

# WHAT'S HOT?

Issue 162
March/April 2023



SAVE + SELECT PAGE 6



NEW! BEANO What A Deal!
KIDS MEAL BOXES

PAGE 7

# NOT LONG TO GO AND YOU'RE INVITED!



Sunday 26<sup>TH</sup> March 2023 Yorkshire Event Centre Harrogate HG2 8NZ

We're all getting excited for our annual exhibition - we've got new exhibitors, lots to see, do, sample and learn, and a bit of theatre thrown in, plus you can save fffs on the day!

See Pages 4 & 5 for more details



GREAT DEALS!
PAGE 11



## Welcome!



# What's Hot for March & April?



It's exhibition time on Sunday March 26th in Harrogate and we'd love you to join us.

There's even more going on than ever before, plus we've got exciting new exhibitors for you to meet (see p4 & 5 for more details).

**UK TOP 5** 

We've been working with our suppliers and sharpening our pencils, so don't miss out on the deals available at the show.

## A HUGE THANK YOU!





By the time you read this, the awards will have taken place and there will be an ultimate winner. Whether we're the lucky ones or not, to have been nominated at all and actually be in the final as the only specialist wholesaler, makes us feel like winners already.

A heartfelt thank you!

Douglas Colbeck

# GREATER SAVINGS CONTINUE IN MARCH & APRIL!

With Spring and Easter fast-approaching, we are continuing with our lower case rate savings offers. Plus, come to our exhibition and you will be able to **SAVE EVEN MORE!** 



#### HOW?

...We've retained our Jan & Feb '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 March & April 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.

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 •



#### PROUD TO BE A HEADLINE SPONSOR!

We've always supported our industry's national day – but this year we've gone one step further in our commitment and become joint headline sponsor as part of the Q Partnership, with Middleton Foods.

We hope our involvement and additional funding will help the event, now in its eighth year, continue to flourish and develop, and that it will help the organisers at NEODA put on an even greater show and extend its reach further.

Speaking on behalf of The Q Partnership, Georgina Colbeck was pleased to tell the press "We know how challenging the past few years have been for everyone, so we are putting extra support in.

We also want to champion "Team Fish & Chips" throughout the year to drive footfall and raise awareness of the fantastic food that our industry is producing, especially amongst the younger generation. We're family businesses supporting family businesses feeding the nation's families."

Gary Lewis, president of NEODA, said: "We are always impressed with the way some shops embrace the day - we love it when they just 'get it' and know that the purpose of the day is to celebrate the nation's favourite dish and, just in case anyone has forgotten about fish and chips, re-ignite their love of it on National Fish & Chip Day. This PR generates some excellent interest and interaction and consumers often find themselves thinking about fish and chips after the day and then revisiting the shops or restaurants for more." According to NEODA, more than half the population saw, heard or read about National Fish & Chip Day in 2022, with it featured on or in national and regional TV, radio, newspapers, magazines and online.

To find out more about National Fish & Chip Day, visit **www.nationalfishandchipday.org.uk** 





Sunday 26<sup>™</sup> March 2023 Yorkshire Event Centre HARROGATE HG2 8NZ



## What's Cooking? 2023 – it's Harro-great!

In our 130th year, we're delighted to invite you to our 2023 Exhibition at the Yorkshire Event Centre in Harrogate, North Yorkshire on Sunday March 26th. Everyone's welcome!

With almost 80 exhibitors offering great deals on the day, there's something for everyone in the Fish & Chips, Takeaway & Restaurant, Food on the Go and Mobile Catering industry.

**PACKAGING HUB:** With the Single Use Packaging Ban coming into force in England in October, visit our dedicated packaging hub where you can meet packaging experts and discuss innovations, sustainability and browse a wide range of cost-effective packaging solutions – bio, corrugated boxes (branded, plain and brown) and polystyrene alternative 'infinity'.

**EQUIPMENT & UNIFORMS:** Make savings with Bold Chippers & Peelers, Premier 1 Filtration and at the Drywite Equipment Shop. Meet range manufacturers Hopkins & Hewigo too! Plus shop a huge range of Banksford uniforms for you and your team.

**HIGHLIGHTS INCLUDE:** Sunday Kitchen – a brand new interactive space designed to showcase new menu ideas, deliver training and industry expertise, raise hot topics and encourage 2-way discussions right across the industry.

**NEW EXHIBITORS:** Include Frymax, Omni Vegan 'Fish' Fillets, OilChef Filters, Amanda Fish Roe, Pizza Bases, Wherry's Dried Peas, Rich Sauces, Kara Dough Balls, Dojo and Adande Refrigeration.

**TRY:** Sample a huge range of tasty products, including our market leading 42ND Street Frozen Foods and **exclusive CLASSIC Sausage** - the No. 1 selling sausage in Fish & Chip shops. Try the many superb seafood products on offer, including Rammi skinless, boneless tightly graded cod or haddock.

**MEET:** The Henry Colbeck team and Directors, NFFF Directors, Fisherman's Mission, RSPO Palm Experts and get merch for National Fish & Chip Day from NEODA. Plus meet Chippy Chat and Fry Mag editors Austen Dack and Reece Head. Expert exhibitors will discuss which cooking oils and batter mix products are best suited for your business and will offer samples like tasty curries and gravies.

JOIN US: To take advantage of great money-saving offers which will only be available on the day! Plus 100,000 Save + Select Rewards Club points to be won – and a host of other great prizes!

Your **FREE tickets** are enclosed with this magazine so all you need to do is bring them along on the day to gain admission.





What's Cooking? 2023 is a kids delight, with lots of things to see, do and eat! We have an Easter Egg treasure trail, a colouring competition, and an award-winning balloon modeller & magician. Plus face painting and a chance to learn more about The Deep Aquarium,

and photo opportunities with our super fun

Giant Chefs! : THE DEEP

EASTER EGG TRAIL



MAKE YOUR OWN PIZZA

FACE PAINTING



**ICE CREAM** 



MAGICIAN & BALLOON MODELLING



THE GIANT CHEFS



GIANT DECK CHAIR DRIVING' SIMULATOR



AND GREAT NEWS -

**ALL** THE KIDS ACTIVITIES ARE

**FREE** 

## WIN A TRIP TO SEE 42<sup>ND</sup> STREET!

## In our exclusive Rewards Club prize draw for March & April 2023!

Following on from the success of our recent 'Harrogate Exhibition Weekend', our latest prize is to 'Win a 42nd Street Weekend', courtesy of our Save + Select Rewards Club.

This fantastic prize for 2 (based in either Glasgow, Newcastle or Leeds) incorporates tickets to the Hit Broadway Musical 42nd Street, an overnight stay at a local Crowne Plaza Hotel and £100 Love2Shop rewards to spend on dinner or shopping. There will be 5 runner up prizes to win a case of 42<sup>ND</sup> Street Classic Sausages too!

To enter, simply email marketing@colbeck.co.uk quoting "42nd Street Weekend' in the title. We'll be picking a winner at random on 28th April 2023.

With Save + Select 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 4 more great prize draws to win experiences, goods and more!







# It's all about the ingredients



**42ND STREET CHICKEN FILLET BITES** 

2kg Code 900128

ONLY £13.20



**42<sup>ND</sup> STREET 80% BEEF BURGERS** 

48 x 56g Code 890097

ONLY £14.00

A Mighty Fine

Burger!

A Great All-Day

Meal!



**42ND STREET PREMIUM PORK SAUSAGE PATTIES** 

60 x 75g Code 891009

£18.30

Gneat Taste!



**42ND STREET GLUTEN FREE CLASSIC SAUSAGES** 

40 x 4oz Code 900015



£19.70





# EXPECT A WARM WELCOME AT THE PACKAGING HUB!

FISH CHIPS

#### **BE INFORMED**

Legislation is due to come into force in October 2023 in England, enforcing a ban on single-use plastic (SUP) items. Food service, takeaway and hospitality businesses will now need to find alternatives.

**WILL YOU BE READY?** 



The ban will prohibit the use of single-use plastic plates, trays, bowls, cutlery, and certain types of polystyrene cups and food containers.

HAVE YOU AUDITED THE SUP YOU USE AND HAVE YOU FOUND ALTERNATIVES YET?



#### **GREAT DEALS**

Take advantage of all the great offers (only available on the day), so you can get stocked up and be ready to serve up fantastically presented food and be compliant ahead of the October deadline!

#### **GOOD NEWS!**

We have been working closely with our packaging suppliers to make sure we have a wide range of alternatives for you to choose from, and you can see samples of our SUP alternatives at What's Cooking? 2023, on 26th March!

YOU'RE INVITED, PLEASE JOIN US.

#### **EXPERT ADVICE ON THE DAY!**

Come and chat with industry experts, manufacturers and our sales teams, who will be able to answer all your questions about the SUP ban and the alternatives available to suit your needs and your budget. TAKE AWAY FREE SAMPLES TO TRY IN YOUR BUSINESS TOO!

#### **VISIT THE PACKAGING HUB!**

We have 10 dedicated stands showcasing everything from paper, greaseproof, single and dual compartment corrugated boxes in plain, printed, and premium-branded Hook & Fish designs - in a wide range of sizes. We've got solutions for portion control, pizza boxes, burger boxes, bio boxes, and trays, pots, lids and bags for wrapping, delivery and carry-home too. Looking for a direct replacement for polystyrene?

Check out our Infinity Range
-it looks great, is compliant with
legislation and is fully recyclable!





## **DID YOU KNOW WE STOCK THESE PRODUCTS?**

We sell the following range of Gold Star, Hallamshire and AMB products in Scotland & England!





## **GOLD STAR BROWN CHIP SAUCE**

5L Code 024056

ONLY £6.00



## **GOLD STAR TOMATO KETCHUP**

Code 023666

ONLY £7.00



## **GOLD STAR PICKLED EGGS**

2.25kg Code 023357 **ONLY** 

£10.00



## **GOLD STAR RED LABEL CHIP ONION** (LARGE)

2.25kg

Code 022664 **£6.30** 

Product	Pack Size	Code	Price	SAVE + Select
Gold Star Brown Sauce	12 x 180g	023348	£ 7.60	1
Gold Star Brown Sauce	12 x 320g	023349	£ 9.50	1
Gold Star Tomato Ketchup	12 x 185g	023354	£ 8.20	1
Gold Star Tomato Ketchup	12 x 335g	023353	£ 11.50	1
Gold Star Gherkins	2.3kg	023356	£ 8.00	1
Gold Star Green Label Chip Onion (Small)	2.27kg	022663	£ 6.30	1
Gold Star Non-Brewed Condiment				
(Fish & Chip Shop Style)	12 x 284ml	022662	£ 5.20	1
AMB Tomato Ketchup A rich and versatile ketchup	4L	023851	£ 5.50	1
AMB Non Brewed Condiment 16-1	5L	023853	£ 14.00	1
Hallamshire Tomato Ketchup	4.5kg	023850	£ 5.75	1
Hallamshire Gravy Browning Specially prepared to add rich colour	2.51	014150	6.6.40	
to gravies, soups and stews.	2.5L	014159	£ 6.40	
Gold Star Raspberry Syrup	12 x 190g	023344	£ 10.50	1
Gold Star Raspberry Syrup	1.2kg	023345	£ 3.30	1
Gold Star Raspberry Syrup	5L	023343	£ 12.30	1

## KERRY OFFERS - think these are good?

Get even better deals at our exhibition!

PRODUCT	PACK SIZE	CODE	OFFER	SAVE + Select
Goldensheaf Batter Flour	16kg	011310	£ 23.30	3
Goldensheaf Scotch Blue Batter	16kg	011350	£ 22.00	3
Goldensheaf Scotch Red Batter	16kg	011351	£ 22.00	3
Goldensheaf SMART Batter Flour	16kg	010716	£ 23.50	3
Goldensheaf Gold (Green) Batter Flour	16kg	011352	£ 23.90	3
Goldensheaf Light Batter Flour	16kg	011358	£ 23.50	3
Goldensheaf G50 Batter Flour	16kg	011359	£ 24.20	3
Goldensheaf Formula 32 Batter Flour	16kg	011361	£ 23.10	3
Goldensheaf A1 Standard Batter Flour	16kg	011360	£ 25.60	3
Goldensheaf Crisp and Lite	16kg	011357	£ 20.40	3
Goldensheaf Sunrise Batter Flour	16kg	010697	£ 24.90	3
Henry Jones Gold Batter Flour	16kg	011356	£ 23.50	3
Henry Jones Irish Batter Flour	16kg	011326	£ 22.40	3
Farina Doro Batter Flour	16kg	001295	£ 19.10	
Prima Farina Batter Flour	16kg	011362	£ 19.10	
A1 Light Gol <mark>den Batter Flour</mark>	16kg	011364	£ 24.60	3
Dinaclass Curry No Fruit (Bag)	10kg	019019	£ 36.50	4
Dinaclass <mark>Irish Curry (Bag)</mark>	10kg	019050	£ 36.10	4





## Makes Good Food...Great!

- All Vegetable Content
- No Animal Fats
- No Hydrogenated Oil
- No Additives
- No Allergens
- Does Not Contain Nut Oils
- Non GM
- 100% Sustainable & Traceable











## The Fryers' Favourite For Over 60 Years.

For information, advice, or customer support material please contact ADM UK Ltd. e mail: frymaxinfo@adm.com www.frymax.co.uk

## **HAGGIS**



#### **MACTAVISH HAGGIS**

18 x 227g Code 890101

ONLY £13.90



## **HAGGIS BON BONS**

Code 890154

ONLY £8.30

# PAKORAS/

#### **CHICKEN PAKORAS**

2 x 1kg Code 890070

£19.00



#### **VEGETABLE PAKORAS**

2 x 1kg Code 890071

ONLY £10.00





## **PUDDINGS**



#### **BLACK PUDDING BON BONS**

1kg Code 890153

> ONLY £8.30

**MACTAVISH** 

24 x 142g

Code 890121

ONLY £12.40

**BLACK PUDDINGS** 



## **MACTAVISH** WHITE PUDDINGS

24 x 142g Code 890120

ONLY £11.50

**MACTAVISH RED PUDDINGS** 

24 x 142g Code 890151

£16.80



## CHEESE & TOMATO 9" DEEP FRY **PIZZAS**

24 x 9" Code 905834 £21.00

## **CHEESE & ONION 9" DEEP FRY PIZZAS**

24 x 9" Code 905839 £21.00

## **GET FIZZY AND FRUITY!**

Stock up ready for Easter with our latest offers on soft drinks!



## ZODIAC BOTTLES (0.3)

All 6 x 2L

Dandelion & Burdock Code 021511 Orangeade Code 021509 Cherryade Code 021512 Cola Code 021510

£2.80



## **VIMTO CANS**

24 x 330ml Code 021086

ONLY £7.80



24 x 330ml Code 021194

ONLY £7.80



## **VIMTO FIZZY BOTTLES**

Raspberry Code 021506 Bubblegum Blue Code 021502

Orangeade Code 021504

Lemonade Code 021503

**Cola** Code 021505

Dandelion & Burdock Code 021507

12 x 500ml Code 021169

> ONLY £7.80



ONLY

Code 021195



£2.20





COME AND SEE US AT WHAT'S COOKING? STAND 15

# WHITBY SEAFOOD



WHITBY CHUNKY COD GOUJONS

**450g**Code 90015

**E4.10** 



JAMES COOK
REFORMED SCAMPI

COME AND

STAND 65

**450g** Code 900040

**E4.60** 



WHITBY RESOLUTION SCAMPI

**450g**Code 890995

**£5.70** 

WHITBY HOT & SPICY PRAWNS

**450g** Code 915369

65.80





ENDEAVOUR SCAMPI TAILS NATURAL BREADCRUMBS

**450g** Code 900025

6.00



OCEAN SOUND WHOLETAIL SCAMPI

**10 x 450g** Code 900030

**E43.50** 





## COLBECK SCOTCH PIES

**12 x 240g** Code 900165

E10.20



## HENRY'S MINCE & ONION SHORTCRUST PIES

**12 x 217g** Code 900191

ONLY **£11.20** 





#### Branston Baked Beans

**6 x 2.65kg** Code 015402

ONLY **£14.80** 



**12.5kg** Code 019060

ONLY **£17.50** 



## Q Brand Mushy Peas

**6 x 3kg**Code 019057

£19.50



## HENRY'S STEAK SHORTCRUST PIES

**12 x 217g** Code 900192

ONLY **£11.80** 

## COLBECK LARGE BAKED STEAK PIES

**12** Code 900202

ONLY **£12.80** 



## ALL THE OFFERS IN THIS ISSUE AT A GLANCE

							NDIMENTS & PICKLES (	Pack	Codo	Drice	c
	7EN					Page 10	Hallamshire Tomato Ketchup	4.5kg	<b>Code</b> 023850		7
	ZEN					10	Hallamshire Gravy Browning	4.5kg 2.5L	014159		
ge	Product	Pack	Code	Price	S+S	10	Gold Star Raspberry Syrup	12x190g	023344		
	<b>42nd Street Chicken Fillet Bites</b>	2kg	900128	£13.20	2	10	Gold Star Raspberry Syrup	1.2kg	023344		,
7	42nd Street Premium Pork						Gold Star Raspberry Syrup	0			
	Sausage Patties	60x75g	891009			10	Gold Star Raspberry Syrup	5L	023343	£12.30	,
7	•	48x56g	890097	£14.00	2	DAT	TED ELOUD & CUDDY				
7	_					DAI	TER FLOUR & CURRY_				
	S .		900015			11	Goldensheaf Batter Flour	16kg	011310	£23.30	)
		0	890070			11	<b>Goldensheaf Scotch Blue Batter</b>	16kg	011350	£22.00	0
	0	2x1kg	890071	£10.00	)	11	<b>Goldensheaf Scotch Red Batter</b>	16kg	011351	£22.00	0
	Deep Fry Pizzas	24x9"	905834	£21.00	)	11 11	Henry Jones Gold Batter Flour Goldensheaf SMART	16kg	011356	£23.50	)
2							Batter Flour	16kg	010716	£23.50	)
			905839			11	Goldensheaf Gold (Green)	_			
	MacTavish Haggis	18x227g	890101	£13.90			Batter Flour	16kg	011352	£23.90	)
12	•	24x142g	890120	£11.50		11	Goldensheaf Light Batter Flour	16kg	011358	£23.50	)
	0	1kg	890153	£8.30		11	Goldensheaf G50 Batter Flour	16kg	011359	£24.20	0
	00	1kg	890154	£8.30		11	Farina Doro Batter Flour	16kg	001295	£19.10	
	MacTavish Black Puddings	24x142g	890121	£12.40		11	Goldensheaf Formula 32	_			
12	MacTavish Red Puddings	24x142g	890151	£16.80	)		Batter Flour	16kg	011361	£23.10	)
4	Ocean Sound Wholetail Scampi	10x450g	900030	£43.50	)	11	Henry Jones Irish Batter Flour	16kg	011326	£22.40	0
14	James Cook Reformed Scampi	450g	900040	£4.60	1	11	Goldensheaf A1 Standard				
14	Endeavour Scampi Tails	-					Batter Flour	16kg	011360		
	Natural Breadcrumbs	450g	900025	£6.00	1	11	Prima Farina Batter Flour	16kg	011362	£19.10	
14	Whitby Resolution Scampi	450g	890995	£5.70	1	11	Goldensheaf Crisp and Lite	16kg	011357	£20.40	0
14	Whitby Hot & Spicy Prawns	450g	915369	£5.80	1	11	A1 Light Golden Batter Flour	16kg	011364	£24.60	0
		450g	900153	£4.10	1	11	Goldensheaf Sunrise	-			
	Henry's Steak Shortcrust Pies	12x217g	900192	£11.80			Batter Flour	16kg	010697	£24.90	0
	Henry's Mince & Onion	0				11	Dinaclass Curry No Fruit (Bag)	10kg	019019	£36.50	)
	Shortcrust Pies	12x217g	900191	£11.20		11	Dinaclass Irish Curry (Bag)	10kg	019050	£36.10	)
15	Colbeck Large Baked Steak Pies	12	900202	£12.80	)			-			
	_	12x240g	900165	£10.20	)	DRI	NKS				
ACI	KAGING					13	Zodiac Lemonade Bottles	12x330ml			
8		100	026715	£53.00	4		Zodiac Orangeade Bottles	12x330ml	021504	£2.20	
0	beallo Rius Meat Boxes	100	020/13	233.00	7	13	Zodiac Dandelion & Burdock	12220	021507	(2.20	
10	42nd Street 80% Beef Burgers 42nd Street Gluten Free Classic Sausages 40x4oz 2x1kg 2vegetable Pakora 2x1kg 2cheese & Tomato 9" Deep Fry Pizzas 2dx9" 2dx9 2dx9 2dx9 2dx9 2dx9 2dx9 2dx9 2dx9					12	Bottles  Zoding Bubblegum Blue Bettles	12x330ml			
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						13	Zodiac Dandelion & Burdock	6v2I	O21E11	(2.00	
10		0	023349			12	Bottles Zadias Overseede Bettles	6x2L	021511		
10		0	023354				Zodiac Orangeade Bottles	6x2L	021509		
10		12x335g	023353				Zodiac Cola Bottles	6x2L	021510		
10		2.25kg	023357	£10.00	1		Zodiac Cherryade Bottles	6x2L	021512		
10		2.25'	000111				Vimto Cans	24x330ml			
_		0	022664		1		Vimto Fizzy Bottles	12x500ml			
0		2.3kg	023356	£8.00	1		Vimto Still Bottles	12x500ml			
0		2 27	022772	66.30		13	Diet Vimto Cans	24x330ml	021194	£7.80	
^		2.2/kg	022663	£6.30	1						
U		12v29/m	1 022662	£5.20	1	CAN	INED & DRIED GOODS —				_
0					1	15	Q Brand Mushy Peas	6x3kg	019057	f19 50	)
	-	4L	023851	£3.3U	1	15	Q Dried Marrowfat Peas	12.5kg	019060		
10		51	023853	£14 00	1	15	Branston Baked Beans	0			
	Condiment 10-1	JL	023033	214.00	1	13	DIAIISTOII DAKEU DEANS	6x2.65kg	015402	£14.0U	j

#### **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













**CONDIMENTS & PICKLES (Cont.)** 





