Come on and join the 



**Buy 20 boxes and get 5
FREE!**

For further information ask your Henry Colbeck Sales contact

Your used cooking oil could be used to generate green energy!!

Henry Colbeck began collecting used cooking oil (UCO) in 2006 and since then there have been quite a few changes.

In March 2018, we brought into operation a Recycling Plant at our premises on the Team Valley to enable us to process the UCO that we collect.

This means that our service not only includes collection but recycling too!

The recycling system we have put in place involves separating out the constituent parts of the oil – the water and food particles are used in anaerobic digestion and the remaining processed UCO, which now contains only 1% water, is collected by tanker for further processing into bio-diesel or generating electricity.

How green is that?

As the demand for collections increase, our fleet of vehicles has also been increased to give you an even better service. We offer a fortnightly or monthly collection and this can be more frequent if needed.

For further information about collection and up-to-date market prices, please contact either

Ross Murdoch 0771 879 4015 or
Ashley Stewart 01236 707 811.
Alternatively, you can email us at:
wasteoil@colbeck.co.uk

If we're collecting your used oil, let your customers know that you are doing your bit for the environment!



Ask your sales contact for one of our FREE posters!

**Don't let it go to waste -
We buy your used cooking oil!**



Henry Colbeck

The founder of the company
Established in 1893 on Newcastle's Quayside



Robert Douglas Colbeck

Henry Colbeck's son



Bill Colbeck
Chairman

Henry Colbeck's grandson



Douglas Colbeck
Sales Director

Henry Colbeck's great grandson

125 years of helping you to serve up the nation's most iconic dish... **Fish & Chips**



CELEBRATING
125
YEARS
1893-2018



1970s



1980s



1990s



2010s

WIN!

To mark our 125 year anniversary, we're giving away thousands of pounds worth of vouchers!!



PLUS

Two lucky customers will win £500 worth of Thomas Cook vouchers!!

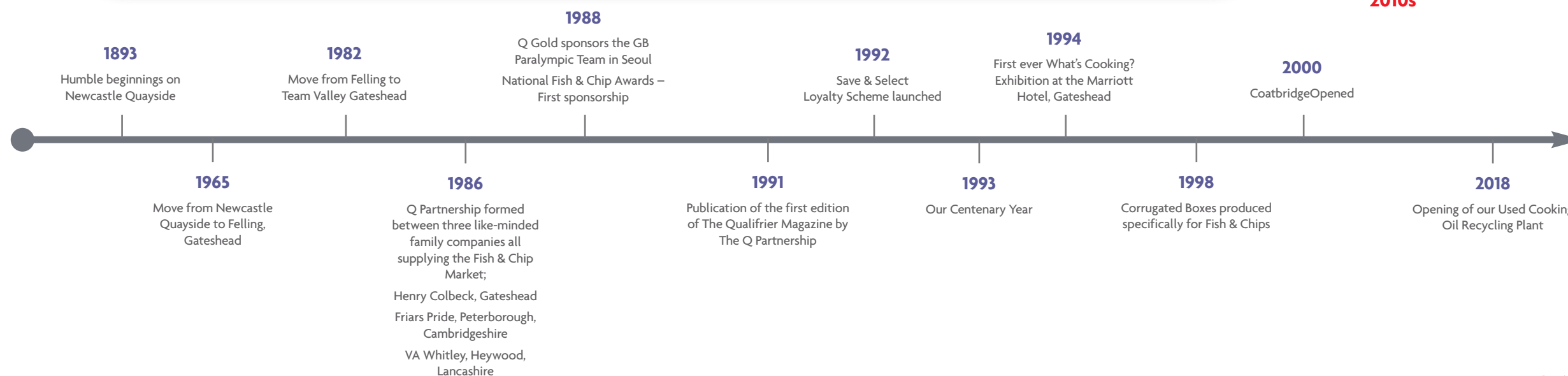
All you have to do is place an order in September for £125 more and you will be entered into a prize draw to win £125 worth of Love2Shop vouchers! There are **two draws at the end of each week in September** – one in our Coatbridge depot and one in our Gateshead depot.

At the end of September, all entries will be put into a Grand Prize Draw to win one of 2 x £500 Thomas Cook vouchers.

Terms and Conditions

One entry per customer.

Orders must be placed on a Henry Colbeck credit account. No cash alternative. There are 8 x £125 Love2Shop vouchers to be won and 2 x £500 Thomas Cook vouchers. Winners will be notified by telephone and will be expected to take part in publicity. Promoter is Henry Colbeck Limited. No purchase necessary. To enter send your name, business name and full postal address either on a postcard to our Gateshead address or to marketing@colbeck.co.uk. Prizes will be posted out within 30 days. The draw is only available to customers of Henry Colbeck Limited.



Meet the Sales Managers!

The Area Sales Managers at Henry Colbeck can help you and your business stand out and successfully compete against the mass of fast food choice that is now available to public.



They have a vast amount of training, knowledge and experience and can provide you with;

- | A full business review
- | Advice about choosing the right products for your takeaway/restaurant
- | Information about our free marketing materials – posters, shelf wobblers, window stickers
- | Technical help - sometimes things go wrong and if our sales managers can't help, then they'll know some who can
- | Marketing your business

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Ross

If you want to contact your area sales manager all you have to do is pick up the phone or drop them an email!

More than just a sales manager!!



2 Compartment Boxes are available in 3 sizes;



Small
9.5" x 7.5" x 2"
250mm x 195mm x 55mm
Code 026687

**Only
£14.20**



Medium
10.5" x 7.5" x 2"
280mm x 195mm x 55mm
Code 026710

**Only
£14.50**



Large
11.5" x 7.5" x 2"
290mm x 195mm x 55mm
Code 026683

**Only
£14.90**

**Packed in
100s**

"Great together but even better separated"

Henry Colbeck Limited

More than just a supplier!

www.colbeck.co.uk

- Perfect portion control
- Controlled portions = controlled costs
- Professional presentation
- No squashing
- Designed specifically for Fish & Chips

There will be no frights this 42nd Street®

bite night...

but you could win your height in Fillet Bites!



You're in safe hands this Halloween with 42nd Street® Chicken Fillet Bites! There's nothing scary about 42nd Street® Chicken Fillet Bites, which combine only 100% whole muscle chicken breast with a specially developed coating that adds to the great flavour and succulent crispy texture that we all love.

And it's for this reason that we are celebrating the fantastic 42nd Street® fillet bite with its very own Halloween bite night! There will be a free and exclusive 42nd Street® Chicken Fillet Bite 'Bite Night' point of sale pack available; including a Bite Night poster, branded till wobblers and a letter explaining how you could win our thriller of a star prize! In addition to increasing sales, your shop could be in with the chance of grabbing the prize of your height in Fillet Bites!*

Running from 1st September until 31st October 2018, every purchase of 42nd Street® Chicken Fillet Bites will automatically enter your shop into this exclusive Q Partnership competition, with every unit purchased giving an additional entry. The final nail in the coffin to confirm entry is to send in your 'scariest' photo with a portion of 42nd Street® Chicken Fillet Bites and your Bite Night point of sale, all of which will be shared on Halloween itself! All details of entry will be sent out in the Point of Sale packs to qualifying shops**. Winners will be announced during the 1st week of November.

If you don't already sell 42nd Street® Chicken Fillet Bites then this is a great opportunity to add something extra to your menu, whether it be lunchtime specials, kids' meals or even as a spooky side dish!



2kg 67 Bites 20-35g
Code 900128

You can find more information and full Terms and Conditions by heading to our website
www.henrycolbeck.co.uk/bitenight

*'Height' will be worked out from the 42nd Street® Chicken Fillet Bite packaging artwork height against the owner or manager's height, check your supplier's Terms and Conditions for more information.

To qualify, you must buy 42nd Street® Chicken Fillets Bites from Henry Colbeck. If you have bought 42nd Street® Chicken Fillets Bites during July and August you will automatically receive your pack during September, otherwise you will be able to request your pack when purchasing during September and October. **Good luck!

There'll be no frights this bite night...

with 42nd Street Chicken Fillet Bites™



Win your Height in Fillet Bites!

The Original 42nd Street Chicken Fillet Bites™



seafood
week 2018
by Seafish

Get On Board!

5th – 12th October 2018

Seafood Week is all about the seafood industry working together to celebrate and promote the vast variety of fish and shell fish that there is on offer in the UK, including Fish & Chips! Its main aim is to encourage more consumers to eat more fish, more often!

There's a dedicated website where you can register your interest www.fishisthedish.co.uk and get ideas for your business.

Here's a few just to get you started;

- Add new seafood items to your menu and incentivize your staff to encourage customers to try them. The person who sells the most on a certain day wins a prize.
- Seafood art competitions – encourage your younger customers to design a poster or a fish cartoon character.
- 20th customer each day wins a prize – offer a voucher for free Fish & Chips.

NEW!

As part of the National Fish & Chip Awards there is now a specific award category focussed on Seafood Week – Best Seafood Week Campaign. The category is open to entry from all Fish & Chip Takeaways and Restaurants who take part in promotional activity in support of Seafood Week.

You can get full details at www.fishandchipawards.com

We've put some great promotional offers together to help you get involved.

Add the date to your calendar now!

seafood
week 2018
Offers

Whitby Hot 'n' Spicy Prawns

Only
£4.70



Approximately 30
per bag,

3-4 servings

Code 915369



Premium prawns marinated in herbs and spices and coated in crispy breadcrumbs

OLD
FASHIONED
FISH
CAKES

Our Old Fashioned fishcakes are created from **60% cod** blended with **diced Maris Piper potatoes** seasoned with parsley and white pepper in a crisp golden crumb.

Give your customers the taste of a real old fashioned fishcake!



Only
25p
each

Only
£5.90

24 x 113g

Code 900038

Luxury Smoked Haddock Fishcakes Gluten Free!



Only
60p
each

Only
£14.50

A premium fishcake made using a delicious blend of smoked haddock, creamy chunks of mozzarella, spring onions and fresh potato in a natural crispy breadcrumb.

24 x 100g

Code 890193

Luxury Cod & Parsley Fishcakes

Only
£12.90

Only
54p
each



Made with cod and rosti potato, lightly seasoned and coated in a crispy breadcrumb.

24 x 114g

Code 900050



Pacific West Panko Coated Squid Rings

Premium squid rings in a coarse Japanese crumb.

Approximately 17–25 pieces per pack



700g

Code 915371

Only
£8.20



Pacific West Salt & Pepper Squid Chunks

Pineapple cut squid chunks with salt & pepper coating.

16-24g, 42-63 pieces



1kg

Code 915372

Only
£10.90



Pacific West Popcorn Shrimp

Frozen, raw peeled prawns coated with traditional breadcrumbs.

Approximately 112-132 pieces per pack



1kg

Code 890191

Only
£12.50

No Maximum Quantities!

Fish & Chip shops should look to redouble their efforts to communicate their quality and convenience in an increasingly competitive market

That's the message coming from new research into consumer attitudes commissioned by Kerry Foodservice, suppliers of famous brands such as Goldensheaf, DinaClass and Henry Jones.

The research carried out with 1000 consumers in the UK and Ireland, highlights the reasons and habits behind why consumers choose to visit fish & chip shops and how they make decisions as to where to go and what to choose.

Whilst Fish & Chips remains the top takeaway choice for older consumers, if shop owners are looking to attract **younger customers**, then **quality**, **variety** and **taste** are key to communicate.

New research reveals:

50%

Of consumers are influenced by healthier options

30%

Still believe Fish & Chips has an 'unhealthy reputation'

75%

Of consumers would like more choice over portion sizes

The research also highlighted changes in consumer habits in that more than half of under 35s now use their mobile phones to order food to take away, with 57% of those surveyed, eating takeaways more frequently due to the ease of ordering.

'Quality' was listed as the single most important reason that encourages customers to visit a Fish & Chip shop.

When it comes to health issues, customers allow themselves an indulgent treat as a takeaway whilst also trying to eat more healthily.

Adding the Lite BITE to your existing portions will help you to attract this younger market who are looking for a lighter, lower calorie portion of Fish & Chips!

The Lite-BITE® *Your meal, your way*



The Lite-Bite® Solution

The Lite BITE® offers an alternative size meal solution for customers who prefer smaller portion sizes, helping you to appeal to a much larger market. Not only does The Lite-BITE® appeal to health-conscious customers, but also young and elderly customers and people on-the-go. At around 650 calories per portion, The Lite BITE® enables for a portion-controlled meal whilst still enjoying the nation's favourite food.

Benefits for Business

- **Increase your lunchtime trade** - The Lite-BITE® is a popular portion size for lunchtime trade
- **Earn a better margin** – Smaller portions = controlled margins!
- **Reduce waste** – Portion controlled packaging
- **Environmentally friendly** – Made from 100% recyclable board



You'll also receive FREE PoS (Point of Sale) material with your first order to help you educate your customers on **the nutritional value and health benefits** of Fish & Chips.

Join in on Twitter by using the hashtag **#FishAndChipsLite**.

For a FREE sample of The Lite-BITE® box please email:

Heather.Ainsworth@colbeck.co.uk



Delicious, deep filled pies wrapped in a golden, shortcrust pastry

Henry's Pies have been specially developed for The Fish & Chip Market.



Only £9.50
Steak
12 x 217g
Code 900192



Only £8.50
Mince & Onion
12 x 217g
Code 900191



Only 79p each
Chicken & Mushroom
12 x 160g
Code 900190

Free Posters Available – Just Ask!



Qualipies

Deep filled, fully baked pies made with a puff pastry base and a puff pastry lid, packed with the finest quality meat.

Available in 5 delicious varieties;

All packed in 12 x 220g

Mince & Onion
Code 900222
Meat & Potato
Code 900226

Only £8.90
Only 74p each

ALL
Save+Select
1 Point

Steak & Onion
Code 900224
Steak & Kidney
Code 900225

Only £9.50
Only 79p each

Steak
Code 900221

Only £10.50
Only 88p each

Chicken & Mushroom
Code 900223



Pie Cuisine
Chip Shop Steak Pies
(Puff pastry lid)

A shortcrust pastry base filled with beef chunks in gravy and topped with a puff pastry lid

12 x 220g
Code 900228

Only £9.90
Only 83p each



It's all about the **ingredients**

FREE!

42nd Street Classic Jumbo Sausages!

Made only from quality cuts of meat, 42nd Street Classic Sausage is **THE** Number 1 Sausage in the Fish & Chip Market!

Buy 2 bags of Middleton Tartan, Light or Gold Batter Flour and get a box of 40 x 4oz 42nd Street Classic Jumbo Sausages absolutely **FREE!**



Middleton Tartan
Code 010678



Middleton Light
Code 010679



Middleton Golden
Code 010680

PLUS!
Collect 3
Save & Select
Points with
every bag

Collect
3 Points

Super Green Dried Marrowfat Peas

Collect
1 Point

Only £9.90

12.5kg



Code 019073

Q Dried Marrowfat Peas

Collect
1 Point

Only £8.90

12.5kg



Code 019060

Q PLAIN FLOUR

Collect
2 Points



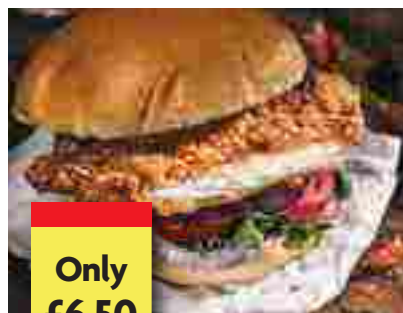
25kg

Only £10.50

Code 011294

Turn up the heat with these sizzling offers!!

Home Style Hot and Spicy Chicken Fillets



Only
£6.50

- Chicken breast fillet, fully cooked in a crunchy hot and spicy coating.
- Hand cut and hand coated to give a home-style feel
- Whole muscle stays succulent under hot lamps and remains crunchy when cooled

8 x 120g Code 890210

Hot 'n' Kickin Chicken Fillets



The ultimate fiery burger made with chicken breast fillet.

Collect
Save
2 Points

Only
£14.20

30 x 90g 2.7kg Code 900071

Home Style Southern Fried Chicken Fillets

- Chicken breast fillet, fully cooked in a southern fried crunchy coating.
- Hand cut and hand coated to give a home-style feel
- Whole muscle stays succulent under hot lamps and remains crunchy when cooled



Only
£6.50

8 x 120g Code 890211

Hot 'n' Kickin Chicken Goujons

Whole chicken breast fillets covered in a crispy coating with a hot chilli kick!

Collect
Save
1 Point

Only
£16.50

3kg Code 900054

Home Style Hot and Spicy Chicken Strips



Only
£6.50

- Chicken breast fillet, fully cooked in a crunchy hot and spicy coating.
- Hand cut and hand coated to give a home-style feel
- Whole muscle stays succulent under hot lamps and remains crunchy when cooled

1kg, 30-40g Code 890212

Hot 'n' Kickin Chicken Wings



Chicken wings covered in a hot and spicy coating.

Only
£8.90

2.27kg Code 900082



Only
20p
each

Only
£17.90

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



Only
45p
each

Only
£27.00

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

Diet Coke



Only
£11.50

Code 021121

12 x 1.5 litres

Coca Cola



Only
£13.90

Code 021114

12 x 1.25 litres

KEEP IT CLEAN

Keep it Clean is a complete range of high performance, value for money cleaning products specifically produced for the Fish & Chip market.

The Keep it Clean range will assist you in achieving the high standards of cleaning and hygiene required in any food establishment.



Only £2.90

Keep It Clean Washing Up Liquid

5L
Code 051372

Collect 0.25 Points



Only £2.90

Keep It Clean Thick Bleach

5L
Code 051373

Collect 0.25 Points



Only £4.90

Keep It Clean Anti-Bacterial Washing Up Liquid

5L
Code 049983

Collect 0.25 Points



Only £3.90

Keep It Clean Degreaser

5L
Code 051379

Collect 0.25 Points



Only £14.50

Ariel Washing Powder

5.525kg
Code 050080



Only £12.50

Daz Washing Powder

5.525kg
Code 050079



Only £9.90

Fairy Washing Up Liquid

5 litres
Code 051370



Only £6.20

Cleanol Washing Up Detergent

Contains BSEN1276

Available in Scotland Only

5 litres
Code 050576



Only £6.90

Deepio Washing Up Liquid

5 litres
Code 050579

Collect 2 Points



Only £1.70

Deepio Spray

750ml
Code 050087



Only £14.50

Stronghold Black Bin Liners

200, Premium Quality
Code 051395



Only £55.00

Stainless Steel Pail

11 Litres, 2.4 gallons
Code 048104



Poly Coated Wire Bucket

Code 040680

Only £39.00



Only £17.50

Plastic Bucket

Wired Handle,
12 Litres, 2.6 gallons
Code 047015



Galvanised Mop Bucket

15 litres, 3.2 gallons
Code 051171

Only £12.90



Mop Head

Red
Code 045505

Only £4.90



Camro Gauze Lifter

50 Mesh
Code 041273

Only £22.00



Camro Stainless Steel Extra Fine Gauze Lifter

80 Mesh
Code 040183

Only £39.00