

# ALL THE OFFERS IN THIS ISSUE AT A GLANCE



**WHAT'S COOKING? 2026**  
SUNDAY 8TH FEBRUARY HARROGATE

## SWEET TREATS

Page	Product	Pack	Code	Price	S+S
5	Angelito Ice Cream Mix	12x1L	015193	<b>£18.50</b>	12
8	DCA Doughnut Mix 560	12.5kg	007708	<b>£23.30</b>	
8	Donoco Doughnut Mix	12.5kg	007709	<b>£27.20</b>	2
8	Middleton 123 Doughnut Mix	12.5kg	007710	<b>£23.30</b>	2
8	Chocolate Filled Mini Doughnuts	3x1kg	900323	<b>£35.00</b>	
8	Pistachio Filled Mini Doughnuts	3x1kg	900322	<b>£55.50</b>	
8	Speculoos (Biscoff) Filled Mini Doughnuts	3x1kg	900324	<b>£31.50</b>	
9	Da Vinci Belgian Chocolate Drizzle	12x500g	015100	<b>£28.00</b>	
9	Da Vinci Raspberry Drizzle	12x500g	015101	<b>£27.90</b>	
9	Da Vinci Strawberry Drizzle	12x500g	015102	<b>£26.50</b>	
9	Da Vinci Toffee Devon Cream Drizzle	12x500g	015103	<b>£26.90</b>	
9	Nutella Cartridge	6x1kg	021266	<b>£48.00</b>	
9	Nutella Manual Dispenser	1	021268	<b>£199.00</b>	
9	Nutella Tub	3kg	021265	<b>£22.50</b>	
11	Assorted Lollies	100	021261	<b>£7.50</b>	
11	Haribo SuperMix	100x16g	021260	<b>£10.00</b>	

## EQUIPMENT

5	<b>NEW</b> Blue Ice Milkshake Machine 2 Flavour 7.5L		<b>£1,499*</b>
5	<b>NEW</b> Blue Ice Milkshake Machine 2 Flavour 12L		<b>£1,790*</b>
5	<b>NEW</b> Blue Ice Milkshake Machine 3 Flavour 12L		<b>£2,390*</b>

\* Order from Blue Ice Direct – see Page 5

## FROZEN FOOD

6	<b>NEW</b> Taco Mince	1kg	890007	<b>£7.50</b>
7	<b>NEW</b> Aye Aye Frozen Chip Shop Chips	2x5kg		
	Contact us for a sample			
10	Big Al's Battered Chicken Nuggets	200x20g	890113	<b>£20.90</b>
10	Big Al's Prime Burger	40x150g	890099	<b>£59.90</b>
11	Q Chicken Nuggets (Battered)	1kg	900127	<b>£4.50</b>
14	<b>NEW</b> Hake 4-6	14kg	920002	<b>£128</b>
14	<b>NEW</b> Hake 6-9	14kg	920003	<b>£128</b>
14	<b>NEW</b> Hake 9+	14kg	920004	<b>£138</b>
17	Breaded Jalapeno Peppers	1kg	810054	<b>£7.30</b>
17	Breaded Mozzarella Sticks	1kg	810053	<b>£6.30</b>
17	Macaroni & Cheese Bites	1kg	890054	<b>£6.40</b>

## CONDIMENTS

11	Drivers Pickled Beetroot	2.25kg	024060	<b>£5.80</b>
15	Beezers Chip Shop Pickled Onions - Glasgow Depot only	2.25kg	013365	<b>5.00</b>
15	Crespo Capers Capotes	6x1.4kg	022079	<b>£40.00</b>
15	Drivers Chip Shop Style Pickled Onions 'Green' - Gateshead only	2.25kg	022667	<b>£5.20</b>
15	Parsons Cockles	12x155g	021774	<b>£20.50</b>
15	Parsons Mussels	12x155g	022368	<b>£13.50</b>
15	Pickled Eggs Clear Vinegar	2.25kg	022073	<b>£10.20</b>
15	Pickled Gherkins	2.25kg	022074	<b>£6.50</b>
16	<b>NEW</b> Heinz Pro Mayo	10L	024058	<b>£29.50</b>

## CONDIMENTS (continued)

19	Extra Salty NBC	12x315ml	023962	<b>£7.90</b>	1
19	Gluten Free NBC	12x315ml	015146	<b>£9.20</b>	1
19	Original NBC	12x315ml	023852	<b>£7.90</b>	1
19	Onion Flavour NBC	12x315ml	023963	<b>£7.90</b>	1
	Sarsons Malt Vinegar	12x300ml	023856	<b>£13.00</b>	
	Sarsons Malt Vinegar	20L	02385	<b>£15.00</b>	

## DRINKS

11	Barrs Simply Apple	12x330ml	021254	<b>£5.50*</b>
11	Barrs Simply Apple & Blackcurrant	12x330ml	021251	<b>£5.50*</b>
11	Barrs Simply Orange	12x330ml	021252	<b>£5.50*</b>
11	Barrs Simply Strawberry	12x330ml	021253	<b>£5.50*</b>
	<b>*MULTI-BUY OFFER BUY 3 AND GET 1 APPLE FREE</b>			
12	Apple Juice Burst	12x500ml	021151	<b>£10.00</b>
12	Irn Bru Cans	24x330ml	021095	<b>£11.00</b>
12	Irn Bru Extra Cans	24x330ml	021088	<b>£11.00</b>
12	Lucozade Orange Bottles	24x500ml	021160	<b>£19.00</b>
12	Orange Juice Burst	12x400ml	021149	<b>£12.00</b>
12	Pepsi Bottles	6x500ml	021156	<b>£3.70</b>
13	Ben Shaws Cloudy Lemonade Bottles	12x500ml	021578	<b>£5.50</b>
13	Ben Shaws Dandelion & Burdock Bottles	12x500ml	021571	<b>£5.50</b>
13	Ben Shaws Shandy Bottles	12x500ml	021570	<b>£5.50</b>
13	Cherry Coke Cans	24x330ml	021137	<b>£12.00</b>
13	Levi Roots Cans	24x330ml	021193	<b>£7.20</b>
13	Monster Energy Zero Sugar	12x500ml	021046	<b>£9.50</b>
13	Vimto Cans	24x330ml	021086	<b>£8.00</b>
13	Vimto Zero Cans	24x330ml	021194	<b>£8.00</b>

## PACKAGING

11	Children's Kids Meal Box (Mixed Design)	250	026724	<b>£29.50</b>
11	Kids Munch Bags (Variety) with Crayon Pen	100	026714	<b>£30.50</b>
15	E-Green Birchwood Wooden Forks	1000	027000	<b>£10.90</b>
15	White 1 Ply 30cm Napkin	5000	027011	<b>£27.00</b>
18	Bio Burger Box	500	026677	<b>£37.50</b>
18	<b>NEW</b> Fresh & Tasty Large Grab Bag	100	034881	<b>£8.90</b>
18	<b>NEW</b> Fresh & Tasty Large Twist Handle Bag	125	034882	<b>£12.90</b>
18	<b>NEW</b> Fresh & Tasty Small Grab Bag	100	034880	<b>£6.90</b>
18	Herald Bio Lunch Box (HB10)	250	026730	<b>£21.00</b>
18	Herald Small Bio Box (HB9)	250	027074	<b>£17.00</b>
18	Plain Brown Medium 2 Compartment Box	100	026624	<b>£17.50</b>
18	Plain Brown Medium Fish & Chip Box	100	026858	<b>£12.00</b>
18	Plain White 10i Satchel Bag	100	036901	<b>£7.50</b>
18	Plain White 12i Satchel Bag	100	035878	<b>£10.90</b>
18	Red, White & Blue Greaseproof	1000	037330	<b>£10.90</b>
18	Red, White & Blue Large Satchel Bag	125	035829	<b>£12.90</b>

## 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



We proudly support



Henry Colbeck  
is MSC Certified  
MSC-C-51570



All products and promotions subject to availability. All prices plus VAT where applicable. Errors & Omissions excluded.  
Suitability logos are included for guidance only – always refer to manufacturers product labels for accurate suitability and ingredient information.

**Colbeck Stock Statement:** The paper What's Hot is printed on in the first volume coated product to achieve Forestry Stewardship Council (FSC) certification in the UK and is ISO14001 certified. It only uses celluloses with an ECF bleaching process.

# WHAT'S *HOT?*

**Issue 176**  
July/August 2025



**SAVE!**  
**Summer Sweets**  
PAGES 8 & 9



**DEALS on Drinks!**  
PAGES 12 & 13



**NEW Hooked on Hake!**  
PAGE 14

## Chippy Treats & Summer Eats

Get prepared for summer holidays!  
See pages 8, 9 & 11

**CELEBRATE  
NATIONAL  
BURGER DAY**



**WITH  
BIG AL'S 50Z PRIME BURGER**

See page 10



**SAVE THE DATE: WHAT'S COOKING 2026 EXPO**  
**HARROGATE SHOWGROUND ON SUNDAY 8TH FEBRUARY**



# Welcome!

## DON'T MISS SUNDAY 8th FEBRUARY 2026!

Following on from our BIGGEST SHOW EVER in Newcastle this year, we're turning up the heat in Yorkshire in 2016!

Our What's Cooking? Trade Expo returns on **Sunday 8th February 2026** - and we're moving on up - into Hall 1 at the Great Yorkshire Event Centre, Harrogate (yes, the BIGGEST Hall). Please 'save the date' - more announcements will follow as our team continue to build on the event.



## 10,10, WE DID IT AGAIN!

What a huge push the industry made for the **10th National Fish & Chip Day** on June 6th - excellent national media coverage, great community engagement, boosted sales and a wide range of offers, incentives and positive news stories. As joint headline sponsors we thoroughly enjoyed supporting and promoting the event - check out some highlights on **Page 4**



## NEW - GET CONNECTED & ORDER ONLINE!

We're delighted to officially launch our **WebShop Colbeck Connect** - we hope you find it convenient and easy to use.

Our new system stores your 'favourites' so you don't need to remember which products you use - your order history will be right there for you.

### Don't worry about us losing the personal touch though

- our teams of dedicated, professional and experienced Customer Service Advisors will still be at hand to take your orders whenever you need them and call you whenever you prefer or request.

## FREE CHIP SHOP INDUSTRY OPEN DAY - You're Invited!

Join Isle of Ely Produce and Chippy Chat, who are opening their doors to chip shop owners, managers and young friers on **Sunday September 7th 2025**. Held at their farm in Ely, Cambridgeshire, find out first-hand how the potato crop is faring for 2025/26 and get an idea about predicted cost and quality of the crop for the year ahead - plus meet manufacturers, suppliers and watch presentations from award winning fish and chip shop owners, giving you valuable advice for your shop. Visit <https://tinyurl.com/488ymsrd> for more information.

### Guest speakers include

- National Fish & Chip Awards Best Fish & Chip Takeaway Award Winner Yarm Road's **Will Burrell**.
- Field to Frier winner **Jamie Russo** from Redcloak, Stonehaven.
- **Jonathan France** from Fish Bank, Sherburn.
- **David & Nick Miller**, from Millers Haxby.

## CONGRATULATIONS

**Heinz Golden SqueezeMe!  
Henry Colbeck Winners.**

We've been delighted to award big cash prizes to winners of the recent Heinz SqueezeMe! promotion.

**Genaros Fish & Chicken Bar**  
- Glasgow

**Almighty Cod** - Seaton Carew

**Deep Blue** - Catterick

**Downey's** - Seaham

**Mattie's** - Barrow in Furness



## CONGRATULATIONS

**'Frier To Flyer' £500 Winners.**

Being a Henry Colbeck Used Cooking Oil Collection customer really paid off for two lucky winner!

**The Old Smithy** in Ambleside

**Fountain Takeaway** in Coatbridge

**It really pays to be a Henry Colbeck customer!**

**Have a great Summer!**

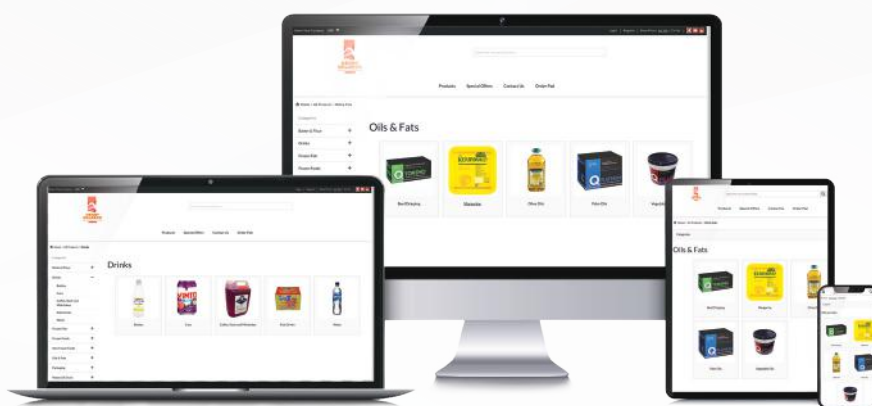
*Douglas & Georgina Colbeck*

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**



# COLBECK CONNECT

Online Ordering & Order Management



With **Colbeck Connect**, you can simplify your ordering, save time with fast reordering, and stay on top of your business needs, all from one easy-to-use platform. Whether you're in the shop, office, or on the go, Colbeck Connect is your reliable partner for seamless stock management.

**CONTACT TELESales TO REGISTER NOW**

- |                                |                              |
|--------------------------------|------------------------------|
| ✓ Quick & Flexible Ordering    | ✓ Live Stock Availability    |
| ✓ Manage Your Account          | ✓ Order on Any Device        |
| ✓ Pay Online Via Card          | ✓ Instant Order Confirmation |
| ✓ Order Histories              | ✓ Product Comparisons        |
| ✓ Intuitive Search & Filtering | ✓ Live Pricing               |

## TESTIMONIAL

"I wanted to use the online ordering system for convenience, and it's been great so far. It's definitely made things easier. I can place my orders at a time that suits me, and I don't have to try and order on the phone when I'm at home without my order histories in front of me. That freedom has made a big difference.

One thing I really like is that I no longer forget products on my order - running through my order histories helps me make sure I don't miss anything so the Order Pad is a brilliant feature.

And, my orders have been 100% correct since I started, which is a big bonus. I still feel fully supported with telesales still checking in to make sure I have everything I need.

The Colbeck web store is right up there... fast, responsive, and well-developed. Overall, it's been a really positive move for us."

**DONATO - CENTRAL FISH & CHIPS, KINROSS.**

**REGISTER TODAY:**





PROUD SPONSORS OF

**NATIONAL FISH & CHIP DAY**  
FRIDAY 6 JUNE 2025  
10 YEARS 2015-2025



# NATIONAL FISH & CHIP DAY 2025

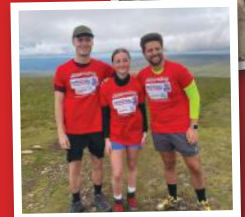
## A CELEBRATION TO REMEMBER!

The 10th anniversary of National Fish & Chip Day was nothing short of spectacular, with shops, suppliers, and communities across the country getting involved in what has become one of the UK's favourite awareness days.



### Q Partnership Takes on the Yorkshire Three Peaks

The Q Partnership team - made up of representatives from **Henry Colbeck, Friars Pride, and VA Whitley** - took on the mighty Yorkshire Three Peaks challenge the weekend before National Fish & Chip Day. Battling tough terrain and unpredictable weather, the team raised an **incredible £1,540** for The Fishermen's Mission, **£1,800** for Springhill Hospice and **£4,300** for the British Heart Foundation. **A huge well done to everyone who took part and donated!**



### Hull Roadshow Celebrations

National Fish & Chip Day saw the Hull Roadshow in full swing, bringing together suppliers, friers, and customers to celebrate the nation's favourite dish. The event was full of energy and excitement - and we've captured some of the fantastic moments in the photos here.



### Colbeck Colleagues Get in the Spirit

Back at Henry Colbeck, colleagues joined in the celebrations by proudly wearing their National Fish & Chip Day merchandise. From the warehouse to the office and out on the road, the team got fully involved - helping to spread the excitement and raise awareness of the big day. We even treated everyone across both our depots to fish and chips to mark the occasion!





# BLUE ICE MACHINES

**SAVE OVER £400!**  
**WHEN YOU BUY A BLUE  
ICE MILKSHAKE MACHINE**  
**Make £££'s & Save £££'s!**

## WHAT'S THE DEAL?

Buy a featured 7.5 litre 2-flavour machine for £1,499 supplied direct from Blue Ice. Non-promotional price is usually £1,690.  
Plus get **FREE** goods to kick start your Milkshake journey.

- **FREE** 60L of Angelito Ice Cream Mix
- **FREE** Milkshake Pavement Swing Sign
- **FREE** Cups, Lids & Straws x 1,000

## Why Choose Milkshakes?

- Profit per shake: 83%
- RRP from: £2.90
- Cost per shake: 49p
- That's serious margin!
- Use Save + Select Rewards to cover or part-pay for your machine.
- Free UK delivery
- Simple, fast, plug-and-play setup
- No mess. No fuss. All profit.
- Bespoke branding available
- 0% Finance & lease deals available

## ALSO AVAILABLE JULY & AUGUST OFFER

12 litre 2-flavour machine **Only £1,790** (WAS £1990) + VAT  
12 litre 3-flavour machine **Only £2,390** (WAS £2490) + VAT  
All machines make milkshakes  
– plus smoothies and frozen cocktails too!

For more information, or to order your milkshake machine, please call Blue Ice Machines on 020 8801 6919 or email [info@blueicecreammachine.co.uk](mailto:info@blueicecreammachine.co.uk) to take advantage of this **exclusive Save + Select Rewards Club Offer**.



## ANGELITO ICE CREAM MIX

Angelito is well-renowned as a most loved soft serve ice cream brand – **and it's gluten free!**

It's delicious velvety vanilla ice cream mix provide the highest cone yield per case and it's guaranteed to delight your customers!

12 x 1L  
Code 015193

**ONLY**  
**£18.50**



# TACO 'BOUT A GAME-CHANGER!

## INTRODUCING HENRY'S TACO MINCE

The bold, easy-to-use topping that adds instant flavour & profit to your takeaway menu.

Looking for a new way to excite customers & boost sales? Henry's taco mince is a flavour-packed, versatile topping perfect for:

PIZZA LOADED CHIPS PARMOS NACHOS BURGERS + MUCH MORE

**JUST HEAT, POUR, SERVE – IT'S THAT EASY.**



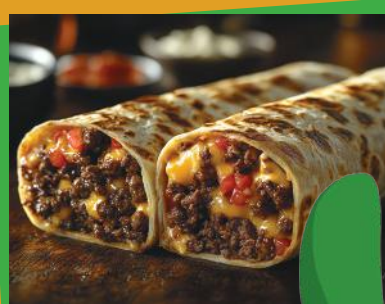
### TACO MINCE

1kg

Code 890007

ONLY

**£7.50**





TRADITIONAL CHIP SHOP **CHIPS**

# AYE AYE

CUT TIME, COSTS & HASSLE - NOT QUALITY



Contact your  
Sales Manager  
for a  
sample



## CONSISTENT YEAR ROUND

No more seasonal quality swings or supplier surprises. AYE AYE guarantees the same crispy texture and great taste every time - with a reliable frozen supply that helps you manage busy periods and avoid stock issues.



## SAVE TIME, LABOUR & ENERGY

AYE AYE chips are pre-cooked and pre-fried, so they go from freezer to fryer in just 5 minutes. You reduce prep time, need fewer hands in the kitchen, and cut back on energy use - all while serving traditional chip shop quality.



## REDUCE FOOD WASTE

Reduce waste, avoid water pollution, and cut hidden costs like the UK's upcoming water drainage tax. With no added chemicals or colourants, our frozen chips offer a cleaner, more sustainable solution that's better for your business - and the planet.

FIND OUT MORE: [AYEAYECHIPS.CO.UK](http://AYEAYECHIPS.CO.UK)

# Sweet Treats & Summer Eats!



## DCA DOUGHNUT MIX 560

12.5kg  
Code 007708

ONLY

**£23.30**

### Make the Perfect Doughnuts:

- Add Doughnut Mix to cold water.
- Let it rest for 5–10 minutes
- Heat your clean oil to 180°C.
- Drop small balls of batter directly into the oil.
- Fry for 2–3 minutes, turning as needed
- Drain on absorbent paper.
- Roll in caster sugar or get creative with drizzles!



## MIDDLETON 123 DOUGHNUT MIX

12.5kg  
Code 007710

ONLY

**£23.30**



## DONOCO DOUGHNUT MIX

12.5kg  
Code 007709

ONLY

**£27.20**



Images above for illustrative purposes only

### Less Faff. All Flavour - Frozen Mini Doughnuts

Enhanced with potato flour to make them the softest, lightest, most delicious doughnuts around and filled with 3 sweet and tasty fillings. Deep fry from frozen in only 2-3 minutes (and allow 5 minutes to stand for the perfect serve).

**Serve mini doughnuts for maxi profits!**

## SPECULOOS (BISCOFF) FILLED MINI DOUGHNUTS

3 x 1kg  
Code 900324

ONLY

**£31.50**

## CHOCOLATE FILLED MINI DOUGHNUTS

3 x 1kg  
Code 900323

ONLY

**£35.00**

## PISTACHIO FILLED MINI DOUGHNUTS

3 x 1kg  
Code 900322

ONLY

**£55.50**



## DA VINCI DRIZZLES

All 12 x 500ml

### STRAWBERRY DRIZZLE

Code 015102

ONLY

**£26.50**

### RASPBERRY DRIZZLE

Code 015101

ONLY

**£27.90**

### TOFFEE DEVON CREAM DRIZZLE

Code 015103

ONLY

**£26.90**

### BELGIAN CHOCOLATE DRIZZLE

Code 015100

ONLY

**£28.00**



### NUTELLA MANUAL DISPENSER

1

Code 021268

ONLY

**£199**

## *Sweeten the Deal with Nutella!*

Every Chippy / Chipper should have it...

Here's some ideas to get your taste buds tingling!

**Fried Pineapple or Mars Bar:** Add a drizzle of Nutella over deep-fried Pineapple fritters or battered Mars Bars - classic chip shop desserts with a modern twist.

**Mini Doughnuts or Waffles:** Top with Nutella and a dusting of icing sugar.

**Churros:** Serve hot churros with a drizzle or dipping cup of Nutella. Churros are easy to fry (similar process to chips) and popular with kids and adults alike.



### NUTELLA TUB

3kg

Code 021265

ONLY

**£22.50**



### NUTELLA CARTRIDGE

6 x 1kg

Code 021266

ONLY

**£48.00**





# SUMMER SORTED

## WITH BIG AL'S BATTERED CHICKEN NUGGETS



### BIG AL'S BATTERED CHICKEN NUGGETS

200 x 20g - (2 x 2kg)  
Code 890113

ONLY

£20.90

Made with **100% chicken breast** and coated in a light, **crispy tempura batter**, these golden nuggets are the ultimate summer crowd-pleaser.

Whether it's a pit stop between adventures, a beach-day bite, or a no-fuss dinner after a long day in the sun, they deliver **quality, flavour, and satisfaction** every time!

**Contact** your local Colbeck's Account Manager for further information on the Big Al's Product Range

**Scan me** for more chicken recipes! 



# CELEBRATE NATIONAL BURGER DAY

WITH

## THURSDAY 21st August 2025



### BIG AL'S 50z PRIME BURGER

#### DELI DELICIOUS BRIOCHE BUN

40 x 100g  
Code 905842

ONLY

HALF PRICE

£19.70 £9.85

**HALF PRICE**  
Brioche Buns  
when you buy  
Prime Burger

### BIG AL'S PRIME BURGER

40 x 150g  
Code 890099

ONLY

£59.90



**Contact** your local Colbeck's Account Manager for further information on the Big Al's Product Range

**Scan me** for more burger recipes! 



# SCHOOL HOLIDAY SPECIAL

## High Profit, Low Cost Kids' Meals!

Keep Families Coming Back This School Holiday  
With a Meal That's Big on Value  
and **Even Bigger on Margin!**

### THE PERFECT KIDS MEAL BUNDLE - WHAT'S INSIDE?

Meal Box – Fun, colourful and ready to serve	£0.11
5x Chicken Nuggets – Crispy and crowd-pleasing	£0.63
Simply Fruity – Kid-approved refreshment and no nasties!	£0.45
Sweet Treat – Lollipop or Haribo	£0.10
Chips – Portion-controlled at 2oz	£0.40
<b>Cost to Make:</b>	<b>£1.69</b>
<b>VAT</b>	<b>£0.34</b>
<b>TOTAL COST</b>	<b>£2.03</b>
<b>SUGGESTED SELLING PRICE</b>	<b>£3.95</b>
<b>PROFIT MARGIN:</b>	<b>48.6%</b>

**BUY 3 CASES  
& GET 1 CASE  
OF APPLE  
FREE!**

End date  
31st July



### BARRS SIMPLY FRUITY APPLE & BLACKCURRANT

12 x 330ml  
Code 021251

**ONLY**

**£5.50**

### CHILDREN'S KIDS MEAL BOX MIXED DESIGN

250  
Code 026724

**ONLY**

**£29.50**



### HARIBO STAR /SUPERMIX

100 x 16g  
Code 021260

**ONLY**

**£10.00**



### Q CHICKEN NUGGETS (BATTERED)

1kg  
Code 900127

**ONLY**

**£4.50**



### BARRS SIMPLY FRUITY STRAWBERRY

12 x 330ml  
Code 021253

**ONLY**

**£5.50**



### BARRS SIMPLY FRUITY ORANGE

12 x 330ml  
Code 021252

**ONLY**

**£5.50**



### BARRS SIMPLY FRUITY APPLE

12 x 330ml  
Code 021254

**ONLY**

**£5.50**



# Sip into Summer

Keep your customers cool and coming back for more with our refreshing summer drinks selection! From fruity favourites like Juice Burst and Simply to fizzy classics from Ben Shaws and Vimto, we've got thirst-quenchers for every taste.

**FEELING BOLD?** Stock up on Monster Energy and the tropical vibes of Levi Roots to really turn up the heat



## VIMTO ZERO CANS

24 x 330ml  
Code 021194

ONLY

£8.00



## VIMTO CANS

24 x 330ml  
Code 021086

ONLY

£8.00



## IRN BRU CANS

24 x 330ml  
Code 021095

ONLY

£11.00



## IRN BRU XTRA CANS

24 x 330ml  
Code 021088

ONLY

£11.00



## MONSTER ENERGY ZERO SUGAR

12 x 500ml  
Code 021046

ONLY

£9.50



## LEVI ROOTS

24 x 330ml  
Code 021193

ONLY

£7.20





## BEN SHAWS SHANDY BOTTLES

12 x 500ml  
Code 021570

ONLY

**£5.50**



## BEN SHAWS CLOUDY LEMONADE BOTTLES

12 x 500ml  
Code 021578

ONLY

**£5.50**



## BEN SHAWS DANDELION & BURDOCK BOTTLES

12 x 500ml  
Code 021571

ONLY

**£5.50**



## CHERRY COKE CANS

24 x 330ml  
Code 021137

ONLY

**£12.00**



## PEPSI BOTTLES

6 x 500ml  
Code 021156

ONLY

**£3.70**



## LUCOZADE ORANGE BOTTLES

24 x 500ml  
Code 021160

ONLY

**£19.00**



## ORANGE JUICE BURST

12 x 400ml  
Code 021149

ONLY

**£12.00**



## APPLE JUICE BURST

12 x 500ml  
Code 021151

ONLY

**£10.00**

# SAY HELLO TO HAKE

## Reel in More Value with Smart Menu Pricing

Fish prices are rising, and customers are starting to notice. In today's market, offering great value isn't just good business - it's essential. But how do you balance customer expectations with your need to protect margin?

Here's one clever approach: **anchoring**.

Anchoring is a behavioural economics technique that helps you influence how customers perceive value - just by how you list your prices. And it starts by adding one simple fish to your menu... **Hake**.

### Why Hake Works

White, flaky, and delicious, Hake is a fantastic fish for frying - and it comes in at a lower cost than Cod or Haddock. But the real magic happens when you use it as a pricing anchor on your menu.

### Let's say you offer:

- Hake & Chips – £9.50
- Haddock & Chips – £11.00
- Cod & Chips – £12.50

Now, when customers see Hake first, their brain uses that price as a reference point. That means Cod and Haddock don't feel expensive - they feel like a premium upgrade. And for price-conscious customers? Hake gives them an affordable, satisfying option that keeps them coming back, too.

### A Simple Switch. A Smarter Menu.

Adding Hake isn't just about saving money - it's about framing value in a way your customers understand. You widen your price range, appeal to more customers, and protect your margins on premium species. - *That's what smart frying looks like in 2025.*



### Sales Team Tasting...

Our sales team recently put Hake to the test in a side-by-side cook-off with Cod and Haddock - frying, tasting, and comparing like-for-like.

**The results?** Surprising, in the best way.

- **Raw:** Similar to Haddock with a slight blush hue
- **Cooked in batter:** Indistinguishable from Cod when served. When cut into, it's a similar white to haddock.
- **Taste:** Mild and slightly sweet, closer to cod and not like haddock's slighter 'fishier' flavour.
- **Texture:** Soft, tender, and more delicate than cod or haddock. Flakes easily.

If you'd like to hear more about what we discovered, or talk about how Hake could work for your shop, **get in touch**.

### Skinless Hake

#### 4-6oz Hake

14kg - Approx 99 Fillets  
Code 920002

ONLY

**£128.00**  
or £1.29 each

#### 6-9oz Hake

14kg - Approx 70 Fillets  
Code 920003

ONLY

**£128.00**  
or £1.83 each

#### 9+oz Hake

14kg - Approx 55 Fillets  
Code 920004

ONLY

**£138.00**  
or £2.51 each

# Pickle Your Profits!

SPECIAL OFFERS 176

Don't miss out and make sure you sell pickles, because Pickles = Profits!  
Whether you sell items singly like eggs and onions, buy jars for resale,  
or add to salads and use to make sauces - **PICKLES ARE A WINNER!**



## PARSONS PICKLED MUSSELS

12x155g  
Code 022368

ONLY

**£13.50**



## PARSONS PICKLED COCKLES

A low fat treat!

12x155g  
Code 021774

ONLY

**£20.50**



## PICKLED GHERKINS

Sell them in singles or add us them  
to make your own Tartare Sauce!

2.25kg  
Code 022074

ONLY

**£6.50**



## CRESPO CAPERS CAPOTES

Make your own Tartare Sauce

6 x 1.4kg  
Code 022079

ONLY

**£40.00**



## DRIVERS PICKLED BEETROOT

2.25kg  
Code 024060

ONLY

**£5.80**



## PICKLED EGGS CLEAR VINEGAR

Hard-boiled and shelled eggs  
in clear spicy vinegar.

2.25kg  
Code 022073

ONLY

**£10.20**



## DRIVERS CHIP SHOP STYLE ONION 'GREEN'

Gateshead Depot only

2.25kg  
Code 022667

ONLY

**£5.20**



## BEEZERS CHIP SHOP ONIONS

Glasgow Depot only

2.25kg  
Code 013365

ONLY

**£5.00**

ONLY  
**£10.90**

## WOODEN FORKS E-GREEN /BIRCHWOOD

100  
Code 027000

ONLY  
**£27.00**

## WHITE 1 PLY 30cm NAPKIN

5000  
Code 027011



IT HAS TO BE  
**HEINZ**  
ESTD 1869



HEINZ PRO  
MAYONNAISE

10L

Code 024058

ONLY

**£29.50**

**TRUSTED BY CHEFS,  
LOVED BY CUSTOMERS.**

**Fry it. Cook it. Blend it. Whip it. Dip it.**  
Heinz Professional Mayonnaise will still hold.<sup>1</sup>

Heinz  
Professional  
Mayonnaise



Awarded a Grade A  
rating by the Craft  
Guild of Chefs<sup>2</sup>

**KraftHeinz**

**AWAY FROM HOME**

1: 69% of chefs rated the hold of Heinz Professional Mayonnaise between 8/10 and 10/10.

2: Craft Guild of Chefs product testing of Heinz Professional Mayonnaise, June 2022.



# CRISPY, CROWD-PLEASING FAVOURITES

Perfect for sharing, snacking, or sides!



## BREADED MOZZARELLA STICKS

4 inch sticks of real mozzarella coated in a rustic parsley breadcrumb coating, ideal for dipping and sharing.

1kg

Code 810053

ONLY

**£6.30**

## MACARONI & CHEESE BITES

Bite-sized macaroni and cheese in a breadcrumb coating with rice flake highlights.

1kg

Code 890054

ONLY

**£6.40**



## BREADED JALAPENO PEPPERS

The finest tangy green jalapeno halves, stuffed to the max with smooth cream cheese and coated in a tortilla breadcrumb.

1kg

Code 810054

ONLY

**£7.30**

**ORDER TODAY AND SERVE UP THE  
SNACKS YOUR CUSTOMERS CAN'T RESIST!**



# Bag it, Box it, Love it!

Freshen up your packaging game with our latest lineup of bags and boxes!

From our brand-new Fresh & Tasty Range to the bold and brilliant Red, White & Blue satchel and greaseproof, there's something here to suit every style.

**Need something simple?** Grab our plain white satchel bags in two handy sizes. **Going green?** Say hello to the new Herald Economy Bagasse Bio Boxes – big on value, light on impact.

Mix it, match it, and serve it up in style!



## NEW FRESH & TASTY GRAB BAGS

BOTH 100'S

**SMALL**

Code 034880

**ONLY**

**£6.90**

**LARGE**

Code 034881

**ONLY**

**£8.90**



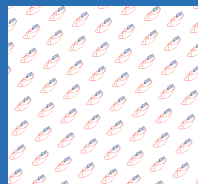
## RED, WHITE & BLUE LARGE SACHEL BAG

125

Code 035829

**ONLY**

**£12.90**



## RED, WHITE & BLUE GREASEPROOF

1000

Code 037330

**ONLY**

**£10.90**



## PLAIN WHITE 10" SACHEL BAG

100 - 260x120x410mm

Code 036901

**ONLY**

**£7.50**



## PLAIN WHITE 12" SACHEL BAG

100 - 320x170x450mm

Code 035878

**ONLY**

**£10.90**



## PLAIN BROWN BOXES

BOTH 100'S

**MEDIUM FISH & CHIP**

Code 026858

**ONLY**

**£12.00**

**MEDIUM 2 COMPARTMENT**

Code 026624

**ONLY**

**£17.50**



## HERALD SMALL BIO BOX (HB9)

Equivalent to HP2

250

Code 027074

**ONLY**

**£17.00**



## HERALD BIO LUNCH BOX (HB10)

Equivalent to TT10

250 - 9 x 6

Code 026730

**ONLY**

**£21.00**



## BIO BURGER BOX

500

Code 026677

**ONLY**

**£37.50**



## Equipment SOS

Fast Response 'Stock On Site' Service  
Brought to you by Henry Colbeck in partnership with Drywite

### NEED DRYWITE EQUIPMENT *FAST*? WE'VE GOT YOU COVERED!

We know how important it is to keep your equipment running smoothly. That's why we've teamed up with Drywite to launch Equipment SOS – a quick and easy way to get the gear you need, when you need it.

We now keep a selection of **Drywite equipment** in stock at all Henry Colbeck depots. So if you run out or need a replacement urgently, just give us a call and we'll add it to your next delivery.



SCAN FOR THE BROCHURE

#### How it works:

- 1 **CHECK THE SOS BROCHURE** (scan the QR code)
- 2 **CALL YOUR LOCAL HENRY COLBECK DEPOT:**  
Gateshead: **0191 482 4242**  
Glasgow: **01236 425 656**
- 3 **RELAX – WE'LL DELIVER IT FAST!**

This service is available for items listed in the **Drywite SOS brochure** only. Prices will be quoted at the time of order and will follow the current Drywite price list. All prices are subject to VAT.

**Stock is available at all depots**, but please note – during busy periods, items will be sent out on a first come, first served basis. We'll always do our best to meet demand.

Stay stocked. Stay prepared.

**Equipment SOS** – available from **Henry Colbeck**, in association with **Drywite**.

### NON-BREWED CONDIMENT



#### ONION FLAVOUR

12 x 315ml  
Code 023963

**ONLY**  
**£7.90**



#### ORIGINAL

12 x 315ml  
Code 023852

**ONLY**  
**£7.90**



#### GLUTEN FREE

12 x 315ml  
Code 015146

**ONLY**  
**£9.20**



#### EXTRA SALTY

12 x 315ml  
Code 023962

**ONLY**  
**£7.90**