

WHAT'S HOT!

www.colbeck.co.uk

Issue 126 March/April 2019

National Fish & Chip Awards 2019

'A great way to meet and exchange ideas with others in the industry' *David Low*



Low's Traditional Fish & Chips Best in Scotland!

See pages 4 & 5

IN THIS ISSUE

NEW! iTunes and Amazon Gift Card now available from Save & Select!

See Pages 2 and 3



Don't forget

Follow us on

twitter

@HenryColbeck

Like us on

facebook

Save & Select Customer Loyalty Scheme

YOUR reward for choosing Henry Colbeck

**Thank you! We love rewarding our customers, and our
Save & Select Loyalty Scheme is all about rewards.**

It's a fully computerised scheme, so you don't have to register to be part of it; we'll sign you up as soon as you open an account with us.*



Sainsbury's



To start collecting Save & Select Points, all you have to do is purchase products which have Save & Select Points allocated to them – there are over 600 and they are all highlighted in this product guide. As soon as you have just 250 points you can start exchanging them for the reward of your choice!

You'll know how many points you have as each invoice you receive from us will display your points total. If you prefer, you can ask your Henry Colbeck Sales Contact; you'll also receive a regular Save & Select statement.

Save & Select

What Are Your Points Worth?

Points	Vouchers
250	£10
500	£20
750	£30
1000	£40
1250	£50

Which reward will you choose?

Love2shop – the high street gift card

The Love2shop High Street Gift Card is accepted by more than 75 top retailers at over 19,000 stores including:

Debenhams, Marks & Spencer, Boots, Matalan, PC World, Halfords, Argos, Curry's, WH Smith, Waterstones, River Island, Iceland, New Look and H Samuel.

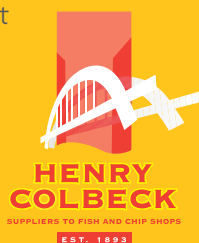


Sainsbury's Vouchers

There's something for everyone at Sainsbury's! Choose from wine, food, entertainment, homeware, fashion and electricals. Sainsbury's vouchers can be redeemed at any time in Sainsbury's supermarkets, Sainsbury's Local and Sainsbury's Coffee Shops. Plus, when you spend them you can claim Sainsbury's Nectar Points too!

Henry Colbeck Vouchers

The Henry Colbeck Voucher is applied as a payment on your usual trading account. You won't receive an actual voucher in the post, instead we will write to you letting you know that your claim has been processed and that the amount you have applied for has been placed on your account.



NEW! iTunes & Amazon Gift Cards



iTunes Gift Cards

Shop your favourite music, films and TV programmes and enjoy all the entertainment iTunes has to offer you.

Amazon Gift Cards

Redeemable towards millions of items on-line at amazon.co.uk



To redeem your points head over to www.colbeck.co.uk/save-select, fill in your details and we'll get your rewards posted out to you.

*Terms and conditions apply. Please see our website www.colbeck.co.uk for full details.

What'sHot 3

National Fish & Chip Awards 2019

Low's Traditional Fish & Chips Best in Scotland!



'Entering the National Fish & Chip Awards has been an incredible journey for everyone at Lows.'

I would certainly recommend entering to everyone.

For all the staff at Lows and me personally it has been an unbelievable learning experience and a great way to meet and exchange ideas with others in the industry.

The awards has provided us with some great publicity and has certainly boosted the business.'

David Low

Centre; David Low, pictured with Alex Walker, Phil Vickery, far right along with the Norwegian Fisheries' Minister, far left

Drywite Young Fish Frier

Alex Walker was also awarded 2nd place in Drywite's Young Fish Frier of the Year.

Alex is pictured centre with Kelvin Lee, Managing Director of Drywite, left and Phil Vickery, right



Winners of Best Seafood Week Campaign



The Quayside, Gourdon, Aberdeenshire - Winners of Best Seafood Week Campaign



3rd place in Drywite's Young Fish Frier of the Year category went to **James Workman** from Miller's of Haxby.

James is pictured with Kelvin Lee, MD of Drywite, left and Phil Vickery, right

Henry Colbeck has been a part of the National Fish & Chip Awards from the very beginning, over 30 years ago!

Sponsoring the event gives us a fantastic opportunity to give something back to this unique and vibrant industry. The owners, managers and employees of Fish & Chip shops are passionate, hard-working individuals, dedicated to making sure that Fish & Chips remain the nation's most treasured dish. Congratulations to all of you who were finalists and to those of you who went on to win an award.



If you'd like more information about the awards visit www.fishandchipawards.com or talk to your Henry Colbeck Sales Contact.

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FEATURE



Drywite All Seasons Premier Potato Treatment

- ✓ Dry and white chips whatever the season
- ✓ Formulated to work even on increased sugar potatoes
- ✓ Suppresses the formulation of Acrylamide on chips
- ✓ Technically superior for a superior frier



drywite.co.uk

Meet our Directors

With a combined total of 214 years in the Fish & Chip Industry working at Henry Colbeck (*that's an average of over 25 years each!*), our Directors are driven to deliver to 3 strategic goals, in order of priority they are:

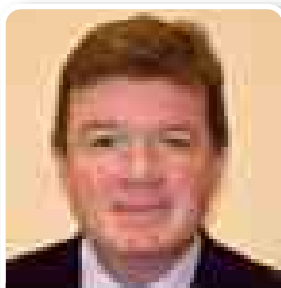
- To deliver the very best customer service.
- To support the ongoing development and growth of the Fish & Chip Industry
- To invest in and grow our business.
- To provide our employees with the best working conditions and rewards that we can afford.

You may already know some or all of our Directors, but for those that don't, we hope this feature helps you put a face to a name.



Bill Colbeck

Chairman



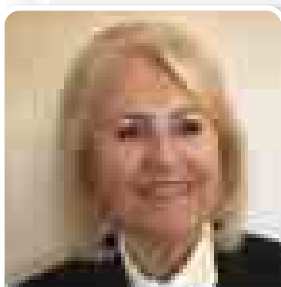
Douglas Colbeck

Sales Director



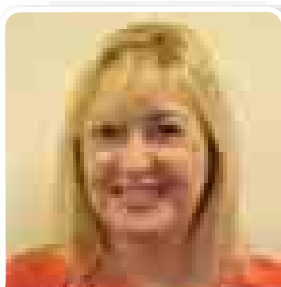
Paul Holliday

Managing Director



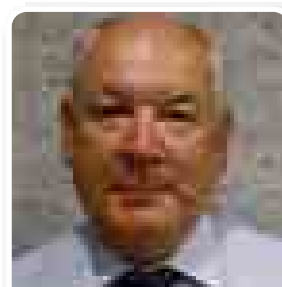
Isabel Colbeck

Director



Georgina Colbeck

HR, Quality & Marketing Director



Dave Murdoch

Scottish Sales Director



Hugh O'Brien

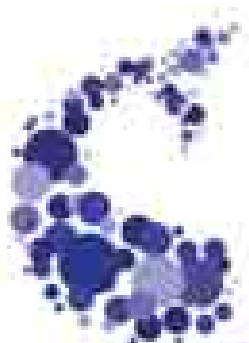
Operations Director



Michael Shone

Purchasing Director

The
Lite-BITE
Your meal, your way



Lite BITE hits the headlines!

In February 2019 our innovative Lite BITE concept hit the headlines in the National and Local media after the results of the initial project were recently published in the British Medical Journal! The press coverage brought into the limelight the fact that the Fish & Chip sector is proactively responding to Government health concerns by offering customers smaller portion options.

Over 400 Fish & Chip Shops in the U.K. are now offering the Lite BITE in response to those customers who still want to enjoy Fish & Chips but in a more manageable size portion with fewer calories.

The Lite BITE offers a visually-attractive, portion controlled meal which appeals specifically to this market but without giving away your profits!

Benefits to your business;

- Structured packaging
- Perfect for Meal Deals or the more health-conscious market
- Boxes which are easy and quick to assemble, providing a faster serving time



Packed in 100's
Code 026607



If you'd like a sample of the Lite BITE box, please email heather.ainsworth@colbeck.co.uk

RAMMI FROZEN AT SEA FILLETS: THE 'CHAMPAGNE OF THE SEA'

Rammi oceanReserve Frozen at Sea Cod Fillets are crafted, using the latest technology, to the highest quality and standard.

The superior vintage of Rammi oceanReserve Frozen at Sea Cod Fillets offer you the finest quality. Selecting these finest fillets for your business ensures you are serving only the best FAS Cod to your customers.

Rammi is giving an **EXCLUSIVE 10 Save & Select points offer on oceanReserve Frozen at Sea Cod Fillets*** – redeem your points for a **BOTTLE OF CHAMPAGNE** or simply allow points to accrue on your account**.

Rammi oceanReserve Fillets ensure:

- Continuous supply
- Finest quality Icelandic Cod
- Controlled portion size through tightly graded fillets
- Available in sizes; 4-6oz, 6-8oz, 8-10oz, 10-12oz, 12-16oz
- Fresh frozen fillets, processed and frozen within 2 hours of catch
- Produced on-board The Solberg, the state-of-the-art Rammi vessel
- Crafted using the latest on-board water cutting technology
- 10 Save & Select points*

Buy Rammi
OceanReserve
Cod Fillets between
1st March and
31st May 2019 for
10 Save & Select
points per case*

10

Save+
Select
EVERY POINT TAKES YOU CLOSER

RAMMI 

Exclusively available from the Q Partnership



www.colbeck.co.uk
Telephone: 0191 482 4242



www.friarspride.com
Telephone: 01733 316400



www.vawhitley.co.uk
Telephone: 01706 364211

**Terms and conditions apply. Please contact your supplier. Average purchase of 6 cases Rammi oceanReserve on a customer account, per week, would generate the required Save & Select points to redeem against a bottle of Champagne.



FEATURE



Don't Miss This! March Only!

Buy any bag of the **Goldensheaf** or **Henry Jones Batter Flours** listed below between March 1st and March 31st for just **£16.99** per bag!

Goldensheaf Standard - Code: 011310
Goldensheaf Light - Code: 011358
Goldensheaf Gold - Code: 011351
Goldensheaf draw Scotch Blend - Code: 011350
Goldensheaf Scotch Gold - Code: 011352

**Only
£16.99**
per bag!

OR

Henry Jones Gold - Code: 011356,
Henry Jones Normal - Code: 011355,
Henry Jones Thistle - Code: 010693
A1 Standard - Code: 011360,
A1 Light - Code: 011364



Collect 3 Save & Select Points with every bag!

Stock up for the season with these amazing deals on Soft Drinks!

Pepsi Max

Code: 021069

Pepsi Light

Code: 021118

24 x 330ml

**Only
23p**
per can!

**Only
£5.50**
per case!

**Only
£1.08p**
per bottle!

Coca Cola

1.25 litres

Code: 021114

12x1.25 litres

**Only
£12.90**
per case!

Pepsi

Code: 021084

24 x 330ml

**Only
31p**
per can!

**Only
£7.50**
per case!

**Only
£1.65p**
per bottle!

Coca Cola

1.5 litres

Code: 021120

6 x 1.5 litres

**Only
£9.90**
per case!

**Only
31p**
per can!

**Only
£7.50**
per case!

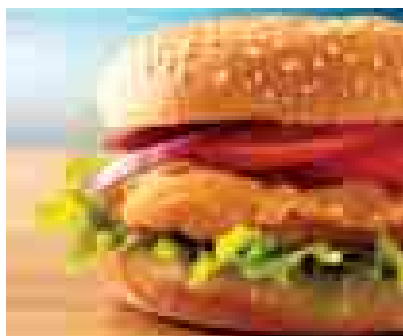
Fanta Lemon Code: 021105

Fanta Orange Code: 021106

Fanta Fruit Twist Code: 021180



It's all about the
ingredients



42nd Street Chicken Fillet Steaks

A generous 120g **whole muscle, succulent chicken breast fillet** with a unique crispy coating.

20 x 120g

Code 900089



Collect 1 Save & Select Points with every bag!

**Only
£14.90**

**Only
75p
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 Save & Select Points with every bag!

**Only
£11.90**

Make sure your customers know that you're serving the best quality chicken ask your sales contact for one of our FREE posters!



Just

Just Sauces

Thick and tasty sauces in 1 litre easy squeeze bottles

All with 1 Save & Select Point each!



Collect 1 Save & Select Point each!



**Only
£1.50**

Tomato Ketchup

Code 023975



**Only
£1.90**

Mayo

Code 023976

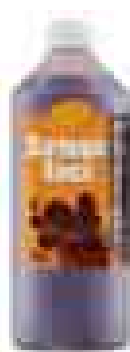
Garlic Mayo

Code 023977



Barbecue

Code 023981



Just Sauces go great with 42nd Street Chicken!

Use as a dip with fillet bites or smother over a fillet steak!!

No Maximum Quantities!

Qualipies

Puff pastry base with a puff pastry lid, Qualipies are packed with the finest quality meat!
Available in 5 delicious varieties;

All packed in 12 x 220g



Collect 1 Save & Select Point with every box!



**Only
£7.70**
per case

**Only
66p**
per pie

Mince & Onion
Code 900222

Meat & Potato
Code 900226

**Only
£8.30**
per case

**Only
75p**
per pie

Chicken & Mushroom
Code 900223

Steak & Kidney
Code 900225

Steak & Onion
Code 900224

**Only
£9.50**
per case

**Only
79p**
per pie

Steak
Code 900221

Pukka Pies

Pack size 12

All Steak

Code 900209

Steak & Ale

Code 900229

Steak & Kidney

Code 900210

Chicken & Mushroom

Code 900211

Beef & Onion

Code 900212



**Only
£12.90**
per case



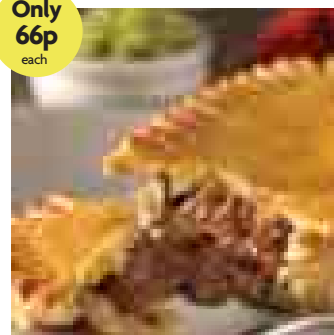
Collect 2 Save & Select Points with every box!



Free Posters
Available
Just Ask!

Specially developed for Fish & Chip Shops, Henry's Pies are filled with premium quality ingredients wrapped in a golden, shortcrust pastry.

Only
66p
each



Mince & Onion

12 x 217g
Code 900191

Only
£7.90

Only
77p
each

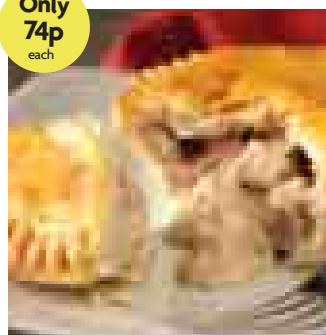


Steak

12 x 217g
Code 900192

Only
£9.20

Only
74p
each



Chicken & Mushroom

12 x 160g
Code 900190

Only
£8.90

Q Mushy Peas



Only
£12.90

6 x 3kg
Code 019057

Don't forget the gravy!

Dinaclass Chip Shop Gravy

Dinaclass Chip Shop Gravy's **new recipe** is bain-marie stable and is their best tasting chip shop gravy ever!

Only
£6.90

2.5 kg
Code 014165



Printed Combi Cups with lids

500 x 6oz
Code 025159

Only
£33.20



Ask your sales contact for one of our
FREE Pie & Chips Meal Deal Posters!

No Maximum Quantities!

What'sHot 13

Promenade Sauce Sachets

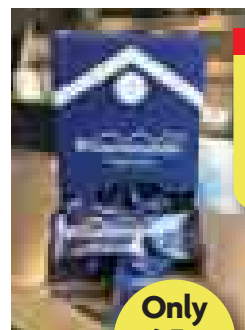
Promenade Sauce Sachets are packed full of flavour with a generous 28g in each one.
Available in 3 varieties;



Only
£5.50

Tomato
Code 023175

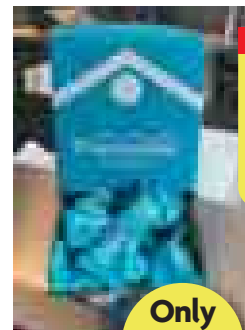
Only
5.5p
each



Only
£6.50

Mayonnaise
Code 023176

Only
6.5p
each



Only
£6.50

Tartare
Code 023177

Only
6.5p
each

All packed in 100's



Collect 1 Save & Select Point with every box!



**Hellmann's
Real Mayonnaise
Squeezy**

Only
£17.90

8 x 430ml
Code 023917



**Hellmann's
Tomato Ketchup
Squeezy**

Only
£12.90

8 x 430ml
Code 023918

**Gold Star
Tomato Ketchup**



Only
74p
per bottle!

Only
£8.90
per case

12 x 335g
Code 023353

**Major B's
Tomato Ketchup**



Only
57.5p
per bottle!

Only
£6.90
per case

12 x 218g
Code 023352

**Drywite Non
Brewed Condiment**



Only
58p
per bottle!

Only
£6.90
per case

12 x 315ml
Code 023852

NEW! *have you tried these yet!*

Bacon Patties



Only
27.5p
each

NEW!

Only
£2.20

100g x 8
Code 915374

Meat Koftas



Only
24p
each

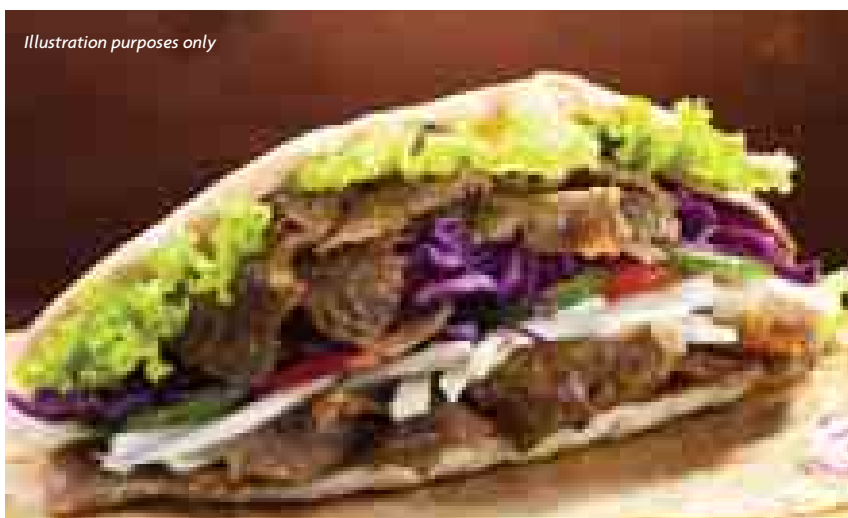
NEW!

Only
£1.90

100g x 8
Code 915375

FREE Posters now available, ask your sales contact for one!

Illustration purposes only



Ready Cooked, Sliced Kebab Meat

2.27kg tub
Code 819026

Only
£6.90

Colbeck Jumbo Range Ribs

Chopped and shaped pork in a BBQ style coating.



Only
£11.90

Only
49.5p
each

20 x 140g
Code 890992

Tasty Bake Pitta Breads

144 x 95g
Code 819889



Illustration purposes only

Only
£12.90

Only
90p
each

No Maximum Quantities!

What'sHot 15



**Only
16p
each!**



The 'Hook & Fish' Packaging Collection gives a fresh, modern and up-to-date image to the Nation's Most Iconic Dish!

It's been designed specifically to make sure that Fish & Chips get the recognition they deserve and stand out in the crowded Takeaway & Fast Food Markets!

The range includes everything that's needed to pack, present and takeaway Fish & Chips; professionally and effortlessly!

Hook & Fish Card Boxes MK1

Packed in 125s
335mm x 130mm x 60mm
13 x 5 x 2.5
Code 026752

**Only
£19.90**
per case

Hook & Fish Card Boxes MK2

Packed in 150s
255mm x 125mm x 60mm
10 x 5 x 2.5
Code 026753

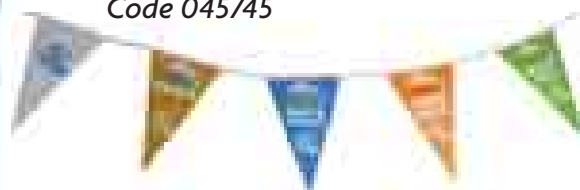
**Only
13p
each!**



**Only
£18.90**
per case

Back by popular demand! Hook & Fish Bunting

Length 3m
Code 045745



Hook & Fish Card Boxes MK3

Packed in 250s
150mm x 135mm x 60mm
6 x 5.5 x 2.5
Code 026754

**Only
£25.00**
per case



**Only
10p
each!**

**Only
£4.15**
for 3 metres!

Satco C500 Microwaveable Containers

173mm x 118mm x 43mm
250 containers and 250 lids
Code 029303

**Only
8.8p
each!**



**Only
£21.90**
per case

Satco C650 Microwaveable Containers

173mm x 118mm x 50mm
250 containers and 250 lids
Code 029304

**Only
9.5p
each!**



**Only
£23.90**
per case

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

SPECIAL OFFERS 126

**Only
£21.00**

**Only
4p
each!**



Small bio-trays

Quantity 500
Size 6.5" x 4.5" x 1"
173mm x 118mm x 27mm
Code 026507

**Only
£23.00**

Medium bio-trays

Quantity 500
Size 7" x 5" x 1.25"
178mm x 133mm x 32mm
Code 026508

**Only
4.5p
each!**



**Only
£28.20**

Large bio-trays

Quantity 500
Size 8.5" x 5" x 1.25"
222mm x 135mm x 32mm
Code 026509

**Only
6p
each!**



IT DOESN'T COST THE EARTH TO GO BIO!

Blue Barrel Rolls 6 pack



**Only
£1.32
each!**

2 ply
190mm x 125m
Code 050092

**Only
£7.90**

White Barrel Rolls 6 pack



**Only
£1.48
each!**

2 ply
190mm x 150m
Code 050091

**Only
£8.90**

No Maximum Quantities!

What'sHot 17

NEW**Beezers Chip Onions***Specially produced for
the Scottish Market***2.25kg**

Code 022667

NEW!**Only
£3.90***Beezer - It's a belter of an onion!!***Parsons Cockles****Only
£15.90**

12 x 155g

Code 021774

*Collect 1 Save & Select Point with every jar!***Parsons Mussels****Only
£10.90**

12 x 155g

Code 022368

*Collect 1 Save & Select Point with every jar!***Pineapple Slices****Only
£10.20**

6x820g

Code 019059

**St Nicholas
Baked Beans****Only
£13.90**

6 x 2.61kg

Code 015401

**Ansora
Baked Beans****Only
£12.90**

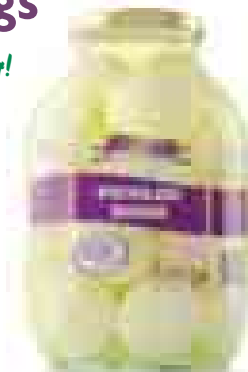
6 x 2.61kg

Code 015400

Driver's Pickled Eggs*Collect 0.5 Save & Select Points with every jar!***Only
£6.90**

2.25kg

Code 022073

**Driver's Chip Shop
Pickled Onions****Only
£3.90**

2.25kg

Code 022667



KEEP IT CLEAN

Keep it Clean is a complete range of cleaning materials specifically for the Fish & Chip Market.

The Keep it Clean range offers quality, high performance, value for money products.

SPECIAL OFFERS 126



**Only
£2.70**

**Keep It Clean
Thick Bleach**

5L

Code 051373



**Only
£2.50**

**Keep It Clean
Washing Up Liquid**

5L

Code 051372

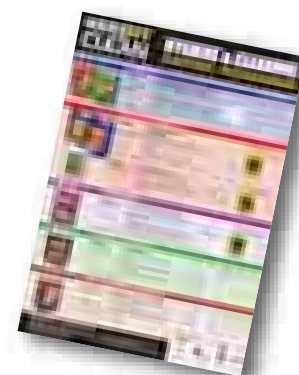


**Only
£4.30**

**Keep It Clean
Anti-Bacterial
Washing Up Liquid**

5L

Code 049983



**FREE! Keep It Clean
Wall Chart – ask
for yours!**



Collect 0.25 Save & Select Points

**Long handled potato
scoop 9" diameter**

Code 041768



**Only
£39.00**

**Poly Coated Wire Bucket
with Stainless Steel Base**



**Only
£39.00**

Code 040680

No Maximum Quantities!

What'sHot 19



Each pack of Shmoo Thick Milkshake Mix makes either 86x20oz shakes or 120x12oz shakes.

Every tub is supplied with 86 x 20oz cups, 86 x domed lids and 86 x straws.

**Available in 4 delicious flavours;
Shmoo Shake Powder 1.8kg**

021187 Strawberry

021188 Chocolate

021189 Banana

**Only
£29.00**

Shmoo - Low in Sugar

When mixed to recommended instructions the thick shake is less than 6% added sugar per drink.

Shmoo - Low in Fat

The only fat in Shmoo comes from the fresh milk you use! Semi-skimmed is recommended.

Shmoo - Great for Vegetarians

Shmoo contains no animal products (apart from the micro mallows topping that contains a little gelatin). There is some milk powder in the mix, so it's not recommended for vegans.

Shmoo - No artificial colours flavours or sweeteners

Shmoo is School Compliant and is served in many schools across the UK.

Shmoo - Gluten Free

There is an increasing demand for Gluten free products. Shmoo has always been gluten free.

Henry Colbeck Limited

Seventh Avenue, Team Valley Trading Estate, Gateshead, Tyne and Wear NE11 0HG Tel: 0191 482 4242 E-mail: sales@colbeck.co.uk
South Caldeen Road, Calder Street Business Park, Coatbridge, Lanarkshire ML5 4EG Tel: 01236 425 656 E-mail: coatbridgesales@colbeck.co.uk



Henry Colbeck is MSC Certified
MSC-C-51570

www.colbeck.co.uk



2-0638-16-000-00



Colbeck Stock Statement:

The paper What's Hot 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.

