



# WHAT'S HOT?

Issue 169  
May/June 2024



Plus Limited Edition  
NF&C Day Kit!

**WIN** A Pallet of  
Hook & Fish Packaging  
PAGE 7



Homestyle  
& Chargrilled!

**NEW** Meadowvale Lines  
Fresh from our exhibition  
PAGE 9



New  
Flavours Too!

**Monster Drinks Deals**  
Stock up for Summer  
PAGES 10 & 11

We're celebrating  
FISH AND CHIPS  
middleton foods  
**NATIONAL FISH & CHIP DAY**  
THURSDAY 6 JUNE 2024  
IN COLLABORATION WITH  
D-DAY 80 anniversary  
SCAN THE QR CODE FOR A CHANCE TO  
**WIN AN AIR FRYER**  
#NationalFishandChipDay  
www.nationalfishandchipday.co.uk  
Brought to you by: NEODA APPROVED THE FISHERMEN'S MISSION HELPING SUPPORT THE WORK OF THE FISHERMEN'S MISSION REGISTERED CHARITY ENGLAND & WALES NO. 270222 REGISTERED CHARITY SCOTLAND 563886

## LET'S CELEBRATE OUR NATIONAL DATE!

### Thursday 6th June 2024

How can we help you make the most of it?

See pages 4,5 & 6

# Thank You

**WOW!** We can't thank you enough for joining us in your droves at our What's Cooking Exhibition on March 3rd in Edinburgh - *it was our biggest and best-attended show ever!*



Show highlights from almost 90 exhibitors were many, including Dario and the team from Molino laquone delivering a full day of Pizza Mastery, Big Al's amazing Burger & Chicken Roadshow and various key demonstrations at The Fry Inn - including the ever-popular NFFF Head of Training David Miller sharing tips on fish cutting and profit maximization. We've got more innovations planned for 2025 with a new date and venue - **watch this space!**

## National Fishing Remembrance Day Sunday 12th May 2024.

On World Fisheries Day maritime welfare charities will join forces to support a new



**National Fishing Remembrance Day**, commemorating those who have lost their lives while working in fishing in the UK. It will raise awareness of the dangers of fishing as a profession and, for those living and working in local fishing communities, it's hoped this will become an annual focal point and connection with the national fishing industry with which we are all so closely linked. To find out more visit: [theseafarerscharity.org](https://theseafarerscharity.org) - and search under 'get involved'.

## National Fish & Chip Day - Thursday 6th June.

As Joint Headline Sponsors we're in! What are you planning to do to celebrate, have fun with your team and drive your sales? Have you got your **FREE poster** from us - simply display it and your customers could win!

**Buy Merch** - see page 4. **Get social** - #NationalFishAndChipDay  
**WIN** a pallet of packaging **AND** buy Limited Edition greaseproof and boxes - **see page 7**

## The Unsung Stars of National Fish & Chip Day.



If you've been to our shows, are involved with NEODA or have participated in National Fish & Chip Day before you will probably recognise **Lynda Simmons** (pictured left from NEODA) and **Jo Hage** (right from Rise Communications). This dynamic duo are the driving forces behind the organisation and promotion of National Fish & Chip Day.

Some of their many jobs include: engaging with and signing up the industry sponsors (without which there would be no event); organising the National Fish & Chip Roadshows; sourcing and distributing merchandise; driving PR opportunities and tv and radio coverage at a local, regional and national level and this year, to honour all those involved in the D-Day landings, the largest naval, land and air operation in history, National Fish & Chip Day has moved from its traditional Friday slot and will be celebrating the nation's favourite dish on **Thursday 6th June, which marks the 80th anniversary of this momentous day.**

**Have a fantastic National Fish & Chip Day!**

*Douglas and Georgina Colbeck*

# OUT & ABOUT

## LOVIN' LARRY'S FISHCAKES & SAVOURIES



We recently visited long-standing supplier partner and family business Larry's Fishcakes in North Shields, where we were treated to the generous hospitality of Jenny and Abbie Foster, who along with Food Technician Deborah, cooked off a wide range of their delicious products. Working closely with our suppliers is key, including visiting their manufacturing premises and quality checking the products we sell to ensure you get the best. Fishcakes for breakfast anyone? Delicious!

## RNLI - 200 YEARS OF SAVING LIVES AT SEA

In 2024 the RNLI are marking their 200th year of lifesaving. Since it was formed in 1824 this amazing milestone has only been made possible thanks to ordinary people doing extraordinary things. People have formed crews and funded the kit and lifeboats to save lives at sea and RNLI lifesavers are counting on people and businesses joining them to achieve even more.

### Win an RNLI Shopper -

we've got 10 to give away!  
Perfect to replace single-use shopping bags, or for days at the beach, this sturdy jute bag can be packed full of essentials. With the RNLI 200



emblem on one side and a historic lifeboat with oars on the reverse, it not only pays homage to the RNLI's legacy, but also supports their lifesaving mission. When you shop from the RNLI, 100% of the profits go to helping save lives at sea.

**Visit [RNLI.org](https://RNLI.org) to find out more.**

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](mailto:marketing@colbeck.co.uk) or call on **0191 482 4242**



# GREENFINGER



“ If you choose our Agent ‘Q Platinum’, you’ll be choosing the original premium palm and the only one that’s RSPO Certified - or as we like to say ‘Licensed To Fry - Sustainably’.

Produced according to RSPO (Roundtable on Sustainable Palm Oil) principles and criteria, when you choose to fry in Q Platinum, forests are protected and social and environmental safeguards are met during its harvesting and production.

Goodbye Goldfinger,  
Hello Greenfinger!

If you care about sustainability, choose...



**PLATINUM**

12.5kg  
Code 001769

We only sell 100% Certified Sustainable Segregated Palm Oil.



# OUR SHOP IS OPEN!

Buy Your New & Exclusive National Fish & Chip Day Merchandise Today. **NEODA is delighted once again, to be offering new and refreshed National Fish & Chip Day Merchandise this year...**

Choose from branded aprons, caps and t shirts in Red, Blue, Yellow and Green in all sizes from S to 3XL.

They are also selling props, which are great for social media and consumer interaction - and bunting for shop decoration!

**Prices start from just £8!**



*NEODA is the National Edible Oils Distributors Association and it organises National Fish & Chip Day for our industry.*

To honour all those involved in the D-Day landings, the largest naval, land and air operation in history, National Fish & Chip Day will be moving from its traditional Friday slot and will be celebrating the nation's favourite dish on Thursday 6th June, which marks the 80th anniversary of this momentous day.

The event has gone from strength to strength since its inception in 2015 and National Fish & Chip Day will recognise the huge importance of fish and chips during WWI and WWII, and on D-Day in particular. Fish & Chips are often considered the British national dish and this iconic meal was a vital ingredient of the war effort in both the first and second world wars, with the British Government safeguarding the supply of fish and potatoes during both to keep up morale.

Gary Lewis, President of NEODA, founders of National Fish and Chip Day, said "National Fish & Chip Day has always brought the nation together to

*celebrate this iconic dish, and because of the intrinsic links it has always had with the World Wars and D Day, we decided to move the date to show our support!*

Our National Day couldn't happen without sponsorship and this years **Joint Headline Sponsors are Hook and Fish packaging** - supplied exclusively by the Q Partnership, which is made up of 3 family wholesalers - **Henry Colbeck, Friars Pride and V A Whitley.**

**Middleton Foods** is a family business proudly manufacturing food products such as batter mixes, breadings, curry sauce and gravy.

For info about all of the businesses that support the event check out social media over the coming weeks @ **Facebook - National Fish and Chip Day.**

Thank you to the amazing industry that made National Fish & Chip Day 2023 the best yet, with a reach of over 140 million people. Fish & Chips was everywhere - on national and local tv, radio, on social and in your shops.

Let's celebrate everyone at the heart of each community- from those who go out in all weathers to catch the delicious fish, and the farmers who grow and harvest the perfect potatoes and peas, to the distributors who serve your businesses and to the fish and chip shops and restaurants who take fresh ingredients and create our family favourite.

**Have a successful Thursday 6th June - lets make it one to remember!**



**National Fish & Chip Day 2024**  
The biggest day in the fish & chip calendar!

## MERCH!



T Shirts  
**£8**



Aprons  
**£11.50**



Caps  
**£9**



Bunting  
10m  
**£20**

## GET SOCIAL!



Chip Fork  
Social Media Tool  
**£20**



Thumbs Up  
Social Media Tool  
**£20**

Don't miss your chance to get involved and build support, start tweeting with the hashtag **#nationalfishandchipday** now!



**...FOR EVERY ITEM SOLD, WE WILL DONATE 50P TO THE FISHERMEN'S MISSION.**

*To buy these items scan the QR code*





We're celebrating



# NATIONAL FISH & CHIP DAY

THURSDAY 6 JUNE 2024

IN COLLABORATION WITH

D-DAY 80 anniversary



SCAN THE QR CODE FOR A CHANCE TO

WIN AN AIR FRYER

#NationalFishandChipDay  
[www.nationalfishandchipday.co.uk](http://www.nationalfishandchipday.co.uk)



Brought to you by:



HELPING SUPPORT THE WORK OF THE FISHERMEN'S MISSION

REGISTERED CHARITY ENGLAND & WALES NO. 232822. REGISTERED CHARITY SCOTLAND SC039088.



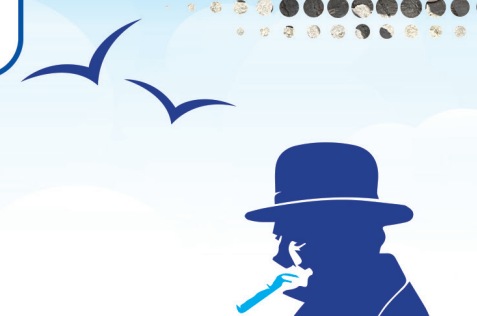


# NATIONAL FISH & CHIP DAY

THURSDAY 6 JUNE 2024

IN COLLABORATION WITH

D-DAY 80 anniversary



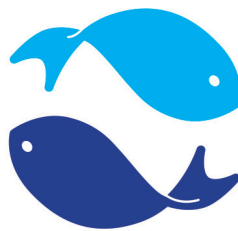
NF&CD is here for the **9th year** and has moved from its traditional Friday slot to mark the **80th anniversary** of D-Day.

NF&CD recognises the huge importance of fish and chips during **WWI and WWII**, and on **D-Day** in particular.

Fish and chips were called 'Good Companions' by **Winston Churchill** who ensured they weren't rationed as he felt it would be detrimental to the morale of the nation.



During the D-day landings, soldiers who found themselves behind enemy lines at night and needed a way of telling whether someone nearby was a friend of foe - they devised a **two-word code** ...one would call 'fish' and the other replied 'chips'!



National Fish and Chip Day is one of the **UK's favourite awareness days**

**140 million** people saw, heard or read about NF&CD in 2023.

**#NationalFishandChipDay**  
[www.nationalfishandchipday.co.uk](http://www.nationalfishandchipday.co.uk)



SCAN THE QR CODE FOR A CHANCE TO

**WIN AN AIR FRYER**



Brought to you by:



HELPING SUPPORT THE WORK OF THE FISHERMEN'S MISSION

REGISTERED CHARITY ENGLAND & WALES NO. 232822. REGISTERED CHARITY SCOTLAND SC039088.



# WIN A PALLET OF HOOK & FISH PACKAGING!

**HOOK YOURSELF A FABULOUS PRIZE THIS SUMMER THAT WILL SAVE YOU £££'S WITH OUR LATEST SAVE + SELECT REWARDS CLUB GIVEAWAY!**

As Joint Headline Sponsors of National Fish & Chip Day with our Hook & Fish Packaging Range, we're delighted to offer one lucky winner this amazing prize!

The pallet of packaging will be a mix of our popular range, including **LIMITED EDITION** National Fish & Chip Day Boxes and Greaseproof paper.

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 April & May 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 24th May 2024 and will be notified by email and then contacted by their sales representative.



COMING SOON!

## NEW LIMITED EDITION NATIONAL FISH & CHIP DAY PACKAGING

### NATIONAL FISH & CHIP DAY BOXES

100  
Code 026355

ONLY

**£12.00**



### NATIONAL FISH & CHIP DAY GREASEPROOF

1000 - 200 x 300mm  
Code 037128

ONLY

**£12.00**

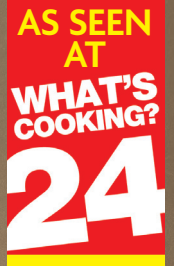


# Chix of the Best!

Q CHICKEN NUGGETS AND STEAKS DELIVER THOSE MOREISH FLAVOURS (AND SHAPES!) THAT YOUR CUSTOMERS WILL LOVE...

Did you know that our nuggets have been specifically developed in 4 different natural shapes - each one succulent and perfect for dipping!  
Both are made from quality chicken breast meat chopped, shaped and coated in a light, golden, rippled crispy batter.

Your customers will Q for Q Chicken Nuggets & Steaks, so try a bag today  
**- OR BUY 6 AND ENJOY A MONEYSAVING MULTIBUY!**



*...When is a nugget not a nugget?  
When it's a mouthwatering,  
delicious Q Chicken nugget!*

**MULTI-BUY DEAL**  
EXTRA SAVING  
Buy 6 of the same product  
and save 50p off every bag!  
**ONLY £4.90 per bag!**



**ONLY £4.90**  
WITH MULTI-BUY DEAL

## Q CHICKEN STEAKS

Perfect for quality chicken 'burgers'!

12 x 85g  
Code 900078

**ONLY**  
**£5.40**



**ONLY £4.90**  
WITH MULTI-BUY DEAL

## Q CHICKEN NUGGETS

1kg  
Code 900127

**ONLY**  
**£5.40**



Ask for your **FREE** poster today!



## BIO BURGER BOX

Dimensions: 5.3" x 5.3" x 3.1" (135mm x 135mm x 78mm).  
Bio-degradable and compostable.  
Perfect for burgers - the box absorbs excess condensation helping to maintain the crispness of the batter.

500  
Code 026677

**ONLY**  
**£37.50**

*Serve in our Best Value  
Burger Box.*



# Get your Cluck on!

Say hello to 5 tasty new menu items from Meadow Vale - hot from our Exhibition!  
Menu winners for chicken dinners in takeaways and restaurants too.

AS SEEN AT  
WHAT'S COOKING?  
**24**



## NEW HOMESTYLE PERI PERI SHREDDED CHICKEN

1kg  
Code 890216

**ONLY**  
**£8.70**



## NEW HOMESTYLE CRUNCHY CHICKEN XXL FILLET

2kg  
Code 890220

**ONLY**  
**£16.50**



## NEW PIRI PIRI CHARGRILLED CHICKEN BONELESS THIGH

960g  
Code 890217

**ONLY**  
**£10.80**



## NEW CHARGRILLED CHICKEN SKEWERS

1kg  
Code 890218

**ONLY**  
**£11.90**



*Cook from frozen in 2mins*



## NEW CHARGRILLED CHICKEN FILLETS

1.95kg  
Code 890219

**ONLY**  
**£21.50**



## Clearance

To bring more tasty Meadow Vale options in and give you greater choice, we're clearing a couple of lines - so grab a deal while stocks last. Don't worry though we've still got other great Southern Fried products to choose from!



## SOUTHERN FRIED CHICKEN FILLET

960g  
Code 890211

**ONLY**  
**£6.70**



## BREADED SOUTHERN FRIED CHICKEN ORIGINAL STRIPS

1kg  
Code 890215

**ONLY**  
**£6.70**



# MONSTER Summer Drinks Deals



## NEW MONSTER PIPELINE PUNCH

12 x 500ml  
Code 021044

ONLY  
**£13.50**



## NEW MONSTER ULTRA ZERO SUGAR

12 x 500ml  
Code 021045

ONLY  
**£11.00**



## NEW MONSTER ENERGY ZERO SUGAR

12 x 500ml  
Code 021046

ONLY  
**£11.00**



## BARRS CANS

All 24x 330ml

**Cream Soda No Sugar** Code 021071

**Lemonade** Code 021072

**Cherryade No Sugar** Code 021073

**Shandyade** Code 021080

ONLY  
**£8.00**



## NEW BARRS BUBBLEGUM

No Sugar

24 x 330ml  
Code 021081

ONLY  
**£8.00**



## NEW BARRS LIMEADE

No Sugar

24 x 330ml  
Code 021070

ONLY  
**£8.00**

GATESHEAD DEPOT ONLY  
WHILE STOCKS LAST

## APPLE BLACKCURRANT FRUIT SHOOT

12 x 275ml  
Code 021248

ONLY  
**£6.00**



## ORANGE FRUIT SHOOT

12 x 275ml  
Code 021249

ONLY  
**£6.00**







**IRN BRU BOTTLES**

12 x 500ml  
Code 021116

**ONLY**  
**£10.90**

**MULTI-BUY DEAL**  
EXTRA SAVING  
Buy any 3 IRN BRU,  
get Irn Bru Xtra Code 021124 **FREE**  
(worth £10.90)



**DIET IRN BRU BOTTLES**

12 x 500ml  
Code 021126

**ONLY**  
**£10.90**



**NEW IRN BRU XTRA BOTTLES**

12 x 500ml  
Code 021124

**ONLY**  
**£10.90**



**SAN PELLEGRINO ARANCIATA**

12 x 330ml  
Code 021129

**ONLY**  
**£6.50**



**SAN PELLEGRINO LIMONATA**

12 x 330ml  
Code 021128

**ONLY**  
**£6.50**



**LUCOZADE ORANGE BOTTLES**

24 x 500ml  
Code 021160

**ONLY**  
**£19.50**



**BLACK RIPPLE COFFEE CUP**

500 x 12oz  
Code 026242

**ONLY**  
**£26.90**

*Buy Together*



**SIP CUP LIDS**

1000 x 12/16oz  
Code 026243

**ONLY**  
**£23.00**



# Get Rich Quick!

We know that a world of flavours have been bursting all over the 'food to go' marketplace and now, more than ever before, consumers expect to see sauce choices so they can customise their meals...sauce isn't something to just add to chips and dips, it's now become a key ingredient in many menu items like themed 'burger builds' or as a spicy sauce coating to fried breaded chicken for instance.

That's why we've teamed up with a leading sauce manufacturer and family business - Rich Sauces, to deliver you a great **new range of 10 x 1 litre squeeze bottles**, offering great choice, flavour, flexibility and convenience.

To help you open your menu up to the widest range of dietary requirements we've listed 7 premium Rich 'Great Taste Made Simple' Sauces - these are all **Gluten Free, Vegan & Vegetarian** - one plant based sauce serves all, allowing you to streamline your menu and optimise your operations!

The additional 3 x Alfee's sauces were originally designed for the street food market at a price that's right with a milder flavour profile.

ALL of the sauces are cold blended, so if they're heated as part of a dish then they are 'cooked' for the first time, allowing all the flavours and aromas to be freshly released into your dishes.

**Why not explore the versatility of our sauce range and see how you can offer your customers new and exciting ways to customise their meals and tingle their tastebuds today?**

**MULTI-BUY DEAL**  
IN ADDITION TO OUR  
INTRODUCTORY OFFER  
Buy 6 of the same  
product and  
**SAVE 50p PER CASE!**

**INTRODUCTORY OFFER**  
Saving 40p off  
Best Case  
Rate



## NEW ALFEE'S BBQ SAUCE

Smoky enough to make a Texan long for home - perfect for burgers, ribs and wings.

1L  
Code 023681

ONLY  
**£3.00**



## NEW ALFEE'S SWEET CHILLI SAUCE

Sweet & spicy with tones of garlic to add an Oomph to everything it sticks to.

1L  
Code 023682

ONLY  
**£3.00**



## NEW ALFEE'S CHIC SAUCE

Like Chick Fil A sauce? You'll love Alfee's nod to this famous USA favourite.

1L  
Code 023680

ONLY  
**£4.50**

## Serving Suggestions...

Spice up your Daloon Rolls!  
Mega Munchie Box Sorted!

### SWEET CHILLI SAUCE & DALOON ROLLS



**2**  
DALOON VEGETABLE ROLLS  
80 x 90g Code 915360

ONLY  
**£34.30**

### VEGETABLE & BEEF SAVOURY ROLLS

80 x 90g  
Code 915354

ONLY  
**£31.50**

### CURRY & CHICKEN ROLLS

80 x 90g  
Code 915355

ONLY  
**£32.50**

Dip Your Chicken Tikka Bites!  
Sriracha or Garlic Mayo?  
Twisted Nuggets Sorted!

### SRIRACHA OR GARLIC MAYO & CHICKEN TIKKA BITES



**1**  
CHICKEN TIKKA BITES  
1kg Code 905848

ONLY  
**£7.90**





*It's now easy because it's squeezy!*

**NEW** 1 Litre Squeezy Range

**INTRODUCTORY OFFER**  
Saving 40p off Best Case Rate

**ALL 'GREAT TASTE MADE SIMPLE' SAUCES ARE GLUTEN FREE AND SUITABLE FOR VEGANS & VEGETARIANS**

All 1L

**Rich Sauces Mayo**

Rich & creamy with gentle tartness and just a hint of mustard at the finish.

Code 023684

ONLY **£2.80**

**Rich Sauces Garlic Mayo**

All the flavour of fresh garlic in a creamy mayo that adds to hot & cold dishes.

Code 023683

ONLY **£3.70**

**Rich Sauces Ranch Dressing**

A rich & creamy classic American style dressing - perfect to cool spicy foods or dress salads up.

Code 023685

ONLY **£4.00**

**Rich Sauces Taco Mayo**

Spicy, tangy, smooth, creamy and slightly sweet adding a zing!

Code 023687

ONLY **£4.00**

**Rich Sauces Burger Sauce**

Don't settle for any old burger sauce - choose the best and raise the bar!

Code 023689

ONLY **£4.00**

**Rich Sauces Chipotle Mayo**

A smoky chipotle infused mayo with the kick to give a burst of flavour. Muy Bueno.

Code 023688

ONLY **£4.20**

**Rich Sauces Sriracha Mayo**

Spicy, tangy, tasty and creamy - smother over loaded fries for next level sauciness.

Code 023686

ONLY **£4.40**

*Coat Your Cauliflower Bites! Taco Mayo? Mexican Vegan Wrap Sorted!*

**TACO MAYO & CAULIFLOWER BITES**



**BATTERED CAULIFLOWER BITES**  
1kg Code 890059

ONLY **£4.50**

**SAUCE UP YOUR LOADED FRIES**



**VALUE GRATED CHEESE MIX**  
Colour cheddar & analogue - 50/50  
6 x 2kg Code 810072

ONLY **£45.00**



**SHOESTRING FROZEN FRIES**

4 x 2.5kg  
Code 900118

ONLY **£16.90**





# This Little Piggy...

We're not telling any porkies, we've got some great deals on Smokies, Pigs in Blankets and Spicy Sausages.

Don't forget to ask your Sales Team about the UK's favourite Sausage - 42<sup>ND</sup> Street Classic (also available in Gluten Free and 70%).



## McWHINNEY FLAMIN' HOT SAUSAGE

Made using the same high quality ingredients as McWhinneys premium sausages, the Flamin' Hot Sausages are for those who like it spicy, they're fiery and pack a punch.

80 x 2oz

Code 900188

40 x 4oz

Code 900187

ONLY

**£19.50**

*We're the ONLY supplier to give you Save+Select Points on Jumbo Smokies!*

## MATTESSONS SMOKIES

9 x 200g

Code 019317

ONLY

**£14.00**

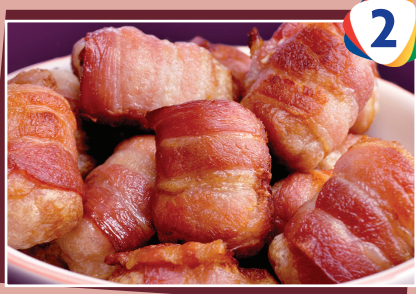
## MATTESSONS JUMBO SMOKIES

8 x 325g

Code 019316

ONLY

**£20.50**



## BLAKEMAN'S PIGS IN BLANKETS

1kg

Code 891001

ONLY

**£7.80**

We're clearing the Pigs in Blankets for the Summer. – but don't worry, they'll be back again in time for Xmas!



# SEAFOOD FIT FOR A KING

Crown your menu with Kingfrost Fishcakes from Young's - Seafood Experts for over 200 years  
- and proudly made in Britain!

Or reign supreme with Pacific West's high quality innovative menu items. After all in business the 'Customer is King & Queen' - serve them delicious seafood and you'll get the repeat business you deserve - **by Royal Approval!**



1

## KING FROST FISHCAKES RED

A mix of minced fish and dried potato shaped and coated in light and crispy breadcrumbs.

Individually frozen and fully cooked.

Deep fry from frozen for 4-5 minutes at 180°C

24 x 113g

Code 900052

ONLY

**£7.90**



0.5

## AQUABLUER WHOLETAIL SCAMPI

Whole tails of scampi, made from more than one scampi tail, coated in a light crispy breadcrumb.

25-35 pieces per pack.

Deep fry from frozen for 4 minutes at 180°C.

454g

Code 900039

ONLY

**£6.90**



0.5

## PANKO COATED SQUID RINGS

Premium squid rings in a coarse Japanese crumb.

Deep fry from frozen at 180°C for 2-3 minutes or until golden brown.

700g

Code 915371

ONLY

**£10.70**



0.5

## SALT & PEPPER SQUID

Pineapple cut squid chunks with a salt & pepper coating.

16-24g, 42-63 pieces.

Deep fry from frozen for 2-3 minutes at 180°C or until golden brown.

1kg

Code 915372

ONLY

**£13.50**



0.5

## SEAFOOD BASKETS

Each 200g bag contains a perfect portion;  
2 pieces Panko Squid Rings  
2 pieces Breaded Butterfly Prawns  
2 pieces Crispy Battered Chunky Cod Bites  
2-4 pieces Salt & Pepper Squid Rings  
Frozen, Raw - Deep fry from frozen for 4-5 minutes at 180°C

12 x 200g

Code 900046

ONLY

**£34.50**

ONLY  
£2.88  
PER  
PORTION



# There's No Stopping The Topping!

Why not try serving our NEW Pinsa bases smothered with some 'deal-icious' toppings?

When you **BUY BIG** with Super Tops you **SAVE BIG** - simply buy a whole case instead of a unit and you will get a great saving **OVER AND ABOVE** our best case rates.

If buying in bulk isn't for you, we've got single pack topping deals too.



1kg Toppings



Code	Description	Saving Per Case (Off Best Case Rate)	Price Per Case Offer	Equates to Price/Unit
819020	Sliced Pepperoni (12 x 1kg Pack)	SAVE £8.40	£120.00	£10.00
819015	Pizza Ham Stamps (10 x 1kg Pack)	SAVE £8.00	£90.00	£9.00
819004	Pork Julienne (10 x 1kg Pack)	SAVE £5.00	£85.00	£8.50
819022	Spicy Beef Chunks (10 x 1kg Pack)	SAVE £7.00	£100.00	£10.00
819010	Premium Ham Stamps (8 x 1kg Pack)	SAVE £6.20	£85.00	£10.62
819024	Spicy Meatballs (10 x 1kg Pack)	SAVE £5.00	£90.00	£9.00
819021	Sliced Salami (12 x 1kg Pack)	SAVE £4.80	£120.00	£10.00
819019	Hot & Spicy Pepperoni (12 x 1kg Pack)	SAVE £7.20	£120.00	£10.00
819001	Smokey Bacon (10 x 1kg Pack)	SAVE £5.00	£105.00	£10.50
819011	Spicy American Sausage (10 x 1kg Pack)	SAVE £5.00	£90.00	£9.00
819002	Spicy Pork Chunks (10 x 1kg Pack)	SAVE £5.00	£90.00	£9.00

## BBQ CHICKEN PIZZA TOPPING

1kg  
Code 819033

ONLY

£9.30

## SPICY CHICKEN PIZZA TOPPING

1kg  
Code 819023

ONLY

£9.30

## PLAIN DICED CHICKEN

2.5kg  
Code 900097

ONLY

£14.90

ONLY  
£5.96  
PER KG



## Pizza Essentials



### 42<sup>ND</sup> STREET SPICED PIZZA SAUCE

A food to go classic pizza sauce, specially blended with herbs and spices.

Suitable for vegetarians.

3 x 2.95kg  
Code 019030

ONLY

£14.90

### COOKS & CO GARLIC PUREE

1.2kg  
Code 015245

ONLY

£6.20

### GARLIC & PARSLEY SPREAD

1.5kg  
Code 905501

ONLY

£6.90

### GARLIC BREAD SLICES

x 150  
Code 905805

ONLY

£16.90

Image for illustrative purposes only





# Grab a 'Pinsa' the Action

**'These pinsa bases are a real game-changer, you've got to stock them now! How soon can I get them?'** With these words ringing in our ears, and from the evidence of trying them ourselves at our Customer Tasting Day at Molino Iaquone in Italy, we knew we had to stock these delicious Roman pinsa bases. Everyone there agreed that stocking frozen ready-made authentic bases would deliver a delicious and genuine product for consumers, whilst helping caterers to save time and money - especially when short of skilled pizza-making team members!

They can be cooked from frozen or defrosted and are a very handy back up product. A quality frozen pizza base that is ready to use at any time day or night!

## Do you want to impress your customers?

Then let yourself be won over by this outstanding new offering - transforming the traditional Roman Pinsa into a versatile, innovative and trendy artisanal product, capable of satisfying new tastes and trends.



## ROMAN PINSA ROUND BASES

It's the pinsa that looks like a pizza, but so digestible.

Packaged and frozen to keep fresh and fragrant.

Hand made by artisans.

Simply top and bake.

Contains soft wheat flour, soy, rice,

**Durum Wheat Semolina** and

Sour Dough.

**15 x 32cm diameter, 300g**

Code 904040

ONLY

**£17.50**



## Pinsa Vs Pizza - what's the difference?

### Healthier & More Digestible:

Unlike traditional Pizza, the dough is made from a combination based on soft wheat flour enriched with soy, rice and sour dough and up to 80% hydration, which makes Roman Pinsa a much healthier alternative with high digestibility - **a real upgrade to a traditional pizza!** When these pinsa are being made by hand, they are then par-baked without topping, so the gluten 'net' expands more, gets thinner and bakes better thanks to bigger 'alveolus' (air pockets) - this in turn makes the pinsa easier to eat and digest.

### Authentic & Delicious:

Hand-made from the highest quality ingredients, then given a 72-hour fermentation process and baked at a lower temperature, this helps create the Pinsa's dynamic taste, making it an important part of the flavour of the dish, rather than just a vehicle for the toppings.

Customizable for every topping, crave-worthy, and destined to please every palate, these pinsa prove that increased health benefits can work hand in hand with modern, hard-working, delicious flavours and textures.

- ✓ Handmade by artisans
- ✓ Authentic look and taste
- ✓ Highly digestible - thanks to long leavening
- ✓ Super light - air filled and 85% water content
- ✓ Crisp on the outside - soft on the inside
- ✓ Fragrant - as it's made with sour dough
- ✓ 100% organic!
- ✓ Suitable for Vegans



# THE NBC FAMILY JUST GOT A BIT SALTY!



Since 1933



Our much-loved traditional non-brewed condiment is now available in **Extra Salty Flavour.**

## NAUGHTY BUT NICE!

**NEW**   
**INTRODUCTORY OFFER**  
**ONLY £7.50**  
12 x 315ml  
Code 023962



Suitable for Coeliacs  
**GLUTEN FREE**



Made from  
**RECYCLABLE MATERIAL**



Suitable for  
**VEGETARIANS & VEGANS**

To find out more about Drywite NBC please call **01384 569556** or email **sales@drywite.co.uk**

**drywite.co.uk**



# PACK IT UP!

Since the Single Use Packaging Ban came into force, we've seen many changes in our packaging supply chain – some of which we've driven (and some of which has been outside of our control). But we are always looking to improve what we offer and keep our products in stock...which means that sometimes we've had to order additional substitution lines and alternatives. We're also taking the opportunity to tidy up some lines so we can bring in new ones.

**We hope you enjoy picking up a CLEARANCE packaging deal. WHILE STOCKS LAST!**



## RED, WHITE & BLUE 2 COMPARTMENT BOXES

All in 100's

Small Code 026475

**NOW ONLY** **WAS\***  
**£15.00** **£18.80**

Medium Code 026476

**NOW ONLY** **WAS\***  
**£16.00** **£19.90**

Large Code 026477

**NOW ONLY** **WAS\***  
**£17.00** **£20.70**



*Designed for cold drinks, shakes and smoothies*

## 12oz CLEAR DRINKS CUP

1000  
Code 025163

**NOW ONLY** **WAS\***  
**£28.00** **£38.00**



## PANINI BAGASSE BOX

200 - 29 x 14cm  
Code 027071

**NOW ONLY** **WAS\***  
**£25.00** **£31.20**

## MEDIUM BAGASSE BOX

200 - 23 x 15cm  
Code 027070

**NOW ONLY** **WAS\***  
**£25.00** **£28.20**



## PLAIN BROWN CARRIER RECYLCED (handles)

250 - 10" x 15.5" x 12"  
Code 036905

**NOW ONLY** **WAS\***  
**£16.00** **£17.60**

## 12oz DRINKS CUP DOMED LID

1000  
Code 025164

**NOW ONLY** **WAS\***  
**£25.00** **£28.00**



## CLEARANCE 169



## 7oz BIO CUP WITH LID

NOTE: LID WONT FIT IF HEATED

500  
Code 025167

**NOW ONLY**  
**£5.00**



## 4oz BIO CUP WITH LID

NOTE: LID WONT FIT IF HEATED

500  
Code 025166

**NOW ONLY**  
**£5.00**



## PAPER KNIVES

1000  
Code 025154

**NOW ONLY** **WAS\***  
**£30.00** **£36.00**



## HP2 ECONOMY BIO BOXES

600  
Code 026599

**NOW ONLY** **WAS\***  
**£35.00** **£38.80**

\*At Best Case Rate



# ALL THE OFFERS IN THIS ISSUE AT A GLANCE

## PACKAGING

Page	Product	Pack	Code	Price	S+S
7	<b>NEW</b> NF&C Day Hook & Fish Boxes	100	026355	<b>£12.00</b>	
7	<b>NEW</b> NF&C Day Greaseproof	1000	037128	<b>£12.00</b>	
8	Bio Burger Box	500	026677	<b>£37.50</b>	
11	Black Ripple Coffee Cup 12oz	500	026242	<b>£26.90</b>	
11	Sip Cup Lids 12/16oz	1000	026243	<b>£23.00</b>	
19	Panini Bagasse Box 29x14cm	200	027071	<b>£25.00</b>	
19	Medium Bagasse Box 23x15cm	200	027070	<b>£25.00</b>	
19	HP2 Econ Bio Boxes	600	026599	<b>£35.00</b>	
19	Plain Brown Carrier recycled (handles)	250	036905	<b>£16.00</b>	
19	Paper Knives	1000	025154	<b>£30.00</b>	
19	12oz Clear Drinks Cup	1000	025163	<b>£28.00</b>	
19	Domed Lid for 12oz Drinks Cup	1000	025164	<b>£25.00</b>	
19	Bio Cup 7oz With Lid (LID WONT FIT IF HEATED)	500	025167	<b>£5.00</b>	
19	Bio Cup 4oz With Lid (LID WONT FIT IF HEATED)	500	025166	<b>£5.00</b>	
19	Red, White & Blue 2 compartment boxes				
	Small	100	026475	<b>£15.00</b>	
	Medium	100	026476	<b>£16.00</b>	
	Large	100	026477	<b>£17.00</b>	

## FROZEN FOOD

8	Q Chicken Breast Steaks	12x85g	900078	<b>£5.40*</b>	1
8	Q Chicken Nuggets	1kg	900127	<b>£5.40*</b>	1
9	<b>NEW</b> Homestyle Peri Peri Shredded Chicken	1kg	890216	<b>£8.70</b>	
9	<b>NEW</b> Piri Piri Chargrilled Chicken Boneless Thigh	960g	890217	<b>£10.80</b>	
9	<b>NEW</b> Chargrilled Chicken Skewers	1kg	890218	<b>£11.90</b>	
9	<b>NEW</b> Chargrilled Chicken Fillets	1.95kg	890219	<b>£21.50</b>	
9	<b>NEW</b> Homestyle Crunchy Chicken XXL Fillet	2kg	890220	<b>£16.50</b>	
9	Southern Fried Chicken Fillet	960g	890211	<b>£6.70</b>	
9	Breaded Southern Fried Chicken Original Strips	1kg	890215	<b>£6.70</b>	
12	Daloon Veg & Beef Sav Roll	80x90g	915354	<b>£31.50</b>	2
12	Daloon Curry & Chicken Rolls	80x90g	915355	<b>£32.50</b>	2
12	Daloon Vegetable Rolls	80x90g	915360	<b>£34.30</b>	2
12	Chicken Tikka Bites	1kg	905848	<b>£7.90</b>	1
13	Battered Cauliflower Bites	1kg	890059	<b>£4.50</b>	1
13	Shoestring Frozen Chips	4x2.5kg	900118	<b>£16.90</b>	
13	Value Grated Cheese Mix	6x2kg	810072	<b>£45.00</b>	
14	McWhinney Flamin Hot Sausage	40x4oz	900187	<b>£19.50</b>	
14	McWhinney Flamin Hot Sausage	80x2oz	900188	<b>£19.50</b>	
14	Mattessons Jumbo Smokies	8x325g	019316	<b>£20.50</b>	1
14	Mattessons Smokies	9x200g	019317	<b>£14.00</b>	
14	Blakeman's Pigs in Blankets	1kg	891001	<b>£7.80</b>	2
15	Aquablue Wholetail Scampi	454g	900039	<b>£6.90</b>	0.5
15	Seafood Baskets	12x200g	900046	<b>£34.50</b>	0.5
15	Panko Coated Squid Rings	700g	915371	<b>£10.70</b>	0.5
15	Salt & Pepper Squid	1kg	915372	<b>£13.50</b>	0.5
15	King Frost Fishcakes (Red)	24x113g	900052	<b>£7.90</b>	1

## FROZEN FOOD (cont.)

Page	Product	Pack	Code	Price	S+S
16	Garlic Bread Slices	150	905805	<b>£16.90</b>	2
16	BBQ Chicken Pizza Topping	1kg	819033	<b>£9.30</b>	
16	Spicy Chicken Pizza Topping	1kg	819023	<b>£9.30</b>	
16	Plain Diced Chicken	2.5kg	900097	<b>£14.90</b>	
16	Super Tops Pizza Toppings				
	Sliced Pepperoni	12x1kg	819020	<b>£120</b>	1
	Ham Stamps	10x1kg	819015	<b>£90</b>	1
	Pork Julienne	10x1kg	819004	<b>£85</b>	1
	Spicy Beef Chunks	10x1kg	819022	<b>£100</b>	1
	Premium Ham Stamp	8x1kg	819010	<b>£85</b>	1
	Spicy Meatball	10x1kg	819024	<b>£90</b>	1
	Sliced Salami	12x1kg	819021	<b>£120</b>	1
	Hot & Spicy Pepperoni	12x1kg	819019	<b>£120</b>	1
	Smokey Bacon	10x1kg	819001	<b>£105</b>	1
	Spicy American Sausage	10x1kg	819011	<b>£90</b>	1
	Spicy Pork Chunks	10x1kg	819002	<b>£90</b>	1
17	<b>NEW</b> Round Pinsa Bases	15x32cm	904040	<b>£17.50</b>	

## DRINKS

10	<b>NEW</b> Monster Pipeline Punch	12x500ml	021044	<b>£13.50</b>	
10	<b>NEW</b> Monster Ultra	12x500ml	021045	<b>£11.00</b>	
10	<b>NEW</b> Monster Energy Zero	12x500ml	021046	<b>£11.00</b>	
10	Barrs Lemonade Cans	24x330ml	021072	<b>£8.00</b>	1
10	Barrs Cherryade Cans	24x330ml	021073	<b>£8.00</b>	1
10	Barrs Shandyade Cans	24x330ml	021080	<b>£8.00</b>	1
10	Barrs Cream Soda Cans	24x330ml	021071	<b>£8.00</b>	1
10	<b>NEW</b> Barrs Bubblegum Cans	24x330ml	021081	<b>£8.00</b>	1
10	<b>NEW</b> Barrs Limeade Cans	24x330ml	021070	<b>£8.00</b>	1
10	Apple Blackcurrant Fruit Shoot	12x275ml	021248	<b>£6.00</b>	
10	Orange Fruit Shoot	12x275ml	021249	<b>£6.00</b>	
11	Lucozade Orange Bottles	24x500ml	021160	<b>£19.50</b>	
11	Irn Bru Bottles	12x500ml	021116	<b>£10.90*</b>	
11	Diet Irn Bru Bottles	12x500ml	021126	<b>£10.90*</b>	
11	<b>NEW</b> Irn Bru Xtra Bottles	12x500ml	021124	<b>£10.90*</b>	
11	San Pellegrino Aranciata	12x330ml	021129	<b>£6.50</b>	
11	San Pellegrino Limonata	12x330ml	021128	<b>£6.50</b>	

## CONDIMENTS

12	<b>NEW</b> Alfees Chic Sauce	1L	023680	<b>£4.50*</b>	
12	<b>NEW</b> Alfees BBQ Sauce	1L	023681	<b>£3.00*</b>	
12	<b>NEW</b> Alfees Sweet Chilli Sauce	1L	023682	<b>£3.00*</b>	
13	<b>NEW</b> Rich Sauces Garlic Mayo	1L	023683	<b>£3.70*</b>	
13	<b>NEW</b> Rich Sauces Mayo	1L	023684	<b>£2.80*</b>	
13	<b>NEW</b> Rich Sauces Ranch	1L	023685	<b>£4.00*</b>	
13	<b>NEW</b> Rich Sauces Sriracha Mayo	1L	023686	<b>£4.40*</b>	
13	<b>NEW</b> Rich Sauces Taco Mayo	1L	023687	<b>£4.00*</b>	
13	<b>NEW</b> Rich Sauces Chipotle Mayo	1L	023688	<b>£4.20*</b>	
13	<b>NEW</b> Rich Sauces Burger Sauce	1L	023689	<b>£4.00*</b>	
18	<b>NEW</b> Extra Salty NBC	12x315ml	023962	<b>£7.50</b>	1

## CANNED & DRIED GOODS

16	42 <sup>ND</sup> Street Spiced Pizza Sauce	3x2.95kg	019030	<b>£14.90</b>	1
16	Cooks & Co Garlic Puree	1.2kg	015245	<b>£6.20</b>	
16	Garlic & Parsley Spread	1.5kg	905501	<b>£6.90</b>	

**\* MULTI-BUY DEALS AVAILABLE**

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