

WHAT'S

Issue 161 January/February 2023



VEGAN FILLETS **PAGES 8 & 9**



NEW FOR 2023! PAGE 14



DRYWITE **DEALS!** PAGES 18 & 19



Win Amazing Prizes in 2023!

To celebrate our 130 years -

and new Save + Select Rewards Club, we've got 12 months of great prizes and surprises for you.

SAVE + Select

See Page 7 for more details.

HENRY COLBECK More Than Just A Supplier

Welcome!



What's Hot for 2023?

Happy New Year to you – and Happy Birthday to us!

We hope you and your families, teams and customers had a peaceful Christmas and a thoroughly enjoyable New Year. Here at Henry Colbeck, we're now looking forward to 2023... **and all the way back from 1893!**

We're 130 years young this year and we're looking forward to sharing 12 months' of winning partnerships, strengthening relationships and industry sponsorships, as we renew our commitment to you, our **VIC's (Very Important Customers)** and to the Fish & Chip, Fast Food, and Food on the Go sectors.

WIN WIN WIN!

We've got 12 months of activity planned, starting with a great competition to **'Win an allinclusive weekend to our Harrogate exhibition',**



courtesy of our Save + Select Rewards Club. This fantastic prize for 2 incorporates a stay at The Hilton Majestic & Spa, transport and an invitation to our Saturday night exhibitors' gala dinner. And we'll be picking a winner at random on February 28th 2023 – you just need to be a Henry Colbeck customer to participate! See page 4 for more details.

Georgina

GREATER SAVINGS IN JANUARY & FEBRUARY!

We know January and February can be the most difficult months, so we have been thinking about how to help you save more when you choose to buy from us.



HOW?

...We've lowered our 'Case Rate' Savings Bands!

And this means you can access greater savings more easily.

OUR 'CASE RATE' SAVINGS STRUCTURE IS USUALLY:

- List Price
 - Pay list price if you only buy between 1 and 19 items.
- 20 Case Rate

When you reach 20 items on your order (up to 39 items), every item on your order is discounted.

• 40 Case Rate

When you reach 40 items on your order (up to 59 items), every item on your order is discounted further.

• 60+ 'Best' Case Rate

When you reach 60 items on your order, every item you buy is discounted to our Best Case Rate.

NOW SAVE £££'s MORE EASILY...

Our NEW Promotional 'Case Rate' Savings Structure is:

- **PROMO 20 Case Rate** When you reach 20 items on your order (up to 29 items), every item on your order is discounted.
- **PROMO 30 Case Rate** When you reach 30 items on your order (up to 39 items), every item on your order is discounted further.
- **PROMO 40+ 'Best' Case Rate** When you reach 40 items on your order (or more), every item you buy is discounted to our Best Case Rate.

So, quite simply, the more you have in your basket in Jan & Feb, the less you'll pay.

• Please note that whilst Fish is counted towards the total of units you buy, it won't be discounted by the Case Rate Savings Structure.



WIN – JOIN US AT THE NATIONAL FISH & CHIP AWARDS! As part of our 130-year celebrations, and in recognition of our sponsorship of the Fish & Chip Takeaway Category, we are offering to take one lucky Customer to London to the National Fish & Chip Awards on 28th February 2023. The awards are being held at the Park Plaza Westminster, on the south bank of the Thames, across from the Houses of Parliament. All you need to do is send your name and account number to **marketing@colbeck.co.uk**, telling us in a few words why you'd like to attend the awards.

If you have any news, initiatives, events or things you'd simply like to share with us, to include in 'What's Hot' get in touch with us by email **marketing@colbeck.co.uk** or call on **0191 482 4242**

• NEWS • NEWS • NEWS • NEWS •



Do You Have A 5 Star Driver?

Our Delivery & Waste Oil Collection Drivers are the backbone of our business and a key part of not only delivering and collecting, but of giving you the best customer service experience!

Does your driver live up to your expectations or even exceed them? **We'd like to know...**

We're running a competition at both our Coatbridge and Gateshead Depots in January and February where the top drivers from each depot will win a reward – *and you get the chance to nominate the winners!*

To nominate your Driver or Drivers simply email **marketing@colbeck.co.uk** with the subject '5 Star Driver', tell us the name of your driver and why you're voting for them.

We'll announce the winners at the end of January and February.

Thank you for voting!

NEW Hook & Fish Packaging Brochure!



We're delighted to send you our latest Hook & Fish packaging brochure in this mailer, it's been updated to include the full range of products we now offer.

The Hook & Fish brand was exclusively created by Henry Colbeck and the Q Partnership to give you a complete, off-the-shelf branding solution. We offer everything from boxes to bags, through to eye-catching point of sale. The range not only has a fresh contemporary look, it has also been designed to help you achieve perfect portion control.



Hook & Fish corrugated boxes allow food to breathe without sweating, meaning meals stay crisp, and the boxes also incorporate the latest 'Fold-It, Bin It' feature, which means they take up less space in the bin after being used.

Did you know that over 90% of the Hook & Fish range is fully recyclable? And we're working towards making this *100%* in 2023!

Make sure your food gets the recognition it deserves and stands out in the crowded takeaway & fast-food markets by using the Hook & Fish range for packing, presenting, and serving takeaway meals professionally and effortlessly!

And let us reward you for choosing Hook & Fish packaging too - **don't forget to look out for Save + Select Club Points right across the range!**



FEATURE 161







Douglas Colbeck Sales Director Henry Colbeck's great grandson



Bill Colbeck Chairman Henry Colbeck's grandson



Robert Douglas Colbeck Henry Colbeck's son



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

In business together for 130 years!

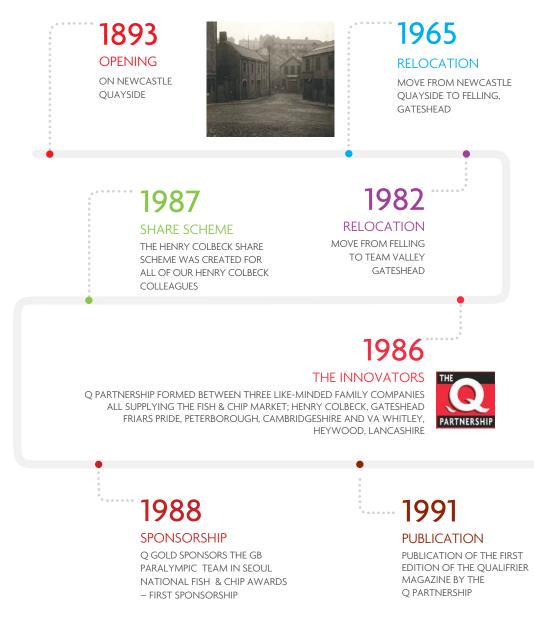
We're so grateful to all of our valued Customers, Suppliers, Colbeck Colleagues and the wider Fish & Chip Industry who have contributed to our 130-year journey. From agricultural beginnings, to selling 'superb motor oil', being 'The Caterers Fat Friend' and now focussing on being 'More Than Just A Supplier', our business has developed and we think our founder Henry Colbeck would approve.

The timeline shows some highlights over the years, but whilst we're proud of our history, we're focussed on our commitment to the future. In 2023 we'll be supporting the industry to the best of our ability, from rejuvenating our Save + Select Rewards Club to sponsoring both National Awards and National Fish & Chip Day, through to showcasing new initiatives to grow Fish & Chip and catering businesses. We're always open to suggestions to how we can support you and the industry, so please get in touch at marketing@colbeck.co.uk.

Warmest thanks and best wishes to you all and we hope to see you at our exhibition on Sunday March 26th in Harrogate.

Douglas, Georgina, Bill & Isobel Colbeck & our Board of Directors: **Paul Holliday** - MD, **Michael Shone** – Purchasing Director, **Hugh O' Brien** – Operations Director and **Matt Worsnop** – Commercial Director

Our Journey!



JUST SOME OF OUR COLBECK MEMORABILIA!









1990s





2020s

2023 COME AND JOIN US AT WHAT'S COOKING 2023





YOU'RE INVITED!



Trade Show for Fish & Chip, Takeaway and Food Service Professionals

As a leading supplier within a unique industry, **Henry Colbeck is 130 years old in 2023**, and we'd love you to join in the celebrations!

Yorkshire Event Centre, Great Yorkshire Showground, Harrogate - 10am – 4pm

DON'T MISS OUT ON...

- New Products Demonstrations New Technology On the Day Special Offers
 - Innovations Meet Industry Professionals Plus many more exciting events

FREE TICKETS 4 VISITORS

Are you a Henry Colbeck Customer? We'll send you your free tickets direct before the day. Not a Henry Colbeck Customer? Contact us today by e-mail marketing@colbeck.co.uk or call 0191 482 4242



What's Cooking? Brought to you by Henry Colbeck Ltd



BE IN IT + WIN IT!

Win an all-inclusive weekend in Harrogate

and come along to our exhibition!

Our Rewards Club just got even better for 2023!

To celebrate the relaunch of our Save + Select Rewards Club we're starting 2023 with a fantastic competition to win a weekend away in Harrogate and join us at our exhibition, courtesy of our Save + Select Rewards Club.

This fantastic prize for 2 incorporates return travel to Harrogate, an overnight stay at The Hilton Majestic Hotel & Spa, transport between the hotel and the venue, and an invitation to our Saturday night exhibitor's gala dinner.

To enter simply email marketing@colbeck.co.uk quoting "Save + Select Harrogate Weekend' in the title. We'll be picking a winner at random on 28th February 2023.

And in 2023 we're giving Henry Colbeck customers the chance not only to accrue Save + Select points on purchases, but as part of the Club there will be 6 great prize draws to win experiences, goods and more! Includes:

Prize

SAVE + Select

Accommodation at The Majestic Hotel Harrogate

Exhibitor's Gala Dinner



£100 Save + Select Rewards

WINNING WAYS!

In our November issue, we announced we were keen to talk to customers who were finding ways to 'Win' in business. We're expanding this to include our suppliers and business partners, particularly those who are innovating in their field. With Veganuary in mind, we spoke to David Yeung, Co-founder and CEO of OmniFoods... Here's what he had to say!

"OMNI is the food innovation arm of Green Monday, a global leader in sustainability, and ranked #32 on Fortune's 2020 Change the World list. Since launching the OmniSeafood range in the UK in 2022, the plant-based fishless OMNI Golden Fillet has emerged as a winning product with consumers and foodservice operators alike.

One of the UK's leading pub retailers is now serving **plant-based fish & chips** featuring OMNI Golden Fillets in almost 500 of their locations – the dish has even been named "Best Vegan Fish Dish" in PETA UK's Vegan Food Awards 2022. I'm delighted that Henry Colbeck is offering the fillet so that Fish & Chip shops can be confident they won't miss out on important plant-based sales.

'Made from non-GMO soy, pea, and rice proteins, OMNI Golden Fillets are golden-crusted and ready-to-fry from frozen in approximately 4 minutes, making it a quick and easy vegan meal,' said David Yeung,

'We recently held a tasting session with the Henry Colbeck sales team and the OMNI Golden Fillet, served with chips and mushy peas, went down a treat with everyone! The fillets were delicious and crispy with the tenderness and flakiness of fish. They had a welcoming fishy, ocean flavour and being so easy to cook, I think they're sure to be a hit,' said Georgina Colbeck.

A real treat!----



OMNI GOLDEN FILLETS

1 x 1.4kg bag Code 900063

V



David Yeung



Henry Colbeck Try our new cut out and keep menu ideas on pages 9 & 11!

vegan strips and chips! Also delicious -

UT AND KEEP

CUT



Meadowvale Vegan Strips Ik9 Code 890214

- what's not to love?

Fillets in a vegetable oil of your serve up with chips and mushy peas choice Lite-BITE Boxes Add in a vegan-friendly sauce 100 Code 026607 or some Lemon wedges Serve in a Lite-BITE box for the perfect Lunchtime snack, or dinner for those who prefer a smaller but very well-presented portion! Smaller portions = controlled margins + more customers

Try something regan in reganuary! Fry off a couple of OMNI Golden

Delicious with chips!

OFFER PRICE

FR

OMNI Vegan Golden Fillets

shoestring Frozen Chips

CLEAR M2 202 CUPS & Lids

VEGANUARY

(shown above)

4 x 2.5kg

800

Code 900118

Code 025148

1 × 1.4kg Code 900063 90

OFFER PRICE

£16.00

GREAT PRICE

£17.50

OFFER PRICE E24.50



MEAL IDEAS 161



Locked and Loaded!

Take your chips to the next Level, by Loading them up this January & February!

IOT!

While they're still hot, layer on cheese sauce, or some grated cheese

Smother pulled pork in BBQ sauce over the top – or try another topping from our Super Tops range

If you want to spice things up sprinkle with thinly sliced red chillies and add spring onions for crunch

Go all out and squeeze ribbons of chipotle sauce over the top

Top with sesame seeds and you're all loaded up and ready to go, street-food style!

150g OFFER PRICE Code 900152 £1.40 OFFER PRICE 1.68kg £14.50 Code 015050 NEW Rich Sauces ChipotLe OFFER PRICE 2 x 2.25L £16.90 Code 023677 Shoestring Frozen Chips 4 x 2.5kg GREAT PRICE Code 900118 **1745**() NEW Alfees Louisiana Hot Buffalo Wing Sauce 2 × 2.25L OFFER PRICE Code 023676 £19.50

11





Your meal, your way

If you're not already familiar with Lite-BITE we hope you'll take a moment to check out your **free sample and the offer** we have on the boxes during January and February.

Lite-BITE is the way to offer an alternative size meal for customers who prefer smaller portion sizes, helping you to appeal to a much larger market.

And with changing consumer habits and longer working days, more and more people are grabbing snack sized food on-the-go.



LITE-BITE BOXES

100 - 220mm x 140mm x 55mm Code 026607



The Lite-BITE not only appeals to health-conscious customers, but also to families, young people, and the elderly, and people who want to grab and go, helping you increase your lunchtime trade.

The concept is aimed at any Fish & Chip shops looking to ignite their lunchtime trade or to simply cater for a wider range of customers by offering an alternative sized portion that might be more suited to their appetite, lifestyle or budget.

We have **FREE point of sale** available to promote Lite-BITE in your shop. Please ask your sales representative or email **marketing@colbeck.co.uk** for more information!



RED/WHITE/BLUE

100 - 220mm x 140mm x 55mm Code 026474





SMALL 2 COMPARTMENT RED/WHITE/BLUE BOXES

100 - 255mm x 160mm x 55mm Code 026475



203 cups and lids... just perfect for sauces



SATCO CLEAR M2 2OZ CUP AND LID

800 Code 025148



ONLY

MINI BOXES **£10.50** PLAIN BROWN

100 - 220mm x 140mm x 55mm Code 026626



SMALL 2 COMPARTMENT PLAIN BROWN BOXES

 100 - 255mm x 160mm x 55mm

 Code 026623
 ONLY











SMALL 2 COMPARTMENT HOOK & FISH BOXES

100 - 255mm x 190mm x 55mm Code 026687

ONLY £20.50





NEW RICHMOND MEAT FREE BURGERS

2kg Code 890083





Image for illustrative purpo

NEW RICHMOND **MEAT FREE SAUSAGES**

1.93kg Code 890082



NEW PARAGON **CLASSIC HALAL BEEF BURGER**

48 x 113g Code 890105





NEW ALI BABA HALAL BEEF **BURGER**

48 x 113g Code 890104





WINTER WARMERS

バント



BEEF LASAGNE READY MEAL

4 x 400g Code 900275



MACARONI CHEESE **READY MEAL**

4 x 400g Code 900276

ONLY

£7.60

15

STOCK UP YOUR CLEANING CUPBOARD

Start the year as you mean to go on with some good old fashioned spring-cleaning and check out these great offers on our Keep It Clean range!





<image>

FREE

Ask your sales representative or email **marketing@colbeck.co.uk** to request a free Keep It Clean, cleaning programme poster!



KEEP IT CLEAN ANTIBACTERIAL WASHING UP LIQUID

5L Code 049983 ONLY £5.90

WE'RE 90 YEARS YOUNG IN 2023!





CHIP SHOP ESSENTIALS



AT A GLANCE

FROZEN

FRO	ZEN				
Page	Product	Pack	Code	Cost	S+S
8	Fribo Vegetable Burgers	30x113g	900018	£13.00	2
8	Pukka Vegan Chicken				
	& Mushroom Pies	12	900220	£17.00	2
8	Pukka Vegan Steak				
	& Onion Pies	12	900205	£17.00	2
8	Big Al's Veggie Burgers	30x95g	890090		
8 & 9	Omni Vegan Fish Fillet	1.4kg	900063	£16.00	
9	Meadowvale Vegan Strips	1kg	890214	£9.60	
9 & 11	Shoestring Frozen Chips	4x2.5kg		£17.50	
10	Super Tops Bacon Topping	1kg	819001	£9.40	1
10	Super Tops Spicy Pork Chunks	1kg	819002	£8.10	1
10	Super Tops Premium Ham				
	Stamp Topping	1kg	819010	£10.00	1
10	Super Tops Spicy American	- 1			_
	Sausage Topping	1kg	819011	£8.10	1
10	Super Tops Pizza Ham Stamps		010.015		_
	Topping	1kg	819015	£8.40	1
10	Super Tops Hot & Spicy	11	010010	(010	
10	Pepperoni Topping	1kg	819019	£9.10	1
10	Super Tops Sliced Salami	11	010001	(0.00	
10	Topping	1kg	819021	£8.90	1
10	Super Tops Spicy Beef Chunks Topping	1kg	819022	£9.10	1
10	Super Tops Spicy Meatball	IKg	019022	17.10	
10	Topping	1kg	819024	£8.00	1
11	Pulled Pork in BBQ Sauce	150g	900152	£1.40	
15	Richmond Meat Free Sausages	1.93kg	890082	£13.90	
15	Richmond Meat Free Burgers	2.04kg	890083	£16.90	
15	Paragon Classic Burger	48x113g		£10.70	
15	Ali Baba Halal Beef Burger	48x113g	890104	£27.00	
15	Beef Lasagne Ready Meal	4x400g		£9.60	
15	Macaroni Cheese Ready Meal	4x400g	900275	£7.60	
15	Macarolli Cheese Ready Meat	474008	700270	L7.00	
PAC					
	Lite-BITE Box	100	026607	£13.90	1
	Satco Clear 2oz Cup & Lid	800	025148	£13.70	-
12	Brown Mini Box	100	026626	£10.50	
12	Red, White & Blue Mini Box	100	0266474	£12.90	
12	Red. White & Blue Small	100	0204/4	L12.70	
12	2 Compartment Box	100	026475	£18.50	
12	Brown Small 2 Comp. Box	100	026623	£16.60	
12	Hook & Fish Small 2 Comp. Box	100	026623	£10.00	
13	Hook & Fish No 1 Printed Bags	500	020087	£18.90	
13	Hook & Fish No 4 Printed Bags	1000	034896	£10.90	
15	HOOK & FISH NO 4 Frinted Dags	1000	034090	£23.00	_

13 Hook & Fish No 2 Printed Bags 250

CONDIMENTS

Page	Product	Pack	Code	Cost	S+S					
10	American Chip Spice	8x85g	014954	£7.00						
10	Salt & Pepper Seasoning	5kg	014070	£25.50						
14	Rich Sauces Tartar Sauce	2x2.25L	023675	£15.75						
14	Alfees Louisiana Hot									
	Buffalo Wing Sauce	2x2.25L	023676							
14	Rich Sauces Chipotle Sauce	2x2.25L	023677							
14	Rich Sauces Taco Mayonnaise	1x4.5L	023679							
14	Rich Sauces Garlic Mayonnaise	1x4.5L	023678	£19.70						
18	Drywite Non-Brewed	10 015	000050	60 F 0						
10	Condiment (Plastic)	12x315ml	023852	£8.50						
18	Drywite Gluten Free Non-Brewed Condiment	12x315ml	015146	£9.00						
18	Drywite Onion Flavour	12X3131111	015140	19.00						
10	Non-Brewed Condiment	12x315ml	023963	£7.20						
	Non-Drewed Condiment	12,5151111	025705	L7.20						
CAN	INED & DRIED GOODS —									
11	Batchelors Instant Cheese									
	Sauce	1.68kg	015050	£14.50						
		-								
CLEANING										
16	Keep It Clean High Active	5L	051380	£4.20	0.25					
16	Keep It Clean Washing Up Liquid	5L	051372	£3.50	0.25					
16	Keep It Clean Thick Bleach	5L	051373	£3.90	0.25					
16	Keep It Clean Pine Disinfectant	5L	049984	£2.20	0.25					
17	Keep It Clean Pine Floor Gel	5L	051378	£6.00	0.25					
17	Keep It Clean Antibacterial									
	Washing Up Liquid	5L	049983	£5.90	0.25					
17	Keep It Clean Degreaser	5L	051379	£4.50	0.25					
17	Keep It Clean Orange Cleaner	5L	051377	£6.90	0.25					
17	Domestos	5L	049191	£5.20						
			0100 / 0							
18	Drywite Starch Doctor	2kg		£18.50	3					
18	Drywite All Seasons Prep	2.5kg		£18.50	2					
18	Drywite Nuprep	2kg		£11.00						
18	Drywite No2 Powder	2.5kg	013461	£14.50	2					
18	Drywite Starch Doctor	50	013457	60 50						
	Test Strips	50	013437	19.30						
EOU										
19	Round Small Fry Basket									
-	Spaghetti Mesh	1	045544	£32.00	1					
19	Stainless Steel Skimmer	1	045541							
19	Square Wedged Wire Shovel	1	042164	£17.50						
19	Poly Coated Wire Bucket	1	040680	£45.90	4					
19	Primrose Tub And Bung	1	048013	£37.50	4					
19	Duetto Food Tongs	1	041175	£12.50	1					
19	Tinned Square Scampi Basket	1	041571	£32.00	3					
	- •									

Henry Colbeck Limited

034898 **£16.30 2**

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Henry Colbeck is MSC Certified MSC-C-51570







CO

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