

WHAT'S HOT?

Issue 164
July/August 2023



WIN!

Hook & Fish Packaging PAGE 3



NEW!Whitby Winners
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SAVE! Drink Deals! PAGE 17



Welcome!



What's Hot in **July & August?**

As I write this, Summer is well and truly here and it's been a busy few months for us all.

On 23rd May our Marketing team attended a **Sustainable** Palm Oil Seminar at The Deep In Hull. We're committed to selling only RSPO certified, segregated, sustainable palm oil and are now sustainable palm oil champions for the Hull & East Yorkshire region. ALL of our Q palm oils are of the highest quality RSPO standards to give you greater peace of mind.

On Monday and Tuesday 22nd and 23rd we passed our BRCGS Global Food Safety Standard Audit and took it to the next level for our Bulk Oil Operation, which moved our standards even higher than the previous 'Storage & Distribution Standard' – a proud moment and one that reflects our values and standards.

On Friday 2nd June NEODA delivered another excellent National Fish & Chip Day, where we were proud to be Joint Headline Sponsors. We were delighted at how much media coverage was given to Fish & Chips – we hope you had a successful day and that it brought in some new customers too!

On Monday 5th June the NFFF announced the opening of the National Fish & Chip Awards 2024. The event was held at Whiteheads in Hornsea, where the 2023 winner of the Fish & Chip Shop of the Year, Geoff Whitehead, hosted the launch with 50 industry partners and sponsors - it was a privilege to attend and see the commitment in the industry to push the event on to even greater things! We'll be sponsoring again in 2024 for sure! It's never been easier to enter and it's all online.

We know that rising prices and availability continue to be a hot topic, especially on potatoes, so we hope pages 6 and 7 give you some ideas on portion control and the 2024 crop.

With potato prices rising, we know that the fall in price in the used cooking oil market has come at a bad time, so we're locking our prices for July and August to give you peace of mind. - see alongside...

Hope you have a great Summer.

Warmest regards,

Paul Holliday Managing Director

Sustainable Palm Oil Seminar



National Fish & Chip Day 2023



National Fish & Chip Awards 2024



GET A GREAT PAY RATE £££ FOR YOUR USED COOKING OIL!

TOP TIER

48p per litre (inc VAT) 42p per litre (inc VAT) 36p per litre (inc VAT)

HOW? By buying 20 oil/fat & 5 flour per calendar month.

MIDDLE TIER

40p per litre (ex VAT) 35p per litre (ex VAT)

HOW? By buying 20 oil/fat per calendar

EVERYDAY TIER

30p per litre (ex VAT)

HOW TO QUALIFY?

Simply let us collect your used cooking oil.

NEW TO HENRY COLBECK USED COOKING OIL?

Are you looking for a registered used oils & fats operator that pays for your waste oil?

THEN LOOK NO FURTHER!

Call Scotland 01236 425656 or England 0191 4824242 and start earning more today.

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

HOOK WIN!

HOOK YOURSELF A FABULOUS PRIZE THIS SUMMER

THAT WILL SAVE YOU EEE'S WITH OUR LATEST

SAVE + SELECT REWARDS CLUB GIVEAWAY!



Our exclusive Hook & Fish range provides the complete Solution for all your packaging needs. It comes with a professional branded look, it can help with portion control, and it can improve the quality of your products and their presentation. And if you win, you'll receive this amazing prize for FREE!



ENTERING IS EASY — simply buy any Hook & Fish product that has Save + Select points during July & August and each point you earn qualifies as a competition entry. This means the more you buy, the more chances you have to win, whilst earning Save + Select reward points on any qualifying purchases. Winners will be drawn at random after the competition closes on 31st August 2023 and will be notified by email and then contacted by their sales representative.

PLUS: With the Save + Select Rewards Club in 2023 we're giving our customers the chance not only to accrue Save + Select points, but as part of the Rewards Club we're offering 2 more exclusive prize draws to win experiences, goods and more before the end of the year!







At Henry Colbeck we've been major sponsors from the start, because we believe in investing in the industry we love and I'm writing to ask you to consider entering your business this year. Driving the message of the quality of fish and chips is so important to its continuing appeal, especially in times where pockets are being squeezed. We've seen the many positive benefits of the awards to those companies that enter and to the wider fish & chip industry too, raising the profile of our national dish, so please think about entering one or more of the award categories.

Why Enter?

- Winning or being a finalist can significantly increase your sales and the value of your business!
- Raise the profile of you and your company.
- Motivate your team entering the awards is a team sport!
- Champion an Employee of the Year or Young Fish Frier people are our industry lifeblood.
- Get great free media attention massive marketing opportunity.

AND IT'S FREE TO ENTER TOO!

Which Awards Are Up For Grabs?

Every business can enter one category from this list (GROUP A)

- Fish & Chip Takeaway of the Year (Operators with up to two outlets)
- Fish & Chip Restaurant of the Year (Any business can enter one of their restaurants)
- Best Multiple Operator of the Year (3 or more outlets judged as a group)
- Best Newcomer Award (Any business that opened after 1st January 2022)

And up to three from the following (GROUP B)

- Environment & Sustainability Award
- Staff Training & Development Award
- From Field to Frier Award
- NFFF Quality Accreditation Champion
- Best Mobile Operator Award (Can operate multiple units)
- Marketing & Innovation Award

There are no category entry limit restrictions from (Group C)

- Drywite Young Fish Frier of the Year (25 years or under)
- Employee of the Year

Who Can Enter?

The Awards are now open to all bona fide fish & chip and foodservice businesses in the United Kingdom, whether you're an NFFF member or not. Some common sense exclusions apply. – **please see the entry website.**

How Do You Enter?

- Go online and visit thefishandchipawards.com.
- All entrants will be required to complete the online entry form and provide a selection of digital photographs of the business entered and some supporting documentation if/where requested.
- Details of eligibility for different award categories are highlighted in the description section of respective award category entry forms.

Entries opened on 6/6/23 and will close on the 17/09/23.

How Are The Awards Judged?

- For each award category, an industry judging panel, comprising a variety of senior representatives from across the industry, will appraise and score all entries to determine an initial shortlist for each award category.
 Some categories may have a number of shortlist stages.
- Shortlisted businesses may subsequently receive mystery dining visits or in-house judging visits – such businesses will be assessed by an NFFF appointed assessor who will conduct an un-announced judging of respective premises/outlets, including the mystery tasting/testing of products. There may also be a zoom interview round in some categories.
- These stages will decide the successful businesses in each category that will be invited to attend the finals in London February 2024.

It's never been easier to enter, so why not check out the awards website (thefishandchipawards.com) and give it a go – after all, you've got to be in it to win it! Good Luck!

Contractor







Enter Today!

- Go online to **thefishandchipawards.com** and complete your entry form(s)
- keep it concise but informative and consider using bullet points.
- Make sure you read the rules and answer all the relevant questions.
- Include a range of supporting materials via upload to the entry website such as recent photographs showing your business, a scanned copy of your menu(s), media coverage material/ evidence, marketing, and promotional materials, etc.
- Remember to check the closing date for the particular award category you are entering.

More Questions?

If you have any questions about the entry process, please contact **Awards@NFFF.co.uk** or drop a line to **marketing@colbeck.co.uk** and we'll gladly help.





A WORD FROM THIS YEARS 'FISH & CHIP SHOP WINNER' GEOFF WHITEHEAD

What does the Award mean to you and your team and what you have learnt going through the awards process?

When we started applying for the awards we only had the business for two years; I look back and remember how poor the shop was aesthetically, the quality of the food wasn't great either, and it was stuck in the '50s. That first shop set the benchmark, and our standards had to be raised. This was our 6th attempt at winning - I never gave up hope and knew I had to raise the bar, so I kept trying. I believe the awards help set standards within the industry, and they are high standards of how we want all fish and chip shops and restaurants to operate.

If you enter the awards and don't get through, keep trying; you will keep pushing and pushing to be better than the last time you entered. I want this to be a valuable message – Don't Give Up On Being Better.

The team are still floating on cloud 9, and the majority of the guys that came with us have worked for me for ten years – they can't believe it. We know how each other works and want to strive to move forward and raise the bar. I have a fantastic team; without them, I would not have a business.



How do you think the Award has helped your business progress?

The Award has taken care of the progress of the business; *it has catapulted us!*

I am more focused than ever before. For anyone out there who wants me to point them in the right direction, I will. It's my passion that standards are raised throughout the industry to get all our shops to the highest standard possible and keep raising the bar. I am full of zest!

The most exciting thing to take away from the Awards, and the greatest pleasure of all, is that no matter how old or young we are, it's just wonderful for your peers to acknowledge your hard work. It's now been acknowledged. After 26 years of being in business, a lot of people have supported me over the years, and their advice has always been adhered to; I have listened to all of it.

Why not enter the awards in 2024 and find out how many benefits it brings to your business - winning is the cherry on top of the cake!



David Miller of Millers @ Haxby

NFFF TRAINING COURSES

Are you getting the maximum yield out of every sack of potatoes? Are you cutting away your profits when it comes to portion sizing when fish cutting?

The NFFF offers Zoom courses to help develop you and your business:

- Potato Prep Know your Spuds!
- Fish Cutting Made simple!
- Batter Preparation Go with the flow!
- Fish Cakes & Accompaniments To boost sales!

To learn more (and to find out about their 3-day Complete Beginners Course) call 0113 2307044 or email training@nfff.co.uk



PORTION CONTROL

With high potato prices it's time to focus on chip portion control.

A viewpoint by NFFF Trainer & Owner of Millers @ Haxby, David Miller.

When did you last check your portion sizes - particularly your chips? Did you then check them again a week later for consistency?

With increased potato prices, there is no better time than now to really pull in the reins and focus on the portion control of your chips.

If you're a business owner, your team doesn't have the pressures that you have and when you're awake at night worrying about your business, the rising costs of utilities, wages, raw ingredients and of course VAT they will hopefully be sleeping comfortably. However, to help take the pressure off, know your portion sizes and make sure **EVERYONE** in your team is trained in giving out the correct portions that you've chosen.

From experience I know that we've all had our profit margins reduced like never before, so there's no better time to act.

DO IT NOW!

During my time working with the NFFF Training Academy, I have been fortunate enough to meet many new people to the industry and those already involved, I have also learnt a lot from other businesses - for which I am truly grateful.

When asked about portion control people's perception is that varied. As an industry we must be more consistent, so that we are all on the same page.

What I would recommend is to make a detailed assessment of your current portion sizes – simply fry your normal portion sizes of Fish and Chips and place them on their regular plate or packaging.

What are your thoughts? Is it too little, just right or too big?

From my own experience I think your thoughts will be that there are too many chips. Now weigh each portion of chips.

I would say by 10oz/285g is around the right weight for a regular portion of chips. If you place another 3-4 chips on, that will rise to 12oz and if you do that 5 times that's a whole portion of chips that your business has given away for **FREE**, which could have been sold.

Remember what's the biggest seller in a Fish and Chip Shop...

it's CHIPS!

Training of staff is 100% vital! Everyone has to be on the same page, so you give a consistent portion size every single time. How big are your chip scoops? Do you use portion control scoops? Also make sure you have a decent set of scales and use them to train everyone in the portion sizes you sell.

We all know that the scales never lie!



FEATURE & SPECIAL OFFERS **164**



PREDICTING POTATO **PRICES FOR NEXT SEASON!**

An invitation from Austen Dack, Editor @ ChippyChat Magazine.

Potato prices have been rising recently, leaving many shops facing more unbudgeted rising costs. However, this season's prices and the state of the crop were predicted by potato merchant and producer Isle of Ely Produce in September 2022 at their annual **FREE** chip shop owners/managers open day. This year you're invited to attend their 2023 event to find out more for next year.

Isle of Ely Produce Director Oliver Boutwood said: "Last year we had a perfect storm during the growing season. First off, we had a near drought causing the potatoes to stop growing and therefore producing smaller potatoes is not usually conducive for chipping potatoes, and also a smaller yield. Then we had a few weeks of heavy rain, causing even more problems. Similar conditions across Europe led to Europe-wide potato shortages meant that other markets such as 'crisping' would be stretched too, leading to an even bigger shortage."

The event is open to chip shop owners and managers on Sunday September 10th, 2023 and entry is FREE. The day starts at 9.30 am on their farm in Ely, Cambridgeshire with a coffee and a chance to talk to industry colleagues. Not only will chip shop owners and their teams find out first-hand how the potato crop is faring for 2023/24, but they also get an idea about predicted cost and quality of the crop for the year ahead too. It also showcases the role they play in the National Fish & Chip Awards with their From Field to Frier category. Added to that many of industry suppliers & manufacturers will be attending on the day too.



You will also watch presentations on their giant AV, with full staging, from award winning fish and chip shop owners, giving you valuable advice for your shop(s). Guest speakers for the 2023 event already include NFFF President Andrew Crook, Sarah Heward from the Real Food Café, Calum Richardson from the Bay in Stonehaven plus National Fish & Chip Takeaway of the Year winner Geoff Whitehead from Hornsea. Please email austen@chippychat.co.uk if you would like to

The event is suitable for all levels of management and also young friers too. Maximum of 3 tickets per shop. FREE refreshments will also be served. You can also order your tickets at www.eventbrite.co.uk, and search for Isle of Ely Produce.

SAVE MONEY TODAY! • USE A PORTION CONTROL SCOOP - available in 3 portion sizes. HARD WEARING AND EASY TO CLEAN - quality heavy duty stainless steel.

Small (60z) Portion Control Scoop

attend. Entrance is FREE.

110mm (L) x 100mm (W) x 55mm (H) Code 041978

Medium (8oz) **Portion Control Scoop**

116mm (L) x 112mm (W) x 61mm (H) Code 041979

ONLY

Large (10oz) Portion **Control Scoop**

133mm (L) x 122mm (W) x 65mm (H) Code 041980

ONLY

WINNING WAYS!

Choosing and designing uniforms for your staff has never been more important. A great-looking uniform should form part of your shop's brand and can make your employees feel like they 'belong' and are proud to represent your company. But it's not just about the aesthetic — safety, function and comfort are also hugely important. To get a better understanding of what's available, and which materials are best suited to Fish & Chip shops, we invited Mark Galley from Banksford, a leading UK provider of uniforms and protective catering wear, to share his expertise!



"Selecting the right materials for Fish & Chip shop uniforms is crucial to ensure durability and breathability, to provide warmth in cool environments, and also protection against hot oil splatters, batter mixes, flours, and general spillages. By exploring the pros and cons of materials such as polyester, cotton, poly-cotton blends, denim, microfibre, polyurethane-coated fabrics, and oilcloth, you can make an informed decision and be confident you are providing smart, comfortable, and functional uniforms for your staff," said Mark Galley.

Mark and the team from Banksford were at What's Cooking? 2023 in Harrogate where they showcased a wide range of uniform and protective clothing solutions and were on hand to answer questions and give advice. Mark was happy to provide us with this quick guide to the different materials on offer!

1. Polyester

- PROS: Offers durability, resists wrinkles, and is easy to care for.
- CONS: May lack breathability and warmth compared to other materials.

2. Cotton

- PROS: Known for its breathability, comfort, and natural feel.
- CONS: Can wrinkle easily and may not provide as much protection against spills and splatters.

3. Poly-Cotton Blend

- PROS: Combines the durability of polyester with the breathability of cotton.
- CONS: May not offer as much warmth in cooler environments as other materials.

4. Denim

- PROS: Provides sturdiness, durability, and resistance to spills and splatters, and offers warmth in cooler environments.
- CONS: Can be heavy and less breathable, potentially leading to discomfort during prolonged wear.

5. Microfibre:

- PROS: Lightweight, breathable, and resistant to stains and spills; offers excellent protection against oil splatters.
- CONS: May have reduced durability compared to other materials.

6. Polyurethane-Coated Fabrics:

- PROS: Provides excellent waterproof and stain-resistant properties; effective protection against spills and splatters.
- CONS: Some coated fabrics may have reduced breathability and can feel less comfortable.

7. Oilcloth:

- PROS: Treated with a waterproof and oil-resistant coating, offering excellent protection against splatters.
- CONS: Can be heavier, less breathable, and potentially less flexible during movement.

"Selecting the right materials for fish and chip shop uniforms requires careful consideration of the pros and cons of each option. For example, polyester offers durability, while cotton provides breathability, and poly-cotton blends strike a balance between the two. Denim offers sturdiness and warmth, while microfibre provides lightweight breathability and stain resistance. Polyurethane-coated fabrics and oilcloth excel in offering protection against spills and splatters.

Our staff members are trained to help you through the selection process and can offer useful advice based on your specific needs and the environment you and your staff are working in. By choosing the right uniform material you are ultimately enhancing the working experience for your staff and maintaining a professional image for your business," said Mark.

Banksford is offering Colbeck customers a 12% discount off any orders placed between 1 July and 31 August, as well as waiving the £14.99 logo set up fee. To take advantage of this great deal simply enter the code COLBECK during online checkout or quote this if ordering via telephone or email.











DRIVING CUSTOMERS TO YOUR DOOR!

Sarson's will be refunding 50 chippy meals every week to drive customers to your door

Boost your business and get involved for a chance to win £1,000

Scan QR code or visit www.switchtosarsons.co.uk to find out more





#SARSONSFRYDAY

We're Prepared for the Single Use Packaging Ban in England – *Are you?*

From Sunday October 1st the Single Use Packaging Ban comes into force in England and the ban will include: single-use plastic plates, trays, bowls, cutlery, balloon sticks, and certain types of polystyrene cups and food containers.

As a wholesaler of most of these goods, we're as prepared as we can be for the ban, as we have already been delivering in Scotland since their own SUP Ban in June 2022 and have also carried out a great deal of groundwork on sourcing new manufacturers, suppliers and replacement products and investing further into our stockholding levels.

Goodbye Polystyrene – Hello Recyclable Infinity Expanded Polypropylene (EPP), Bio-bagasse Cutlery, Corrugated, Paper Pots and more... The table below shows the products that will be banned and any suggested alternatives.

ORIGINAL BANNED PRODUCT				
PRODUCT CODE	DESCRIPTION	PRODUCT CODE	DESCRIPTION	UNIT PRICE DIFFERENCE
025183	1000 Dart Polystyrene 2oz Food Container	025148	800 Satco Clear M2 2oz Cup & Lid	+ 0.3p
025170	1000 Dart Polystyrene 4oz Cup	025264	250 White 4oz Pot & Lid	+1.2p
025172	1000 Lid For Dart 4oz Cup		Combined above	
025171	1000 Dart Polystyrene 7oz Cup	025267	250 White 7oz Pot & Lid	+1.8p
025172	1000 Lid For Dart 7oz Cup		Combined above	
025173	500 Polystyrene White 8oz Food Container	025144	225 Satco Clear 8oz Cup & Lid	+3.5p
025156	500 Lid For 8 oz/12 oz/16 oz Cup		Combined above	
025169	1000 Dart Polystyrene 10oz Cup	026242	500x12oz Black Ripple Coffee Cup	+3.9p
025168	1000 Lid For 10oz Cup	026243	1000 12/16oz Sip Cup Lids	
025162	1000 Dart Polysytrene 16oz Cup	027042	500 16oz Kraft Pot	+1.3p
026243	1000 16oz Sip Cup Lids	027046	500 16oz Kraft Pot Lids	
025186	500 Polystyrene White Chipcone	026609	1000 Retro Print Chip Cone	-3.1p
047153	1000 Plastic Pizza Spacers		Currently No Alternative	
027006	1000 Large Plastic Knives	026999	1000 Birchwood Knives	+0.01p
027003	1000 Large Plastic Fork	027000	1000 Wooden Fork E Green	+0.3
027012	1000 VAW Blue Fri Forks	027005	1000 Wooden Chipfork And Dispenser	
020147	600 Polystyrene Oval Plate	027027	500 White Bagasse Oval Plate	-2.0p
026523	500 Linpac Polystyrene Chippy Trays	026507	500 Small Bio Tray	+3.2p
026543	500 Linpac Medium Polystyrene C2 Chip Trays	026508	500 Medium Bio Tray	+2.4p
026544	500 Linpac Large Polystyrene C3 Chip Trays	026509	500 Large Bio Tray	+2.4p
026647	500 Polystyrene Space Saver Chippy Tray	026507	500 Small Bio Tray	+3.2p
026654	500 Polystyrene Space Saver No 3 Tray	026509	500 Large Bio Tray	+2.4p
026628	500 Polystyrene White MP1 Burger Box	026632	450 Infinity MP10 Small Burger Box (Recyclable) Brown	+3.0p
026642	500 Polystyrene HP10 Baked Potato Box	026631	220 Infinity HP 6 Burger Box (Recyclable) White	-3.3p
026689	500 Polystyrene Economy HP 6 Burger Box	026631	220 Infinity HP 6 Burger Box (Recyclable) White	+2.51p
026627	500 Polystyrene HP2 Box	026630	220 Infinity HP2 Box (Recyclable) White	+1.9p
026655	500 Polystyrene White FC 2 Chip Box	026601	250 Bio Box Small	+2.0p
026637	220 Polystyrene TT10 (HP3) Box	026629	220 Infinity TT10 Box (Recyclable) White	+2.3p
026699	500 Polystyrene White FC 3 Box	026602	250 Bio Box Medium	+2.3p
026709	250 Polystyrene White FC 1 Box	026603	250 Bio Box Large	+2.0p
026667	200 Polystyrene White HP 4 Box	026656	125 Infinity HP 4 Box (Recyclable) Brown	+1.5p
026663	200 Polystyrene White HP 4/2 Box	026648	125 Infinity HP 4/2 Comp Box (Recyclable) Brown	+1.5p
026675	200 Polystyrene White HP 4/3 Compartment Box	026635	125 Infinity HP 4/3 Comp Box (Recyclable) Brown	+1.5p

SOME ADVICE ON HOW TO PREPARE FOR THE BAN

- Identify which SUP items your business uses.
- Ask us about which suitable alternatives we stock.
- Consider upgrading the packaging for your premium selling products.
- Test the alternatives in July / August.
- Start running down stock of goods to be banned **well** before 1st October '23.
- Start buying the alternatives as soon as you can. (We can't accept any returned stock of goods to be banned from Friday 11th August '23).

If there are any unexpected stock issues we will need to prioritise existing customers who are already buying those goods.



Jill Brumwell - Buyer

	SUGGESTED ALTERNATIVE 2		SUGGESTED ALTERNATIVE 3		SUGGESTED ALTERNATIVE 4		
PRODUCT CODE	DESCRIPTION	PRODUCT CODE	DESCRIPTION	PRODUCT CODE	DESCRIPTION		
CODE		CODE		CODE			
025182	1000 4oz Hook & Fish Pots	025149	800 Satco Clear 4oz Cup & Lid	027039	1000 4oz Kraft Pot		
025187	1000 Lids For 4oz Hook & Fish Pots		Combined above	027044	1000 4oz Brown Kraft Lid		
025159	1000 Hook & Fish 7oz Pot	025144	225 Satco Clear 8oz Cup & Lid	025198	1000 7oz Brown Kraft Pots		
025189	1000 Vented Lids for 7oz Hook & Fish Pots		Combined above	025199	1000 7oz Brown Kraft Lids		
027040	500 8oz Kraft Pot						
027045	500 8oz Kraft Lid						
027041	500 12oz Kraft Pots						
027017	1000 Biodegradable Large Knives						
025153	1000 Paper Forks	027018	1000 Biodegradable White Large Fork				
	250.0 (0.1.5)						
026620	250 Retro Print Tray Large		Acceptation to Coding to accept				
026511 026522	500 Hook & Fish MK Tray Small 500 Hook & Fish MK Tray Medium		Awaiting Infinity tray				
026522	250 Hook & Fish MK Tray Interdigit	026510	Awaiting Infinity tray 500 Infinity 3D Brown Tray				
026510	500 Hook & Fish MK Tray Small	020310	Awaiting Infinity tray				
026510	250 Hook & Fish MK Tray Large		Awaiting Infinity tray				
2233.0	,						
026677	500 Bio Burger Large Box						
026677	500 Bio Burger Large Box						
026599	600 HP2 Economy Bio Boxes - From end July '23						
026599	600 HP2 Economy Bio Boxes - From end July '23						
026598	200 TT10 Economy Bio Boxes From end July '23						
026753	150 Hook & Fish MK 2 Small Box						
027015	250 Bagasse 10x8' (HP4/2) Compartment Box						

NEW PACKAGING LINES

Be Single-Use Friendly with these new packaging lines.



NEW LARGE PANINI BAGASSE BOX

Ideal for single fish, fish baps, paninis, hot dog baps, kebabs, wraps or as a long medium bio box.

200 - 290 x 140mm Code 027071

£30.90



NEW WHITE BAGASSE **OVAL PLATE**

500

Code 027027



NEW BAGASSE 10 x 8" 2 COMPARTMENT BOX

250

Code 027015

£54.70



NEW CLEAR PORTION POT (1oz)

5000

Code 027028

£32.00



NEW CLEAR CUP (12oz)

1000

Code 025163



NEW CLEAR PORTION POT LID (1oz)

2500

Code 027029



NEW CLEAR CUP DOMED LID (12oz)

1000 x 12oz

Code 025164



NEW KRAFT POTS & LIDS

These NEW brown paperboard containers come with paperboard lids separately and can be used for hot foods like curry, gravy and mushy peas - they are also suitable for cold foods too. These food containers can be recycled, however, they are not compostable or biodegradable; due to their PE plastic lining.

KRAFT POTS

1000 x 4oz

Code 027039

£56.70

500 x 8oz

Code 027040

£24.50

500 x 12oz

Code 027041

£29.20

500 x 16oz

Code 027042

£34.20

KRAFT POT LIDS

1000 x 4oz

Code 027044

£72.20

500 x 8/12oz

Code 027045

500 x 16oz

Code 027046



HOOK & FISH PACKAGING

Your complete branding and portion control solution.

CARD POTS & LIDS



7oz POTS

1000

Code 025159

ONLY **£46.10**



702 POT LIDS

1000

Code 025189

E26.70



4oz POTS

1000

Code 025182

ONLY

£46.40



40z POT LIDS

1000

Code 025187

ONLY **£19.20**

2 COMPARTMENT BOXES



SMALL

100

Code 026687

ONLY **£20.50**

MEDIUM

100

Code 026710

ONLY

£21.60

LARGE

100

Code 026683

ONLY



WHITE 1 PLY
NAPKINS IN A
DISPENSER BOX

250

Code 027008

ONLY

£2.00



GREASEPROOF

1000

Code 037119

ONLY **£10.50**

MK CARD TRAYS



SMALL

500

Code 026511

ONLY

£25.30

500

Code 026522

MEDIUM

ONLY

£29.70

LARGE

250

Code 026510

ONLY **£17.60**

Beside The Seaside!

Whether your shop is near the sand or hot in the city, why not serve up some traditional (or try some NEW) Summertime favourites.



WHITBY EXTRA LARGE WHOLETAIL SCAMPI

Even more of that great Whitby Scampi taste! Contains more than 1 tail per piece.

450g - 18 to 22 pieces per bag. Code 900031

ONLY **£8.00**



WHITBY WHOLETAIL SCAMPI

Succulent whole tails specially selected from the freshest catch.

450g - 30 pieces per bag. Code 900029

ONLY **£8.00**



OCEAN SOUND WHOLETAIL SCAMPI

Ocean Sound Wholetail Scampi comes in 10 x 454gm bags.

Ocean Sound Scampi are larger in size than some options., it also means your customer gets more scampi within the golden crispy coating. The product is sold by the case with 10 bags in a case

- this gives you 30 main courses!

10 x 450gCode 900030 **ONLY**

£45.00

ONLY £4.50 Per Pack

Parsons Cockles & Mussels have been a popular snack for many centuries. An excellent added value product for resale.





NEW Whitby Winners!

Why not try our 3 delicious shrimp and prawn menu ideas - with the Whitby flavour guarantee!



NEW WHITBY SOUTHERN FRIED POPCORN SHRIMP

These bite-size popcorn shrimp are juicy pieces of king prawn in a subtle southern fried coating. A great snack, starter or to share. Average 65 pieces per bag. Fries in 3 mins at 180° C.

450g Code 915367

ONLY £4.90



NEW WHITBY JUMBO **BUBBLE BOBBLE RED SHRIMP**

Argentinian red shrimp is a wonderfully large and meaty prawn with a delicate and rich taste similar to lobster. Coated in an innovative 'bubble bobble' layer for – a real show stopper! Average 18 pieces per bag Fries in 6 mins at 180° C

450g Code 915368 £6.40

Serve with a generous sauce portion!

PROMENADE SAUCES

Please note the manufacturer has changed the outer packaging of the serving boxes.

All 100 x 28g



TOMATO PORTION 1

Code 023175

MAYONNAISE PORTION

Code 023176

ONLY TARTARE PORTION

Code 023177

ONLY



NEW WHITBY BENGALI STYLF PRAWNS

Made with Whitby's largest most premium king prawns. Marinated in a flavoursome combination of fenugreek, fennel. cumin, mustard and black onion seeds for an authentic fresh taste. Coated in an appealing outer crumb

 perfect as a starter or for sharing! Fries in 3 mins at 180° C.

450g

Code 915370



£3.90

NEW HEINZ FIRECRACKER SAUCE

875ml Code 023145

weet Summertime Treats Don't miss your share of sweet treat sales as the temperature rises.

Serve up our new mini doughnuts (maybe with ice cream and drizzles) – they're sure to be an 'insta' hit!



CARAMEL SAUCE **FILLED MINI DOUGHNUTS**

Code 900325

ONLY

£20.00

NUTELLA FILLED MINI DOUGHNUTS

Code 900323

ONLY

£30.00

SPECULOOS BISCOFF FILLED MINI DOUGHNUTS

Code 900324

ONLY

£30.00

PISTACHIO CREAM FILLED MINI **DOUGHNUTS**

Code 900322

ONLY

£55.00



Why not try serving the hot doughnuts with ice cream and drizzle rich and indulgent Da Vinci sauces over them too for extra flavour?

DAVINCI DRIZZLES

- Da Vinci sauces are free from artificial colours, flavours and preservatives
- Ideal for drizzling over hot or cold frappes, desserts and latte art
- Handy squeezy 500g plastic bottles

STRAWBERRY DRIZZLE

12 x 500g Code 015102

ONLY

£27.20

RASPBERRY DRIZZLE

12 x 500g Code 015101

ONLY £27.60

BELGIAN **CHOCOLATE**

12 x 500g Code 015100

ONLY £27.20

TOFFEE DEVON CREAM DRIZZLE

12 x 500g Code 015103

ONLY £29.20

ANGELITO VANILLA ICE CREAM MIX

12 x 1L Code 015193





lce cream and drizzles compliment hot waffles too!



MIDDLETON WAFFLE MIX

Looking for the perfect waffle? Try Middleton Foods Waffle Mix! It's the perfect base ingredient, made with 100% British Wheat - this mix is so easy to use. Just add water and cook 4 mins at 170° C.

12.5kg

Code 007711

£27.50











Angelito

EXCITE YOUR CUSTOMERSWITH **BIGGER** SUMMER MENUS.

IT'S TIME TO GO...

OVER
50%
OF CONSUMERS
BUY DESSERTS
BECAUSE
"IT'S TASTY"*



NO.1 TASTING SOFT SERVE ICE CREAM

ANGELITO VANILLA
ICE CREAM MIX

12 x 1L Code 015193



ONLY £19.90









ONLY

33p

each

HOT DAYS, COOL DEALS

We've got some good deals on pop and juice – and did you know we've got more than 30 different flavours to choose from - ask to check out our range!

> ONLY 29p



ONLY each

> HARROGATE STILL WATER

24 x 500 ml Code 021110

ONLY

£4.90



BARR

24 x 330ml Code 021073 ONLY

£7.80

CHERRYADE

STRATHMORE STILL WATER **SCREW CAP**

24 x 500 ml Code 021276

ONLY

£6.90



BARR **LEMONADE**

LEMONADE

24 x 330ml Code 021072

> ONLY £7.80



BARR SHANDYADE

24 x 330ml Code 021080

ONLY

£7.80

APPLE





12 x 500 ml Code 021151

ONLY

£9.30



ORANGE

ONLY

33p

eaċh

CHERRYADE

ORANGE JUICE BURST

84p each

12 x 500 ml Code 021150

ONLY

These bottled juices are sweet, thirst-quenching, free from artificial flavourings, colourings and sweeteners and just plain tasty.



24 x 330ml Code 021071

ONLY

£7.80



ONLY 43p each

> **BARR DANDELION** & BURDOCK

24 x 330ml Code 021097

ONLY

£10.30

WING-WANIA!

Wing-mania is on the rise, so try Big Al's Chicken Wings to make your food outlet the go-to destination.

Customers love great food and new experiences and these Lightly Dusted Wings deliver both and are perfect for customising – simply toss them in a tasty sauce like Alfees Louisiana Hot Buffalo Wing Sauce to create a delicious wing dish to delight.



Delicately dusted in a semolina coating for a deliciously crisp wing. Fully cooked quick serve.

Toss them cooked in Alfees Louisiana Hot Buffalo Wing Sauce for a taste to savour. For best results cook from frozen. Fry at 180°C for 3-4 mins.

ONLY

BUFFALO

WING

£22.00



1

RICH SAUCES TACO MAYONNAISE

1 x 4.5L Code 023679

ONLY £19.70

2 x 2.25L Code 023675

ONLY £16.50 **RICH SAUCES CHIPOTLE SAUCE**

2 x 2.25L Code 023677

ONLY £17.50 **RICH SAUCES GARLIC MAYONNAISE**

1 x 4.5L Code 023678

GARLIC

ONLY £19.70

2 x 2.25L Code 023676

£19.50

ALFEES LOUISIANA HOT BUFFALO WING SAUCE



SPECIAL OFFER ALERT!

Don't miss out on more July & August promotions.



KERRYMAID BURGER SLICES

112

Code 810049

£7.50



NEW MIDDLETON CHEESE SAUCE

A rich, savoury, buttery cheese sauce. Perfect for easy cheesy chips & loaded

And versatile - pour over burgers and Southern Fried chicken. Holds well in the bain marie – so simple and versatile.

Just add 1l of cold water to 220g of the mix and bring to the boil. Made with natural colours and flavours.

For a free sample, call Middleton Foods on 01902 608122 or email sales@middletonfoods.com

2.5kg

Code 014175



NEW MEADOWVALE BREADED SOUTHERN FRIED CHICKEN **ORIGINAL STRIPS**

Delicious strips of fully cooked chicken breast fillet. In a crunchy Southern Fried breadcrumb coating. Fully cooked and individually quick-frozen. Fry from frozen in 4-5 mins

Code 890215

PUKKA CHIP SHOP CHICKEN CURRY PIE

Tender pieces of chicken and diced potato in a mild chip shop curry sauce. Light pastry case.

ONLY Code 900216 **£14.50**





NEW GOLDEN PALACE PANKO BREADCRUMBS

10kg Code 014192

ONLY



NEW ORANGE 72 FINE BREADCUMBS

Traditional 'orange' coloured breading.

10kg

Code 014191

ONLY £17.20



OMNI VEGAN FISH FILLET

Plant based fried Fish-style Fillets Great taste and texture, golden crusted and succulent inside, with the flakiness and tenderness of real fish.

3 x 1.4kg Code 900059

BUY 1 GET 1 FREE



EXCITE YOUR CUSTOMERS WITH BIGGER SUMMER MENUS.

IT'S TIME TO GO...



ORIGINAL SLICES

KERRYMAID **BURGER SLICES**







KERRYMAID





For on trend summer recipes and top tips visit: **Kerrymaid.com**



A NEW AWARD FOR NEWCOMERS TO THE FISH & CHIP TRADE



WIN OVER £10,000 WORTH OF PRIZES

THE WINNER WILL RECEIVE A MONEY-CAN'T-BUY SET OF PRIZES:

£1,000 worth of Middleton Foods stock

Design your own, "own label" batter

(Middleton Foods factory tour and guided support to create your own bespoke batter mix)

12 months Middleton Foods sales team/Batter Boys support

Two places at the KFE School of Frying Excellence

Two places on the NFFF Fish Frying course

1-1 ForkedUp training with Calum Richardson, for 3 months

Two tickets to the Fish & Chip Shop of the Year Awards 2024 and drinks reception, with

hotel accommodation and travel expenses (worth more than £750)

Exclusive support on National Fish and Chip Day 2024

PR/Marketing support

Framed certificate

FIVE RUNNERS-UP WILL EACH RECEIVE £100 WORTH OF MIDDLETON FOODS STOCK.

FOR FULL DETAILS ON HOW TO ENTER VISIT

www.middletonfoods.com/the-peter-hill-award

CLOSING DATE FOR ENTRIES 30th SEPTEMBER 2023



Abridged terms and conditions

To enter go to www.middletonfoods.com/the-peter-hill-award and fill in the questionaire and upload your written entry plus any supporting materials and photographs. Closing date is 30th September 2023. This award is open to anyone who has opened a fish and chip business since January 2021 or taken over an existing business in the same period. The winning entry will be judged by three independent judges: Fred Capel, Nigel Hodgson and Calum Richardson, all industry experts. The judges decision will be final. There is no cash alternative.

For full terms & conditions see www.middletonfoods.com/the-peter-hill-award

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ALL THE OFFERS IN THIS ISSUE AT A GLANCE

					Page	Product	Pack	Code	Price S	S+S
					16	NEW Speculoos Biscoff Filled				
	JIPMENT				16	Mini Doughnuts NEW Pistachio Cream Filled	3x1kg	900324	£30.00)
Page 7	Product Small (6oz) Portion Control Scoo	Pack	Code 041978	Price S	S+S 10	Mini Doughnuts	3x1kg	900322	£55.00	1
7	Medium (80z) Portion Control Sc	-	041978		18	Big Al's Lightly Dusted	1			
7	Large (10oz) Portion Control Sco		041980		10	Chicken Wings	5x1kg	890118	£22.00	
		- [19 19	Kerrymaid Burger Slices NEW Meadowvale Breaded SF	112	810049	£7.50	1
PAC	KAGING						1kg	890215	£7.90	
12	NEW Clear Portion Pot (1oz)	5000	027028	£32.00	19	Pukka Chip Shop Chicken	0			
12	NEW Clear Portion Pot Lid (1oz)		027029			Curry Pie	12	900216	£14.50	2
12	NEW Clear Cup (12oz)	1000	025163	£37.70	19	Omni Vegan Fish Fillet BOGOF	3x1.4kg	900059	£52.00)
12	NEW Clear Cup Domed Lid (12oz	1000	025164	£27.70	DIC	KI EC 8 SEASONINGS				
12	NEW Kraft Pot (4oz)	1000	027039	£56.70	PICI	KLES & SEASONINGS _				
12	NEW Kraft Pot (8oz)	500	027040		14		12x155g	023368		
12	NEW Kraft Pot (12oz)	500	027041		14		12x155g	021774	£20.00	1
12	NEW Kraft Pot (16oz)	500	027042		19	NEW Orange 72 Fine Breadcrumbs	10kg	014191	£17.20	
12 12	NEW Kraft Pot Lid (4oz) NEW Kraft Pot Lid (8/12oz)	1000 500	027044 027045		19	NEW Golden Palace Panko	IOKS	014171	L17.20	
12	NEW Kraft Pot Lid (16oz)	500	027043		17	Breadcrumbs	10kg	014192	£26.50	
12	NEW Panini Bagasse Box	200	027071				0			
12	NEW White Bagasse Oval Plate	500	027027		COI	NDIMENTS				
12	NEW Bagasse 2 Compartment				15	NEW Heinz Firecracker Sauce	875ml	023145	£3.90	
	Вох	250	027015	£54.70	15	Promenade Tomato Portion	100x28g	023175	£7.90	1
13	Hook & Fish White 1 ply Napkins				15	Promenade Mayonnaise Portion	0	023176		1
	in a Dispenser Box	250		£2.00 (Promenade Tartare Portion	100x28g	023177	£11.80	
13	Hook & Fish Greaseproof	1000		£10.50	1 16 16	DaVinci Strawberry Drizzle DaVinci Belgian Chocolate	12x500g	015102	£27.20	
13 13	Hook & Fish MK Card Tray Large Hook & Fish Lids for 4oz	250	026510	£17.60	10	_	12x500g	015100	£27.20	
13	Card Pots	1000	025187	£19.20	1 16		12x500g	015101	£27.60	
13	Hook & Fish Small	1000	023107	-17.20	16	DaVinci Toffee Devon	0			
	2 Compartment Box	100	026687	£20.50	1	Cream Drizzle	12x500g	015103	£29.20	
13	Hook & Fish Medium				18	Rich Sauces Tartare Sauce	2x2.25L	023675		
	2 Compartment Box	100	026710	£21.60	1 18	Rich Sauces Chipotle Sauce Rich Sauces Garlic Mayonnaise	2x2.25L	023677 023678		
13	Hook & Fish Large 2 Compartment Box	100	026602	£22.40	10	Alfees Louisiana Hot Buffalo	IX4.JL	023076	£17.30	
13	Hook & Fish MK Card Tray Small		026511		1 10	Wing Sauce	2x2.25L	023676	£19.50	
13	Hook & Fish Lids for 7oz	300	020311	L23.30	18	Rich Sauces Taco Mayonnaise	1x4.5L	023679	£19.70	
	Card Pots	1000	025189	£26.70	1					
13	Hook & Fish MK Card Tray				BAT	TER & FLOUR				
	Medium	500	026522	£29.70	16	MIddleton Waffle Mix	12.5kg	007711	£27.50	2
13	Hook & Fish 7oz Card Pots	1000		£46.10		LIAN PROPUETS				
13	Hook & Fish 4oz Card Pots	1000	025182	£46.40		LIAN PRODUCTS				
FRC	ZEN FOOD				16	Angelito Vanilla Ice Cream Mix	12x1L	015193	£19.90	12
14	Whitby Extra Large Wholetail				DRI	NKS				
		450g	900031	£8.00		Harrogate Still Water	24x500ml	021110	£4.90	
14	Whitby Wholetail Scampi	450g	900029	£8.00	1 17	Strathmore Still Water	24x500ml		£6.90	
14	Ocean Sound Wholetail Scampi	10x 450g	900030	45.00	17	Barr Lemonade	24x330ml			1
15	NEW Whitby Southern Fried	450	015277		. 17	Barr Shandyade	24x330ml			1
15	Popcorn Shrimp	450g	91536/	£4.90	1 17	Barr Cherryade	24x330ml	021073	£7.80	1
15	NEW Whitby Bengali Style Prawns	450g	915370	£5.90	1 17	Barr Cream Soda No Sugar	24x330ml	021071	£7.80	1
15	NEW Whitby Jumbo Bubble Bobl	0	715570	23.70	17	Apple Juice Burst	12x500ml		£9.30	
	Red Shrimp	450g	915368	£6.40		Orange Juice Burst	12x500ml		£10.10	
16	NEW Caramel Filled Mini	9			17	Barr Dandelion & Burdock	24x330ml	021097	£10.30	
	Doughnuts	3x1kg	900325	£20.00	CUI	DDV CDAWV 9. CALICE				
16	NEW Nutella Filled Mini	211	000333	(20.00		RRY, GRAVY & SAUCE _	2.51	014175	695.00	-
	Doughnuts	3x1kg	900323	£30.00	19	NEW Middleton Cheese Sauce	2.5Kg	014175	£11.00	ı

FROZEN FOOD (cont.)

Henry Colbeck Limited

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