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THE

1913 - 2013 - 100 YEARS SERVICE TO THE TRADE

fishfriers

REVIEW



Issue 4
July 2013



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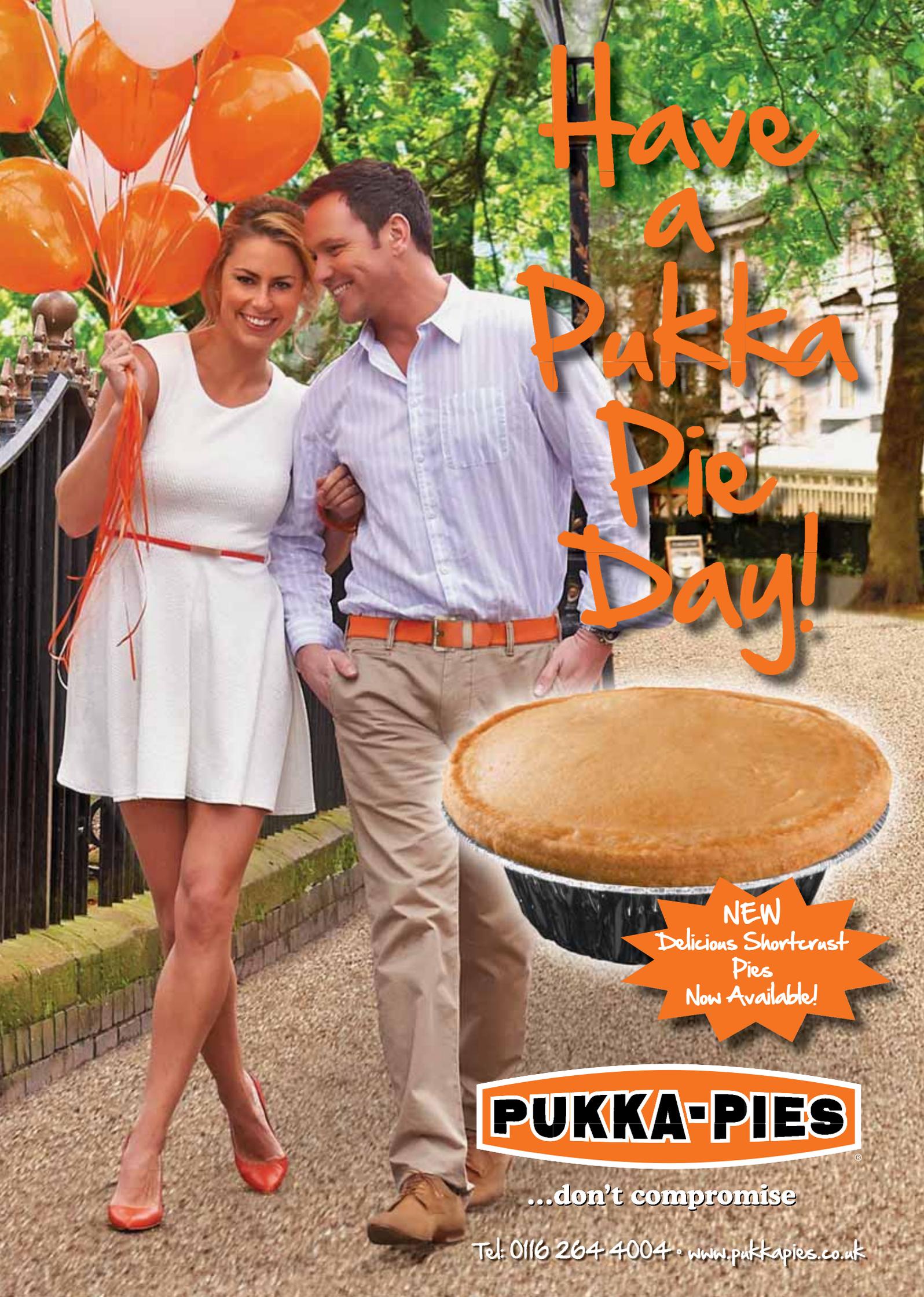
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Points of View

By **Denise Dodd, General Secretary**

At the time of writing, final preparations are in full swing for the NFFF AGM and President's Centenary Banquet & Ball, which took place at The Midland Hotel, Manchester on Sunday 23 June. We've had an excellent response from NFFF members this year regarding the AGM paperwork; firstly nominations for ECs and Officials, then the election we've had to run to select four ECs for England out of the six nominations, followed finally by the proxy votes that were submitted. Thank you to all the members who either attended the AGM in person or sent in a proxy form to appoint another member to vote on their behalf. You'll be able to read a full report on the AGM and the President's Centenary Banquet & Ball in the next issue of *The Fish Friers Review*.

On a more serious note, media activity in recent weeks intensified as news threads relating to the UK's growing problems relating to obesity (particularly in school children) gains momentum. This is not going to go away and our industry will be constantly under attack as pictures of fish and chips are liberally used by the press whenever a story breaks relating to:

- Salt content *
- Acrylamide **
- Obesity claims affecting planning issues and consents

Where 'fast food' or 'junk food' is quoted often fish and chips are illustrated, but the NFFF does not believe that fish and chips are 'fast food' and should not be classified as 'junk'. We are pro-actively challenging adverse media stories and we do have scientific facts and evidence that can back up our challenges relating to nutritional values, but they are based on NFFF sampling and research and can only be used as general guidelines. It is possible (and quite simple) to arrange for your own products to be nutritionally tested for calorie, fat, salt and sugar content per 100 grams. If you then weigh your portions you have the full facts and figures for your customers. If you're shocked by the results then please talk to us – we have lots of good practice ideas to share that can help you to produce a healthier portion of fish and chips.

Meanwhile, here are a few facts for you that you may not be aware of:

* The Consensus Action on Salt & Health (CASH) report did not even contain a sample of fish and chips, yet fish and chips were quoted and challenged in the media.

** String French fries, biscuits, coffee and baby rusks have far higher content than fish and chip shop chips. However, yet again, fish and chip shops are challenged in the media.

Fish and chips are Britain's original takeaway meal and have been a firm favourite for over 150 years. Obesity is a more recent phenomenon, so why does the media lay the blame at our door?



Did you know? More than 1.6 million tonnes of potatoes are made into chips every year in the UK – weighing the same as over 14,000 blue whales or 4,000 jumbo jets!



Use your smart-phone to scan the QR code and learn more about the NFFF

Next Issue: Booking deadline – 5th July, Artwork / copy deadline – 12th July, Publication date – 9th August



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1913 - 2013 100 years' service to the trade
Founded as the National Fish Caterers' Review on April 4, 1925.

Designed & Printed by Tebays, Leeds. Tel: 01943 870054 sales@tebays.co.uk www.tebays.co.uk



News

“A return ticket from Leeds to London, please.”

NFFF travels to the capital to talk with government over media scaremongering

On Tuesday 14th May NFFF Vice President Mark Drummond and General Secretary Denise Dodd travelled to Richmond House in Whitehall, London (home to the Department of Health), to meet with Anna Soubry MP, Parliamentary Under-Secretary of State for Public Health.

Fish and chips have received some negative press recently, with the media and Government sharing their opinions with the Great British Public. Mark and Denise's assignment was to present the facts to Ms Soubry to directly dispute these damaging views. It is the NFFF's belief that the Government should be backing this Great British Industry, not thwarting its development.

The NFFF deems that the fish and chip industry is unfairly targeted by the media (often supported by Government) whenever stories arise regarding:

- Salt content
- Acrylamide
- Obesity claims (which are often used to affect planning consents)

As Denise comments, *“Fish and chips have been around for over one hundred and fifty years. Obesity on the scale it is in the UK today is a modern phenomenon, so why place the blame at our door?”*

Prior to the meeting, the NFFF had appealed to members to send in their comments, complaints and evidence to the NFFF headquarters. Mark had also worked with Stelios Theocharous of the *“Fish & Chip Test Company”* to compile an excellent presentation comparing the nutritional content of fish and chips with various other take-away

“The Government would now like to work with the NFFF to make fish and chips as healthy as possible.”

foods. The findings can be found on page 12.

The NFFF's dynamic duo presented Ms Soubry with hard facts and evidence to support the argument that these claims by the media and the Government were factually incorrect, excessive and grossly biased – often to the point of scaremongering. Amongst the points we made were:

- The fish and chip industry is a valuable contributor to the UK economy.
- Fish and chips are not “junk” food.
- Fish and chips were not even sampled in the recent CASH report on salt content in takeaway food, and showed evidence that gram-for-gram fish and chips are lower in salt, sugar, calories and saturated fats than most other takeaway meals.
- We showed examples of how our industry is used as a scapegoat for the rise in obesity.

Both Mark and Denise were delighted with the outcome. Ms Soubry herself enjoys fish and chips regularly as part of her well-balanced diet, and she was impressed with the work and effort taken by the NFFF and its members in putting their views across.

They hope fish and chip shops will be able to take part in their “Public Health Responsibility Deal” and possibly develop a new “healthy eating sticker” to display in participating fish and chip shops.

The NFFF looks forward to working with Ms Soubry in their continued quest to promote fish and chips as a delicious, nutritious and much-loved meal.

NFFF reacts to media frenzy

The NFFF was inundated with media activity recently over Salford Council's proposed chip ban. The council's recommendation to curb opening hours before 5pm for those fish and chip shops located within 400 yards of a school was met with derision.

When the story emerged, the NFFF was overwhelmed with telephone calls from the national media. Our representatives were immediately called into action to defend our national dish's reputation.

NFFF Treasurer Andrew Crook travelled to Salford for an interview with Sky News, before submitting his views to *The Huffington Post*. Andrew told them, “Fish and chips aren't as unhealthy as people are led to believe. The majority of children pass by takeaways in the morning with sugary drinks and sweets having been to newsagents. Are they going to ban *Tesco Express* and newsagents as well? We should definitely be in opposition to the proposals. This is something schools should be monitoring – not takeaways.”

NFFF Executive Councillor for England John Wild was invited to express his views in the *Lancashire Evening Post*, on BBC Radio Lincolnshire and in *The Guardian*. Speaking to the *Lancashire Evening Post* – his local paper – John fumed, **“We have got a problem with obesity but fish and chips have been around for 150 years. Why have children got fat all of a sudden?”** What about in the morning when they

Fish and chips around for 150 years and now it's to blame for rises in obesity?

go into newsagents like *Tesco Express* and *Sainsbury's Express* to buy crisps and chocolate? Children are not taking exercise – they are watching too much TV and playing too much on Xbox's.

“I have a fish and chip shop on a council estate and I don't see many school children at lunch time because they're not allowed out due to health and safety. We are not selling junk food – we are selling fish and chips, not kebabs or pizza. We do have an obesity problem, but the world has changed. It is now a nanny state.”

John continued, “At half term I went into Iceland and the children's mums were buying all sorts of prepared meals. Fish and chips is natural: potato, fish and batter.”

When asked to comment on the rules, John said, “The rules have to apply to newsagents, shops and bakeries. I don't think there's a need for a blanket ban. It's down to education and parental control.”

NFFF Executive Councillor for England Richard Ord and NFFF Vice President Mark Drummond were also available to comment to the BBC and *The Independent*.

The larger fast food chains and supermarkets do not receive as much criticism, and the media portrayal of fish and chips is grossly unfair. Fish and chips are to be enjoyed as a delicious, balanced meal and the NFFF will continue to fight the cause on behalf of its members.

News

The Chippy & Café in seventh heaven!

The Chippy & Café recently celebrated its 7th birthday in Hirwaun, Wales, with a special deal for customers of cod and chips at £2.50.

It wasn't the seven-year itch that had customers talking but the super deal *The Chippy* was offering. At one stage during the evening the queue was outside the door, up the street and in front of adjoining shops for over 1 ½ hours – and there were no complaints about the waiting time!

Lee Penaluna stacked the shop with staff, with two constantly frying (on a 3-pan range) and two serving. Due to the amount of activity behind the range, Lee said the staff had never been challenged for such a long period of time, and all of them – Emma, Anthony, Daniel, Calum, Libby and James – were thanked for the hard work they put in.

Regular portions were served so the customers were not disappointed in portion size. Lee felt it was important to let the customers know that their business was valued and the resulting feedback has been overwhelmingly appreciative because the following days' trade was not affected.

The following day a cake was supplied to the shop and enjoyed by both the staff and customers.

After the occasion Facebook comments came in thick and fast:

The fish and chips were beautiful too!! Thank you very much xx

Really enjoyed our fish and chips! Thanks you. Cake was lush also. Thank you for supporting my Macmillan night with a raffle prize.

It was delicious. Thanks to the Chippy & Café. Xx. Happy 7th year and many more to come.



Other fish and chip shops also encouraged their efforts – many of whom from outside the area – so it was fantastic to see so many shops supporting each other.

Lee's dad, John, became NFFF Executive Councillor for Wales in 2012. John is also a Quality Award assessor and a Seafood customer service skills trainer.

Seven years on and it's been a rollercoaster of a ride, mainly due to the recession! Other notable events included roadwork outside the shop causing mayhem and astronomical potato prices but at long last *The Chippy* seems to be coming out on the right side, much of it as a direct result of the advice and support from the NFFF. Of course there are other areas where you can go to for help but, as Lee acknowledges, the NFFF is all-encompassing and totally unbiased.

Lee and John have remained members of the NFFF because they believe that one of the most important decisions made was to invest in the quality training provided in Leeds and the access to almost unlimited wealth of knowledge and experience that the Federation can offer.

As they say, "The Federation has helped us out with expertise on many aspects of our business, and the savings we have made have provided us with a lifetime saving in membership subscriptions."

Lee, John and their customers are already looking forward to next year's birthday and you'll be very lucky if you're there for the celebrations!

A chain that gets stronger and stronger



John Dory's Traditional Fish & Chips from Northern Ireland recently became the first chain of fish & chip shops to attain the NFFF Fish & Chip Quality Award. Speaking after the announcement of the award, director Mark Polley expressed his delight at their achievements.

"The staff deserves great credit for all the hard work they put into the process. The required standard is extremely high and a real challenge for any business. We have benefited enormously from the process in terms of how we perform as a business and how we are judged by our customers.

"The inspection covers all aspects of the business: cleanliness, processes, practices, recording of information and above all the quality of the fish and chips. As a company, our family have been involved with fish and chips since 1984 when we opened our first shop *The Copper Kettle*. Other names followed including *Rumbles*, before we settled on the name *John Dory's* in 2000. The shops all remain in the family with Linda, Stephen and Mark the principle directors. We are all hands-on and each brings a different skill to the smooth operation of the business."



Something's most definitely cooking!

Trevor Rands at *Something's Cooking* in Wales has been busy recently. Very busy, in fact. Not content with fitting a new range and opting for a contemporary look, Trevor organised a live radio broadcast from his award-winning restaurant.



The two local celebrities – Radio Pembrokeshire's Tommo and Carl Hartley – were then asked to take part in fish skinning and frying challenges. The competition was fiercely contested, with Carl triumphing in the skinning challenge and Tommo coming up trumps in the frying challenge. The two DJ's shook hands as the competition was declared a draw.

Both the *Something's Cooking* staff and their customers enjoyed taking part in the live broadcast and it was a pleasure for Trevor and his team to welcome the DJing duo.

www.somethingscooking.net

News

From newspapers to fish and chip paper!

After 21 years owning and running his convenience store, Carl Pashley thought it was time for a change. In November 2012, Carl sold up and invested everything into his new dream venture – a brand new fish and chip shop which would be sited right next door to his old premises!

With his wife, Nicola, who was also new to the trade, they decided they needed some training and expertise to prepare them for their new challenge.

Carl and Nicola contacted the NFFF and enrolled on their 3-day *Complete Guide to Fish and Chip Shop Management* course. The couple said, "The course was very knowledgeable and we gained a great deal of insight into an industry we knew literally nothing about! Completing the course has enabled us to assure our customers that we can practise what we preach, and that we know how to source good quality products. Most of all, we know how to successfully prepare them to the highest standards. We believe we were taught by the best, so therefore we can serve the best!

"The tutors made the learning enjoyable; it was easy to remember key points whilst in a relaxed, friendly environment. We would recommend the course to anyone new to the industry or even existing owners and their staff who just want to brush up on their own skills. They might even learn something new! We have put our heart and soul into the new shop, both personally and financially."

They purchased the shop some years ago on the intention of fully renovating it into what it has become – a custom made fish and chip shop. It all started with Hopkins Catering Equipment designing the layout, to commissioning the couple's 3-pan high efficiency range.

The pair even used a local historian (in the form of their accountant) to obtain the images of bygone Swinton that can be seen on the façade of their fryer and shop walls.

Every detail was meticulously planned and envisaged by them both, from choosing their own tiles to helping design the logo. Their catchphrase "Carl's Plaice, the only place" says it all!

Rather than using one sole shop fitter, the couple kept it local. They used nearby businesses and tradesmen to turn the vision into reality. Nicola even handwrites the blackboard menus, adding quirky eye-catching details. She says the customers love them.

Carl's Plaice opened this year on the 15th April and is already enjoying excellent customer feedback and recommendations. They already know what the "regulars" will order.

Being from Swinton themselves, the husband and wife team know their community and are passionate about looking after them, not just as customers but also as friends.

"It's not just a business," says Nicola. "It's a meeting place, too. Young and old, new faces, old customers from our previous shop – we cater for a broad spectrum of people. We love the interaction and banter we have with the public. Our shop has a lovely warm atmosphere where everyone is made to feel welcome! Without our customers there would be no *Carl's Plaice*, so they are of paramount importance to us.

After serving their community for the past 21 years, Carl and Nicola are looking forward to another 21 successful years – this time as friers!



Chipping in to the community

A new fish and chip shop venture at Westwoodside is pulling in the punters, creating eight new jobs for local people. Entrepreneur David Daws, who lives on Brethergate in the village, began by building a village hairdressing business last year, then spotted the need for a quality chippy.

The Chip Inn opened recently on Newbigg, and its reception has been "off the scale" in terms of numbers, said a delighted Mr Daws.

He wanted a nostalgic theme for the shop, and has gathered several photographs of former village fish and chip shops. They have all been framed by Epworth accredited picture framer Daniel Pluta, and are displayed attractively around the walls.

"I contacted Haxey and Westwoodside Heritage Society to see if they could point me in the right direction and they were extremely helpful," said Mr Daws.

"They came up with some great photographs of former village chip shops, and I put these together with other related photographs such as potato pickers and old fishing boats, and they all reproduced well. It's a sort of pub ambience within the shop."

There is also an original bag from the first fish and chip 'touring' shop in the village, dating back almost a hundred years.

"It's interesting to see the names and the old spellings – Westwoodside was split in to two words then, and the shop was referred to as a high class fish and chip

saloon," said Mr Daws, 59.

The motto was 'quality and civility' which I rather like. We've framed the bags so that people can enjoy it."

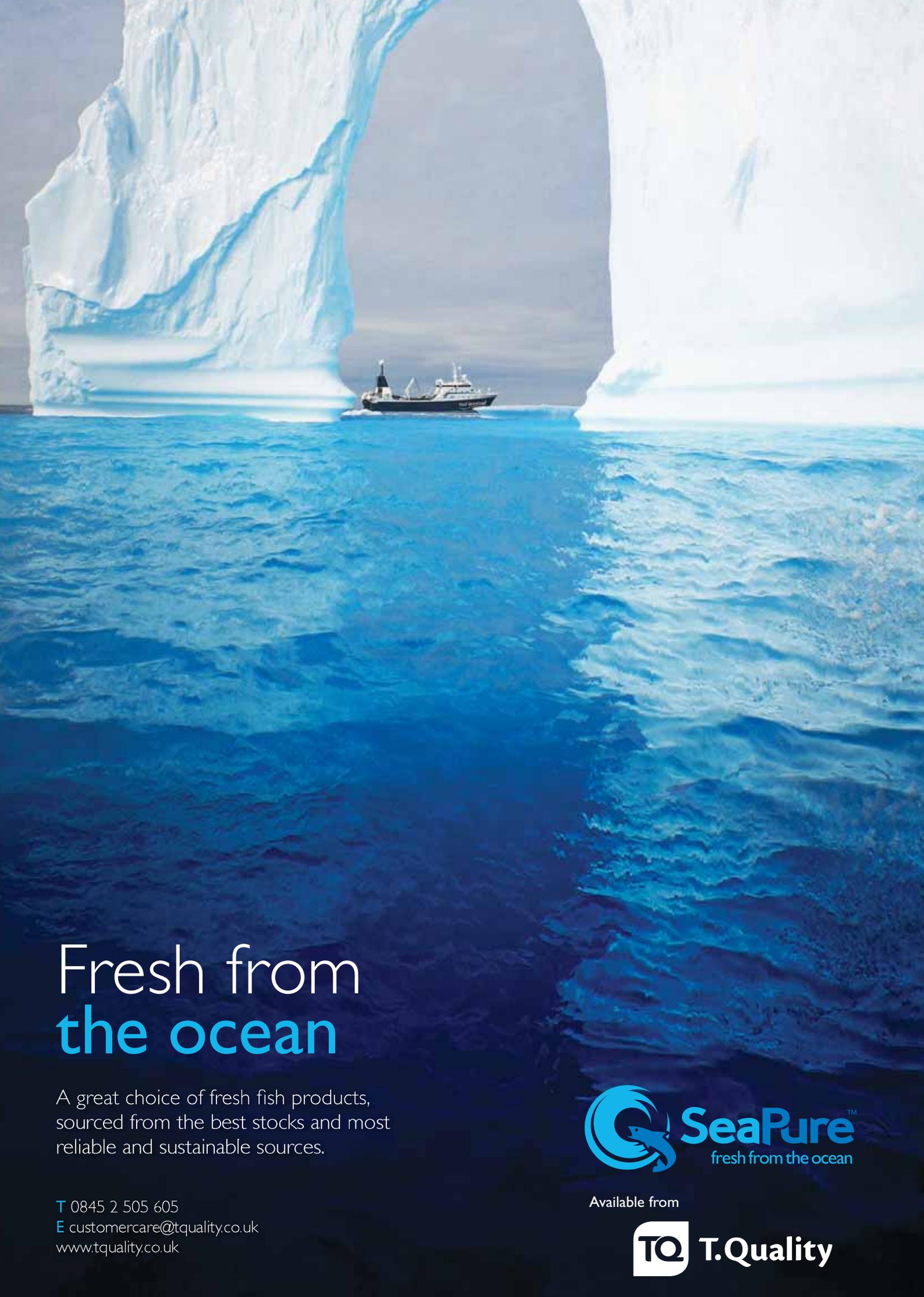
The Chip Inn sources all its produce locally and includes home-made fish cakes and 'proper' pies from Wroot.

Head frier Trevor Bee, 63, had never fried a chip before joining the business, said Mr Daws. "Trevor is a distant relative of Gordon Kelsey who had the original Westwoodside chippy, and he went off to Leeds on a fish friers' course that is run by the National Federation of Fish Friers to learn his trade. Trevor now has a new career in his sixties and he loves it. We seem to be doing very well. People must have been missing a local chippy because we got a real welcome."

He added: "I wanted to do something different after selling my previous business that I had for over twelve years, and so far so good.

"I think people appreciate us using good local produce. Fish and chips aren't a particularly cheap option anywhere anymore, so it's important that customers enjoy what they buy.

"We cook to order and that ensures that what we sell is totally fresh and people know what they are getting."



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Deep fat frying has become one of the most popular methods of cooking in domestic, restaurant and industrial establishments throughout the world. It is quick, cooks right through to the middle, generates a distinctive crust on the food and perhaps most importantly produces rich and complex flavours and food textures, which are very appealing to the consumer.

Frying however also has a number of well-known disadvantages – increased costs and health being two.

For the business owner, the ever-increasing demand for cooking oil has pushed up the price dramatically over recent years. Many frying establishments in the UK are now paying between £1.00 to £1.40 a litre, depending on the quantity, the type and quality of the oil used, the brand and whether or not the waste oil is sold for onward recycling.

For friers who have a high oil turnover rate – which will include most fish and chip friers – cooking oil is now a highly significant cost. With the aggressive competition in the fast food restaurant market, it is difficult to pass these increased costs on to customers, so this issue is directly affecting the profitability of the whole sector.

For the consumer their concerns about frying are often focused on health. Frying adds significantly to the fat content (and therefore the calorific value) of fried food: typically cooking oil accounts for about 15% by weight of battered fish, rising to 20% where the fish is breaded. There are also well-known concerns about the consumption of trans fatty acids, which are present in some cooking oils and which are thought to be carcinogenic and associated with arterial sclerosis, heart disease and stroke.

FriPura – A New Era in Frying

To address these problems FriPura has developed a revolutionary new filter for use with cooking oils, which introduces a completely new era in deep fat frying.

To understand how FriPura's new patented filter works it is necessary to understand the life cycle of cooking oil. Cooking oil is made of fat molecules. As the fat is exposed to both the water in food and the oxygen in the air it begins to break down. One of the main breakdown products are free fatty acids (FFA's). FFA's are the enemy of the professional frier. High concentrations of FFA's in cooking oils have a number of unpleasant side effects:

- FFA's impart a rancid flavour to food cooked in the oil.
- FFA's act as surfactants, enabling more oil to get into the food, making it too greasy and increasing its fat content. This surfactant effect also makes the food burn more quickly, leading to the characteristic darker coloured chip, the surface of which is literally partly burnt.
- FFA's promote the complex breakdown of the oil generally, which makes it more viscous and less effective at heat transfer. This in turn means more energy has to be used to carry out the frying process, with resulting higher electricity and gas bills.

- FFA's reduce the smoke point of the oil, which makes the cooking environment unpleasant.
- FFA's also reduce the flash point and fire point of the oil, thus making cooking with it a fire hazard.
- FFA's are one of the factors that can lead to the production of foaming and boiling over, which is both a safety and fire hazard.

Most frying establishments therefore monitor – whether they realise what they are doing or not – the FFA content of oil, often simply by checking its colour, smell or taste or by directly measuring its acidity. At a certain point used oil is discarded and replaced with expensive new oil.

FriPura's solution to the problems associated with FFA's has been to develop a filter for in situ use in the oil, which simply absorbs these unwanted compounds from the oil.

Significant cost savings

Users of FriPura filters typically almost double the working life of their oil. A fast food outlet which changes its oil every seven days can typically expect another four to eight days use from their oil, thus in many cases cutting cooking oil consumption by up to half. This leads to material savings as the cost of the filters is a small fraction of the cost of the oil saved.

The FriPura filter also absorbs most of the trans fatty acids in the oil making the frying process much healthier.

The use of a FriPura filter keeps the oil at or near its optimum performance for longer, thus ensuring better quality and consistency and producing a healthier, better-tasting product for the consumer.

Using a FriPura Filter

Using a FriPura filter could not be easier.

Filters (pictured) are simply placed into the frier each time the oil is changed. They sit at the bottom of the frier and stay there until the oil is changed, at which point they are discarded or recycled. No adaptation to existing equipment is required. The filters are safe and have been rigorously tested by certified test houses to ensure there is no risk of food contamination.



FriPura – What Are You Waiting For?

With benefits like these it is not surprising that numerous friers are now using FriPura filters to reduce their costs.

But don't take our word for it: give us a try! As a special offer to readers of The Fish Friers Review, we are offering free delivery to the first five hundred Fish Friers Review readers who register online to buy our product. Visit our website www.fripura.com, where you can place your order, learn a lot more about us and our product as well as read some user testimonials.

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The new workplace pension scheme – Reviewing existing pension arrangements

By Jo Varley

For more information, please visit: www.thepensionsregulator.gov.uk

THE SEVEN STEPS:

1. Know your staging date
2. Assessing your workforce
3. Reviewing existing pension arrangements
4. Communicating the changes to all workers
5. Automatically enrolling “eligible jobholders”
6. Registering with The Pensions Regulator and keeping records
7. Contributing to workers’ pensions

The last issue of *The Fish Friers Review* revealed the finer details of assessing your workforce, as part of step 2 of the new workplace pension scheme.

This issue follows the inevitable trend by publishing step 3 – reviewing existing pension arrangements.

Larger companies will need to decide whether they wish to use their existing pension scheme for automatic enrolment. For smaller companies – which include most fish and chip shops – this will mean selecting a pension scheme for the first time.

Regardless of whether an employer uses their existing scheme or a new scheme, certain criteria needs to be adhered to, which are set out in legislation. The scheme must:

- Be tax registered
- Be an occupational or personal pension scheme, and

- Satisfy certain minimum requirements in relation to the individual employee.

Defining “minimum requirements” is not a moot point, but it does need defining. The requirements differ depending whether a pension scheme is “defined benefit” (DB) or “defined contribution” (DC). A DB pension scheme is one that pays out a certain amount each year once the employee reaches retirement age. A DC pension scheme invests money paid into it – together with any contribution – which gives the employee an accrued sum on retirement.

What does this mean to the *employer*? It’s not as complicated as it might be. An employer offering a DB scheme must offer a minimum level of employee benefit. Any employers offering a DC scheme needs to pay a minimum level of contributions.

Before enrolling individuals into a scheme, employers must also meet specific conditions, namely:

- They must not have any barriers to enrolment.
- Members must not be required to make any choices to join / remain in the scheme.
- Members must also not be required to provide information to remain in the scheme.

Employers must make time to assess the scheme they are looking to use and ensure that it meets the minimum criteria. Additionally, employers who have an existing DC scheme can use an on-line tool to help assess whether it already meets the qualifying criteria.

Look out in the next issue for advice on the third step: “Communicating the changes to all workers”.

Only NFFF members are guaranteed a copy of The Review, so if you would like to follow these steps please call 0113 230 7044 and ask for Louise about becoming a member.

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In Alaska, we take marine conservation seriously. That's why when we became a state in 1959, we wrote into our constitution that "fish...be utilised, developed and maintained on the sustained yield principle." In practice that means that all interests—fishermen, scientists and conservationists—work together to determine how to responsibly manage our fisheries so that there will always be an abundance of seafood to harvest now and for generations.

State, federal and international organisations all work together to manage and oversee the major Alaska fisheries. These organisations are responsible for scientific research, enforcement of the laws, setting policies and determining the number of fish that can be caught based on the scientific data. What's more, public participation by fishermen and seafood processors, as well as environmental groups, is encouraged and takes place. Alaskans believe that the opportunity for the public to participate in the fisheries management process helps build widespread understanding

about the importance of smart management actions.

The majority of Alaska's seafood has been certified under the FAO-Based Responsible Fisheries Management Certification program (RFM), a credible certification choice for the marketplace. This certification shows that Alaska's fisheries meet the criteria of the United Nations Food and Agriculture Organisation (FAO) Code of Conduct for Responsible Fisheries, the most comprehensive and respected fisheries management guidelines in the world. The FAO Code & Eco-labelling Guidelines were created with the participation and input of the world's governments, fishery scientists and conservationists representing more than 70 countries.

But remember that thanks to the Alaska state constitution, all Alaska seafood is responsibly managed—regardless of certification. For more information on Alaska's responsible management and RFM Certification, go to www.alaskaseafood.org

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The Alaska Constitution

SUSTAINABILITY – THE FAO CODE IS OUR CODE

Alaska is famous around the world for its wild and sustainable seafood. In fact, sustainability is so important to the State of Alaska it was written into the State Constitution in 1959, mandating that “fish...be utilized, developed and maintained on the sustained yield principle.”

Seafood is an invaluable resource for Alaskans and everyone has an interest in making sure that future generations will benefit. A new independent, third-party certification of the management of the major Alaska commercial fisheries is available, which is directly based on the respected United Nations Food and Agriculture Organization (FAO) Code of Conduct for Responsible Fisheries (Code) and the FAO Guidelines for the Ecolabeling (Guidelines) of Fish and Fishery Products from Marine Capture Fisheries – both recognized around the globe as the best criteria for responsible fisheries management.



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For more information about sustainable Alaska Seafood, please visit www.alaskaseafood.org.uk



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The healthy takeaway



Stuart Atkinson, NFFF Executive Councillor for Scotland and holder of the MSC Certified Sustainable Seafood award at Forfar's North Street Chip Shop, offers advice on marketing fish and chips as the healthy takeaway

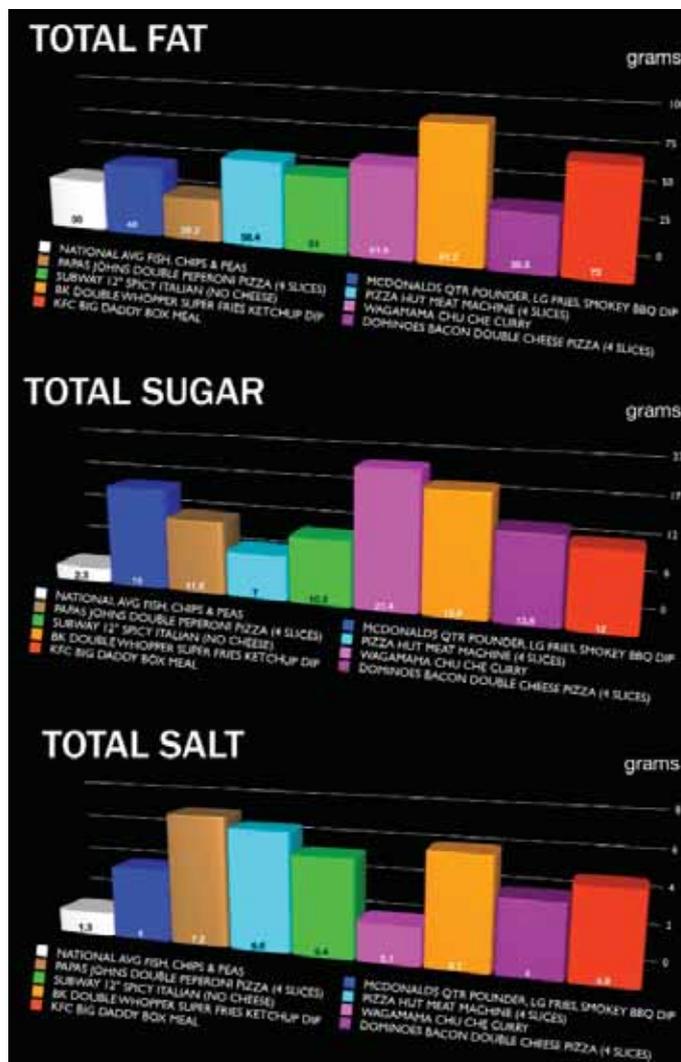
Fish, potato, a little flour and water, all quickly cooked in hot oil and freshly served – what's wrong with that? Unfortunately, whenever a health scare relating to takeaway food rears its ugly head in the media, there is usually a photo of a fish and chip shop in the story, regardless of our product being related. Why? Because fish and chips is the ubiquitous British takeaway meal. This constant exposure to unfair implication with health concerns has created a perception that our product is an unhealthy choice.

To the right is a summary of the key nutritional data presented to the government by the NFFF at our recent meeting in London regarding the biased representation of fish and chips.

I think we should turn this misconception into a marketing opportunity and reach the people who don't eat fish and chips simply because they perceive our dish to be unhealthy. If you are serious about selling fish and chips as the healthy takeaway option, here are some key points:

- Do not use hydrogenated oils, as the artificial trans fats contained in them are a serious health risk – far more serious than natural saturated fat.
- Keep your fat and oils in good condition to minimise fat absorption by the food. Also, allow food to drain before serving.
- Do not add salt to food prior to cooking.

- Use thick straight-cut chips; 14mm x 17mm is the optimum size.
- Batter should be just thick enough to seal the fish and allow it to steam cook.



- Remove food from the oil as soon as it is ready.
- Sell peas to supplement a balanced meal. They count as one of your five-a-day and will increase profits.
- Have your product nutritionally tested and see how well you compare with the national takeaways – then tell your customers.
- Having worked hard to produce a low-salt, -sugar and -fat meal, don't throw it all away along with your profits by giving away huge portions.
- Know what your portion size weighs and know how much fat and salt it contains, as well as calories. The Guideline Daily Amount (GDA) recommended by the government for a man is 2,500 calories, 95g of fat and 6g of salt. If the normal size portion you sell represents a large percentage of any of these, consider selling a smaller "lite bite" option of small fish, chips and peas, which you can market as a healthy meal.

Well-prepared fish and chips can be part of a balanced diet. As an industry we really should make every effort to embrace the healthy option market, rather than merely trying to sell more to our existing customers.



Department
of Health

NFFF and the Department of Health's "Tips on Chips"

With information kindly supplied by Mary McNamara, Obesity & Food Policy Branch, Department of Health

With healthy eating constantly in the media, the public are becoming increasingly health conscious. We all know that a fish and chip meal is made from natural ingredients and contains vitamins, iron, protein and fibre. However, offering healthier choices may help your business; more options could provide new marketing opportunities and help attract extra customers.

Whilst people need to take responsibility for what they eat, hectic lifestyles and a lack of knowledge about food content often makes it difficult for them to make the right choices. Because of this, fish and chip shops – respected and influential businesses in their communities – have a role to play in improving their customers' diets.

The Responsibility Deal – simple actions you can take

The Department of Health and the NFFF have developed 'Tips on Chips' specifically for fish and chip shops. These small, simple changes will make your food healthier and increase your profits!

The tips included are:

- Using healthier oil for frying like high oleic rapeseed oil.
- Cooking your chips at the correct temperature.
- Looking after your oil.
- Helping customers eat less salt.
- Thinking about the size of your portions and if you're being too generous.

'Tips on Chips' forms part of the Public Health Responsibility Deal – the Department of Health's ground breaking approach to improving public health. At a national level over 500 companies – including the biggest restaurant names – have signed up to the Responsibility Deal.

The website <https://responsibilitydeal.dh.gov.uk/local-partners/> outlines the actions you can take to use the best practices that will save you money, make your chips crispier and lower the amount of saturated fat and salt in your portions. Simply go to the website and click on the "chip shops or outlets that sell a lot of fried foods" PDF. This "Tips on Chips" document is invaluable for making sure your customers have the healthiest fish and chips around – without comprising on the taste. Included is money-saving advice, so there's even more reason to visit the website.

Show you're doing your bit

Your local authority may have its own scheme for working with local businesses to help improve the health of the community – and can provide you more information on how you can get involved. Or you can sign up directly to the National Responsibility Deal and become a local Responsibility Deal partner – to find out more about this visit the same website. As a local partner you will receive a certificate from the Secretary of State for Health to display in your establishment. Act now and do something for your customers and community – as well as investing in your own business's long-term security and prosperity.

NFFF challenges journalist

At the end of May the *Mail on Sunday* compared the nutritional values of fish and chips with other popular takeaways, which led to the NFFF questioning the significance of the data. The statistics were published in the newspaper and on-line.

NFFF Vice President Mark Drummond, who owns *Towngate Fisheries* in Bradford, immediately contacted the journalist, Jackie Lynch. Mark explained that a portion size was not included in the article for fish and chips, whereas the serving amount for most other items mentioned was unrealistic. The validity of such media research continues to hamper the reputation of our National dish.

For example, the nutritional elements for pizza were listed per slice, with no reference to the pizza's size or how many slices it contained. Who can honestly hold up their hands and admit to ordering a pizza only to eat just one slice? Both Indian and Chinese meals quoted were for a 350g portion, which is not a "normal" serving size from a takeaway.

Mark emphasised that, if properly cooked, fish and chips is one of the healthiest takeaways on offer. Professional analysis backed

this up and Jackie, who is also a nutritional therapist behind the website www.well-well-well.co.uk, wasted no time in replying.

It was a case of "don't believe everything you read" as Jackie stated Mark's opinion was entirely legitimate. She did originally submit the portion sizes for fish and chips, only for the sub-editors to edit them out. Mark has been in touch with Jackie since, and reminded her that if she is to write about fish and chips in future, the NFFF is an invaluable source of accurate information. Jackie was also briefed on the NFFF Fish and Chip Quality Award, and that QA- holding shops will be selling some of the best fish and chips around, both in taste and nutrition. Hopefully Jackie will write about that in future!

On a lighter note, Jackie did express her interest in sampling Mark's fish and chips the next time she ventures up north to Yorkshire. If she dares...



Drywite's potato preparation for All Seasons

Following the recent launch of Drywite's premier potato preparation, **All Seasons**, the NFFF Training School has adopted the new product as their recommended treatment of choice.

The School carried out extensive trials and, supported by trials in some of the best shops in the country, it was found to be a product NFFF are proud to be associated with.

All Seasons, a brand new concept in Potato treatment, developed to provide variable dosing, a positive answer for sugars and starch found in potatoes, and a product to address Acrylamide too, for use all year round! There are misunderstandings, when people talk of only needing Drywite in winter, or not needing it on New Potatoes. Of course neither is true.

Spurred on by frier's issues with starch and sugar in potatoes, which lead to darkened frying medium, Drywite developed **All Seasons**. For most of the year you need a standard dose, at times you can reduce the dose and, at colder times you can increase the dose to suit, thus offering variable dosing.



One treatment, which helps eliminate the starch /sugars which darken the frying medium by caramelisation. When using **All Seasons**, with cooking times of around 5 minutes, producing a crisp light chip is achievable even with high levels of sugars in potatoes.

The development of **All Seasons** is for the premier fryer – someone who wants to achieve the very best results. Drywite again provides the very best, ground-breaking product for the industry.

Drywite have been testing and trialling with some premier Friers, experts in their field, and their response has been very positive hailing the new product as the way ahead!

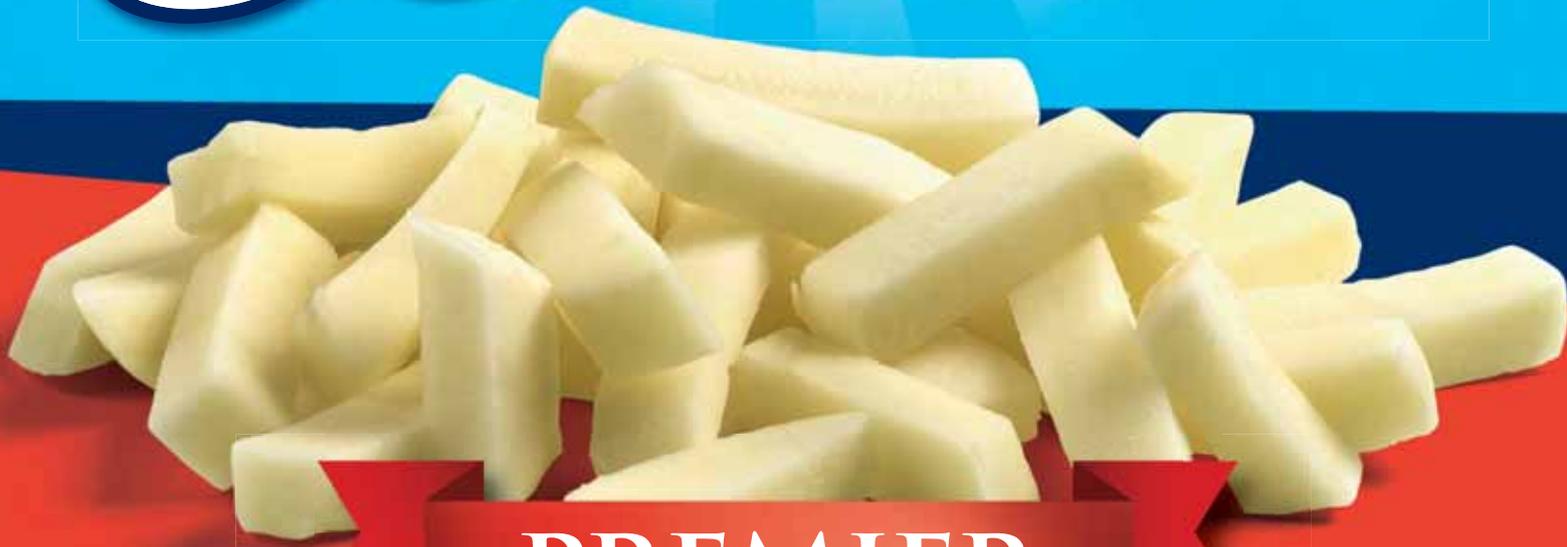
We are confident in this new technology, and as such, is unique to Drywite, we encourage you to try the new product immediately, and don't get left behind. With the cost of treating 5 portions at less than one and half pence!..... We think it's the best investment you could make.

Samples are ready now!

Call Drywite on 01384 569556



All Seasons



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Formulated to work even on increased sugar potatoes
Suppresses the formulation of Acrylamide on chips
Technically superior for a superior frier

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01384 569 556

www.drywite.co.uk



Manufactured in the UK by Drywite Ltd.



Goldensheaf Fusion Coater

A revolutionary blend of the lightest batter mix and the finest crumb

Goldensheaf Fusion Coater has been developed with the fish & chip restaurant in mind. It's a delicate alternative to traditional batter mix that will appeal to customers looking for a lighter, "healthier" option. There are other benefits for the fryer too – it uses less oil than traditional batters, cooks more quickly and helps maintain oil temperature: all good for increasing profits.

- A delicate, lighter option
- Uses up to 25% less oil
- Cooks more quickly
- Helps maintain oil temperature
- Absorbs less fat
- Simple and quick to use

Goldensheaf Fusion Coater provides fish & chip shop restaurant owners and managers with the opportunity to attract new customers who may previously have chosen not to enjoy traditional fish & chips. This is particularly important, as new customers (especially women and mothers), may be more inclined to bring along the whole

family if they can happily tuck in with everyone else. Of course, that means restaurants gaining new customers today and perhaps more importantly, the next generation of customers for the future: something everyone in the trade needs to encourage.

With that extra trade comes extra profit too and certainly, the many fish & chip shop restaurants that are now using Fusion Coater have reported stunning results and a significant increase in business.

The Coater is very easy to use: simply fill a tray with the Fusion Coater, dip the fish fillet (or prawns, skinless chicken, vegetables) in cold water, shake off the excess, then fully cover with Fusion coater by rolling carefully in the dry mix. After standing for 10-15 minutes, the coated product is ready to fry at 185°C until cooked.

Fish & Chip restaurateurs who'd like to try Goldensheaf Fusion Coater should call the free Customer Careline on 0800 138 1938 to arrange a demonstration – vital to understanding how to get the best results from this fabulous product. Alternatively, visit www.kerry-foodservice.co.uk and complete the enquiry form.

GOLDENSHEAF[®]

FUSION

COATER

A revolutionary blend of the lightest batter mix and the finest crumb.



GOLDENSHEAF

FUSION Coater



Has been developed for restaurants serving fish and chip meals, or starters such as chicken goujons, battered prawns, or battered mushrooms. It's a delicate alternative to traditional batter mix, that will appeal to customers looking for a lighter option. There are other benefits for the fryer too – it uses less oil than traditional batters, cooks more quickly and helps maintain oil temperature: **all good for increasing profits.**

FREE Posters and Table Talkers available! Sell Goldensheaf Fusion to your customers. To get yours, call our free Customer Careline on **0800 138 1938** or visit www.kerry-foodservice.co.uk and contact us.

Pit-Stop named Fish and Chip Shop of the Year

Pit-Stop Fast Food in Kilkeel has been named among the winners at the Licensed & Catering News Awards 2013, held in the Europa Hotel, Belfast, on Friday, June 7.

This is the third year that LCN – the leading local trade journal for the hospitality and tourism industries in Northern Ireland – has organised these awards. The 2013 event, which was sold out, had attracted considerable sponsorship including support from Diageo NI, Torres, Bewleys and Belleek. Around 350 guests, many of them key decision-makers from the hospitality and leisure trades locally, were in attendance at the event, which was hosted by BBC Radio Ulster afternoon favourite, Alan Simpson.

Pit-Stop was named **Fish and Chip Shop of the Year** at the awards and speaking after collecting the accolade, Alan Hanna from the venue said:

“This is just great. It’s great for us and great for morale and it’s great recognition for the staff and all their efforts. We’re just delighted.”

The category was sponsored by McWhinney’s Sausages and Mark Lyness from the company said:

“This hugely enjoyable event celebrates everything that’s great about Northern Irish hospitality and catering, and so it’s a fitting association for our brand. Congratulations go to all of the finalists, and especially to the award winners at *Pit-Stop* in Kilkeel, who serve only McWhinney’s Sausages to their customers. Now more than ever, the public are looking to eat, drink and socialise in customer-oriented establishments that are totally committed to quality, and so these awards reflect and celebrate the McWhinney’s Sausages ethos for excellence.”

The response to this year’s event was unprecedented. There were 16 closely contested categories designed to recognise the very highest levels of professionalism and achievement across the entire ambit of the hospitality sector in Northern Ireland, including hotels, restaurants, pubs, nightclubs, cafes, off-licences, fast-food outlets and catering operations. There were also awards for top-end provision in the tourism and training



sectors as well as a very special ‘Industry Achievement Award’ – the recipient of which was revealed on the night as John Toner, director and general manager at the Slieve Donard Resort and Spa in Newcastle.

Awards organiser and the publisher of LCN, Bill Penton, said:

“This is the third year of these prestigious awards and we were delighted with the high level of interest that we had from venues and individuals all over the country. It was also great to see just how keen the industry generally was to celebrate professionalism and success among their peers.

“We enjoyed a great night of entertainment and excitement at the Europa. We unveiled the very best that the hospitality sector here has to offer. The winners have the satisfaction of knowing that they were independently judged by Spotcheck and found to be offering a service that is second to none in the local marketplace. Well done to all our finalists.”

For further information, please contact Russell Campbell at Penton Publications on 028 90 457 457 or russell.campbell@pentonpublications.co.uk

Bangers & Cash!

Sausage and mash is a combination almost as customary as fish and chips, and a well-known charity recently benefited from this merger.



Northern Irish companies McWhinney’s – makers of quality sausages – and Mash Direct – producers of, you’ve guessed it, mashed potato – teamed up in Belfast on the 27th May Bank Holiday Monday to raise money for Children in Need.

The charity extravaganza was held on the Stormont Estate and was a real success, with £1,000 raised and donated to Children in Need.

McWhinney’s Managing Director, Kevin McWhinney, said, “We were delighted to team up with Mash direct again this year for a superb cause. Children in Need is a fantastic charity that benefits kids right across Northern Ireland and the UK and one that warrants real support.”





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Looking for a “Healthier” Option to Serve Your Customers?

You’ve found it with Grill ‘n’ Go Light and Tasty Piri Piri Marinades

Any fish & chip shop owner worth his or her salt is always on the lookout for something different (and profitable) to offer existing and new customers. That can be difficult with today’s search for foods that are “healthier” and “lighter”. It’s also not always easy to bring in new equipment, or find the space to cook a new menu line.

The search may be over with the introduction of Grill ‘n’ Go Piri Piri Marinades from Kerry Foodservice. These fantastic products have been developed especially for fast food outlets and restaurants. They provide a delicate and spicy alternative coating that’s especially delicious on fish and chicken. The marinades are very easy to use and can be cooked on the grill or griddle, or in the oven, so there’s no need for frying, which means they appeal to a very wide audience.

There’s a choice of four flavours including Lemon & Herb (perfect for fish), Mild Piri Piri, Hot Piri Piri and for those with a very demanding palette, Extra Hot Piri Piri. The products are packed in a handy 2kg tub, contain no MSG and can be frozen.

Grill ‘n’ Go Marinades are simplicity itself: For 1kg of fish or chicken, simply choose your flavour: Lemon & Herb, Mild Piri Piri, Hot Piri Piri, or Extra Hot Piri Piri. Mix 30g of Grill ‘n’ Go with 30g of oil in a bowl, then add the fish or chicken (alternatively, place the mix with the fish/chicken in a resealable plastic bag), making sure the fish/meat is covered. Leave for at least 10 minutes (longer for a deeper flavour), then cook in the oven, grill or griddle.

These Marinades present fish & chip shops with the opportunity to provide a “healthier” option for customers. They are a great way to tempt new customers and to offer a real choice to suit today’s market. They are extremely profitable too, with only a small amount of product needed for each batch of marinade.

For a **FREE SAMPLE** of Grill ‘n’ Go Marinade, visit www.kerry-foodservice.co.uk and complete the Enquiry form, or call free on 0800 138 1938. The “Frying Squad” of experts is also on hand for shops needing more in-depth information, or a product demonstration.

Grab a new customer today!
with



Light and Tasty Piri~Piri Marinades

Grill 'n' Go Piri-Piri Marinades have been developed especially for fish & chip restaurants. They provide a delicate and spicy coating that's ideal for chicken and fish pieces. Easy to use, they can be cooked on the grill or griddle for a "healthier" option, with no need for frying.

That means you can appeal to new customers, which means more profit and that's got to be good!

- Choice of 4 flavours – mild to very spicy
- Marinate for 10 minutes or more
- Suitable for chicken and fish
- Easy to use
- Alternative to frying
- Wider appeal – "healthy" option
- Grill or griddle
- Can be frozen
- Delicate or spicy
- No MSG
- Handy 2kg tub

Lemon & Herb



Mild



Hot



Extra Hot



To find out more about



Marinades visit www.kerry-foodservice.co.uk,

or call our free Customer Careline on **0800 138 1938** now!

What's your gut feeling?

A friers' gluten-free guide



Here's a statistic which may surprise you: 1% of the UK's population has coeliac disease – an autoimmune disease that means eating gluten damages the small intestine. That's approximately 630,000 people, or twice the population of Leicester.

Gluten is a protein primarily found in foods processed from wheat and related species, including barley and rye. Those who suffer from coeliac disease often experience bloating, abdominal discomfort and joint / bone pains. Gluten-free foods are now widely available so those with gluten intolerance can enjoy their fodder without the aforementioned symptoms.

But whilst that is good news to sufferers, shops serving gluten-free food are regulated by stringent laws. In this issue, *The Review* takes a quick look at the differences between low and gluten-free foods, legal requirements and practical tips from experienced friers.

Strictly gluten-free?

So, what is the difference between "gluten-free" and "low gluten" food? By law, gluten-free food is technically that which is no more than 20 parts per million (ppm) of gluten.

Low gluten food is that which is between 21-100 ppm of gluten.

It is worth noting that if you display a sign detailing "no gluten-containing ingredients", this labelling should be used for foods with ingredients that don't contain gluten and where the risk of contamination is as low as it can be.

Practicalities

So you know some people who are gluten intolerant and you want to give them exceptional – and safe – fish and chips? Here is a checklist to make sure your gluten-free food stays gluten-free.

- On the menu, make it clear which options are gluten-free
- Confirm with your supplier that the stock you've ordered is gluten-free – and keep the packaging. Label all gluten-free products to avoid mix-ups
- **Never** simply filtrate the oil – **always** use **separate, clean oil**. A separate fryer is ideal.
- Use clean, separate serving utensils
- Thoroughly clean all work surfaces and serving equipment before and after service

Tips from the friars

Every fish and chip shop serving gluten-free food should be confident in their procedures. However, one can never have too much advice, especially when it might affect your business and your customers. Two NFFF members now give their advice and tips when serving gluten-free fish and chips.

Raymond Moran from *The Harbour Fish Bar* in the picturesque village of Plockton in the Scottish Highlands knows a thing or two about gluten-free food; he has been serving it for four years, and some of his loyal customers travel specifically to sample his gluten-free delights.

After Raymond's wife was diagnosed with coeliac disease, it was a natural step for him to serve gluten-free food. The main problem, Raymond observes, is the risk of cross-contamination. To counter this, he uses a

separate chip tank which doubles up as their gluten-free fryer. He keeps his gluten-free implements – batter whisks and serving lifters – completely separate from his "regular" utensils. Raymond's batter is homemade using their own formula: gluten-free bread mix, xanthan gum for viscosity, baking powder and colours. Raymond serves gluten-free food throughout the day, even during quieter periods. Even his gluten-free burgers are homemade, as are some pizzas and side dishes.

Raymond believes the most important aspect when serving gluten-free food is avoiding cross-contamination because it takes very little gluten to make a coeliac ill. His best advice for those who are just starting out serving gluten-free food is to make sure your staff know what coeliacs can and can't eat. For example, one would assume rice cones are safe to eat but they are not as they are handled in a place that is contaminated with gluten. Staff training is the key. Maltflaven is not safe for some coeliacs as it contains malt. Substances that contain barley are unsafe, so beer batters should be avoided. Raymond adds that once the processes are mastered, serving gluten-free food should present minimal problems – taking care and applying common sense is critical.

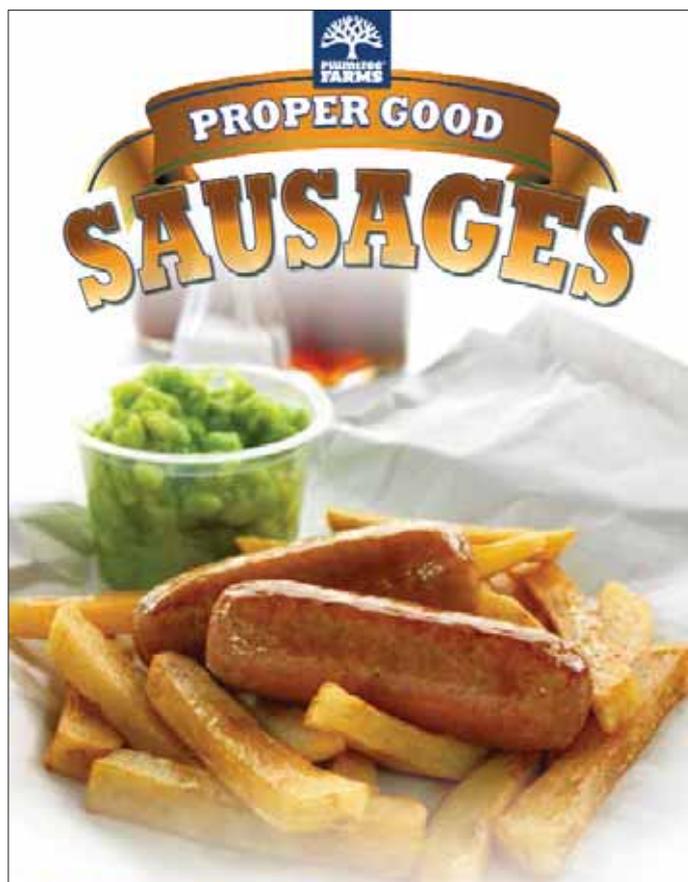
At *Hornblowers in Scotland*, Alex Grahame offers gluten-free fish and chips in both the takeaway and restaurant. They support Coeliac Awareness Week every May by holding a "Gluten-Free Battered Fish Day" in the restaurant. At all other times of the year they provide a variety of dishes which are free of gluten ingredients. Because of the nature of their kitchen and the other products prepared and cooked there, they cannot guarantee a 100% gluten-free atmosphere for allergy sufferers and they state this clearly on their website.

Alex's top tips are:

1. Always start with fresh filtered frying oil that has not had any battered product cooked in it – as *Hornblowers* double fry their chips, they always keeps the chip pan batter-free and the chips are free from gluten.
2. Check with your suppliers what products aside from fish do not contain gluten – you may be surprised what else you can offer your customers. Alex makes his products from scratch so he knows he can offer burgers (without buns), chicken products, onion rings and ice cream as well as a variety of grilled fish.
3. Ask your customers to help you; let them know you offer gluten-free products and ask them to call in their order in advance or restrict gluten-free products to specific days. Never take a chance – you're dealing with someone's health!

IMPORTANT NOTICE:

It is imperative that NFFF members listed in the gluten-free directory on the NFFF website are producing their food to strict guidelines. It is recommended to consult your doctor if in doubt regarding any aspect of a gluten-free diet. Most doctors only recommend gluten-free diets for people who have coeliac disease and do not recommend it for weight loss.



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The Wetherby Whaler's African gift

It was all smiles in a remote Togolese village when *The Wetherby Whaler* – the Yorkshire fish and chip restaurant chain – kitted out a group of young footballers with Leeds United Football Club strips and boots.



On their recent trip to the sub-Saharan country, Phillip and Janine Murphy, owners of *The Wetherby Whaler* Group, were touched when they saw a group of young men and boys playing football barefoot – but with huge smiles.

Impressed with their eagerness despite the poverty, Janine organised for 14 full Leeds United kits and boots to be shipped out to the boys in Togo.

The Wetherby Whaler is a leading player in the popular fish and chip restaurant and take-away market in Yorkshire. It has restaurants and takeaways in Wetherby, York, Pudsey, Wakefield and Guiseley.

Janine Murphy, owner of *The Wetherby Whaler*, said: "I was so overwhelmed when I saw the young footballers playing barefoot yet looking so happy and I really wanted to do something memorable for the boys. Their lives are so far removed from ours and they have so little that the shirts, shorts and boots that our children might take for granted are a huge boost for them.

"As passionate Leeds United supporters, it is fantastic to imagine the boys playing in the kits when they are so far from here. We are always more than happy to help local causes, but it is also great that we can support people in a different part of the world."

The Wetherby Whaler group includes five high quality fish and chip restaurants, in Guiseley, Wetherby, Wakefield, York and Pudsey. Phillip and Janine Murphy began trading in fish and chips in 1969 in Tadcaster, 20 years before buying the original *Wetherby Whaler* in Wetherby.



NFFF Training Courses for Fish Friers

Designed to meet the needs of fish friers of all abilities

The NFFF Training Centre based near Leeds is the only independent fish and chip training school. It boasts fully equipped training facilities including both traditional and high efficiency ranges and a comprehensive selection of equipment, frying mediums and products. Courses are delivered by award winning friers and experienced industry experts who will show you how to maximise your profits.

3 Day Course

A Complete Guide to Fish and Chip Shop Management

Developed in conjunction with Seafish, this course is ideal for new entrants to the fish and chip industry. The course provides a comprehensive overview of the industry and teaches both the theory and practical skills required to run a successful fish and chip shop business. The syllabus includes:

- Product sourcing and options
- Food preparation
- Frying techniques
- Quality and portion control
- Oil/fat management
- Food hygiene
- Health and safety
- Managing accounts
- Profit margins
- Dealing with VAT
- Customer service
- Marketing and promoting your business
- Customer service skills

Course Dates

Places are limited so book early to avoid disappointment.

8, 9 and 10 July 2013

5, 6 and 7 August 2013

2, 3 and 4 September 2013

7, 8 and 9 October 2013

4, 5 and 6 November 2013

2, 3 and 4 December 2013



1 Day Course

A Practical Guide To Fish Frying

This course is designed for people with catering or food retail experience but no practical knowledge of fish frying. The syllabus is purely practical and covers:

- Fish, chip and batter preparation
- Oil/fat selection and management
- Frying techniques
- Portion control

The course is run on dates by arrangement at our Training Centre or on your own premises. The syllabus can be adapted to your own personal requirements.

1 Day Course

Improve Your Skills

Designed for existing Friers wanting to improve any aspect of their business, this course can be tailored to your own requirements and delivered at our Training Centre or on your own premises.

“Everyone was very professional. All tutors gave special attention to our questions gave something different to the course – all exceptionally helpful!”

COURSE PARTICIPANT



For further details of these courses or to discuss your specific training requirements, contact Karen Clark on 0113 230 7044 or email at k.clark@federationoffishfriers.co.uk
Please ask for details of discounts which are available to NFFF members



News from the Training school



To book your place on a NFFF training course, scan the QR code



Jim Cowie, Partner at *The Captain's Gallery* seafood restaurant in the Scottish Highlands, shares his experiences on training courses at the National Federation of Fish Friers



Jim Cowie: An experienced professional who knows the value of NFFF's training courses

What was the course and where was it held?

The course was the one-day Practical Guide to Fish Frying course, held at the NFFF's headquarters in Meanwood, Leeds.

Who was your trainer?

My trainer on the day was Raf Chandler, whom I could tell immediately was well-experienced and qualified for his job.

Why did you go on the course?

When I mentioned it to my friends, many of them thought I was crazy! Their reactions were, "What? A guy owning a

multi award-winning seafood restaurant who has cooked fish for as long as you have, and you're going on a training day!" My answer every time was a resounding "yes." Although I have cooked a massive variety of fish and shellfish, I've been told I'm a perfectionist and the training course was a new project for me. It involves the same species of fish I'm used to, but a very different form of cooking. I was totally focused and the only question for me was not "if" but "when".

How did the NFFF accommodate you on the course?

I joined the Federation to enable me to attend the course and during my many conversations with the staff I knew right away that I'd made a sound decision. They were very accommodating and friendly.

How good was the course?

Being so far away, the NFFF were very cooperative and flexible. I've run various businesses with my wife, Mary (The Good Food Guide described her as "Jim's long-suffering wife"), so there were parts of the course I didn't really require. Because of this, the NFFF tailored the course to suit my requirements. I thoroughly enjoyed my day in Leeds. I was so impressed with the importance Raf placed on small details like oil and fat management. It was excellent value for money. Between the supporting papers from the course and further contact with Raf on the few queries I had, overall I got everything that I dared to hope for, and more.

Would you recommend the course to other fish friers?

Absolutely. Being a "people person", an added bonus for me was having on-going personal contact. Being a NFFF member based in Scotland, I had a number of telephone conversations and e-mails with the NFFF Executive Councillor for Scotland, Stuart Atkinson. After I met him face-to-face, I could class Stuart as a good friend. We even have plans to meet in the future at his venue in Forfar and mine in Scrabster.

What one aspect of the course impressed you?

I enjoy being a member of the NFFF, but if I had to single out one part, it would be how vastly experienced the tutors are, and how friendly and knowledgeable the staff are.

For information on NFFF training courses and availability, please contact Karen Clark on 0113 230 7044

Women at Work funding

Following the announcement by the National Skills Academy Food and Drink that funding would be available for 'Women in Work', the NFFF contacted all their members who had provided an e-mail address. As a result of this e-mail the NFFF received a fantastic response. A total of 23 people were accepted for the funding, with 35 being held on a waiting list should further funds become available. The courses being chosen were "Practical fish frying skills" held at the NFFF, the "Fish frying skills and customer service skills" qualifications with a number of candidates opting to take a combination of both of these and there was also a number of people opting to sit the Level 2 Food Safety in Catering. The total cost of the funding provided for these was £5,740.

The announcement for funding was made at very short notice and the NFFF could only contact members with email addresses because of the time element involved. For any member who would like to be included in any future opportunities, please provide an email address.

Flocking to Whitby's Fish Restaurant

Since Whitby's Fish Restaurant in Doncaster opened its doors two months ago, customers have been well and truly flocking there to try out its fish and chips. Of its 165 covers, the restaurant is regularly three-quarters full at lunch. In the evening it has full capacity and often has queues out of the door!

'The site is very prominent', Managing Director James Foers explained. 'Customers cannot miss it: it's opposite Doncaster Racecourse, Doncaster Dome is round the corner, it's one mile away from the centre and it's in a residential area. We get a lot of passing trade!'

The company opened its original site in Rotherham in October 2011 and the team knew that their Doncaster site would be far busier; when it came to choosing a range, they knew they had to get a range that would cope with high volumes. After discussions with Robert Furey on how to best lay out the kitchen, the team choose a 4 HE pan wall range to serve the restaurant and a 6 HE pan island range to serve the take-away side of the business. Additional features were included in the ranges: a separate filtration system in the takeaway range to provide a popular gluten-free option; 1m chip box in the restaurant range and a thorough filtration system that filters the oil through three systems, before returning the oil back to the pan.



'In comparison to our Doncaster site, the Florigo range is far better to cook on: it's more sophisticated, the temperature holds and it's coping with the amount of customers we are getting through the doors,' James explained. And with the amount of customers they get, that's just as well!

To have a closer look at the restaurants, visit their website: www.whitbysrestaurant.co.uk

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Good news travels fast!

Alex Polizzi certainly fixed it for Pisces in March. The host of BBC 2's *The Fixer* travelled to the Bristol fish and chip shop to offer advice on how to get their business booming. Displaying commercial acumen Lord Sugar would have been proud of, Alex suggested to the owner, Julia Holbrook, that applying for the NFFF Quality Award would be a step in the right direction.

Taking Alex's advice, Julia did exactly that. NFFF Vice President Mark Drummond made the assessment and, soon enough, Julia was given the news she had been waiting for: Pisces had passed. Now the NFFF Quality Award sticker is proudly displayed in the shop window and things couldn't be better.

Julia has reported an average 35% increase in business since the episode of *The Fixer* was aired. Immediately after the TV show appeared on our screens, their trade peaked with a 50% increase. Julia's daughter, Juki, is managing the shop and they've appointed

another manager to help out during this hectic period.

Juki realises the benefits of being a NFFF Quality Award holder, having reported their customers are impressed with the accolade. Furthermore, Pisces' customers take a genuine interest and want to know more. The NFFF was praised for being proactive in helping out one of its members.

To support the publicity the TV show and award has generated, the NFFF website was inundated with lively activity. The number of hits on the day of transmission quadrupled, whilst on the day after transmission the number of hits more than doubled the previous week's average number.

The moral of the story couldn't be clearer: hard work, a little bit of exposure and the attainment of the Quality Award is excellent for business.

ANYTHING ELSE FOR THIS PAGE?

How has Norway ensured sustainability success?



Norway has a long tradition of managing its fisheries in harmony with nature and is internationally regarded as a world leader in sustainable fisheries management. To ensure the sustainability of its cold, clear waters and a consistent supply of cod and haddock to UK fish & chip shops, Norway has implemented a comprehensive package of policies.

Jack-Robert Møller, UK Director of the Norwegian Seafood Council, said: “We have a rich history when it comes to our fisheries management and took some hard decisions many years ago to ensure the future of our fish.

“When we enforced the discard ban 26 years ago, Norway was in a similar position to where the UK is now but we managed to turn it around. We are proof that with rules and regulations, an industry that was once in a precarious position can thrive. Having watched recent developments with the Common Fisheries Policy, I am confident that the UK and EU fishing industry can recover and grow in a healthy and sustainable manner.”

Norway introduced its **discard ban** in 1987 and has achieved a number of milestones since, including MSC certification for all its cod and haddock last year. The Barents Sea, where Norway captures 93% of all its cod has the largest growing cod stock in the world and following advice from ICES has increased its 2013 cod quota by 33% to 1 million tonnes. In addition, Norway implements both **closed seasons and closed areas** to allow stocks to partially recover.

Licences and permits ensure that the number of vessels fishing at any one time is kept at a manageable level and

regulations control the different types and sizes of vessels and their catch methods to reduce the impact on fish stocks. Of the total landed cod catch cod in 2012, 67% was conventional compared to 33% trawler. Hand-line, long-line, Danish Seine, gillnet fishing and trawling are all acceptable sustainable fishing methods and each type of vessel has a set of strict technical measures to adhere to, such as minimum fish and mesh sizes, gear restrictions and sorting grids.

Controls, enforcements and sanctions such as requiring fishing vessels over 24 metres long to have satellite tracking devices also help to manage sustainability. The Monitoring, Control and Surveillance Group ensures fishing activities comply with national regulations and all vessels are subject to logbook provisions and sales notes which indicate the percentage of quota reached. **Sanctions** deter overfishing and discarding; when a fisherman exceeds his quota he is only paid 10% of the value of the over-quota fish. However, all fish landed is sold with the excess profit being put back into policing the fisheries.

Catch certificates which have been vital in Norway’s efforts to eliminate **illegal, unreported and unregulated (IUU) fishing** as it states where the fish is caught and that it is done so in accordance to all regulations and quotas. Catch certificates are regularly reported to the Directorate of Fisheries which means that the whole fishing management and information regime from quota control to the end-sale point can be tracked and managed. After implementing the catch certificates IUU fishing has now almost vanished.



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Moore's Fish & Chips

The recent refurbishment works at Moores have completely transformed the visual identity & appeal of this well renowned fish & chip shop and convenience store. Located in the heart of Castle Douglas, Kirkcudbrightshire this long established shop has been serving great quality fish & chips prepared in a traditional manner since 1977. It was felt however that Moores had become devoid of character & personality, the same level of care & quality associated with the food was not captured in the dated & neglected appearance of the shop.

This negative perception had to change, the business could not continue to progress based solely on a reputation for great food & the decision was made that Moores needed to improve the appearance of the shop in order to replicate the quality of food on offer. In order to achieve this, the interiors have undergone an impressive & radical series of refurbishment works that have created a significantly improved environment which is both modern & visually exciting.

Notable elements of the refurbishment included;

- The existing shopfront glazing & areas of wall have been removed to allow for a dynamic & eye catching black aluminium framed shopfront with illuminated fascia sign above. Both these elements have been well combined to give Moores an instantly recognisable identity & sense of branding.
- The newly refurbished take-away & convenience shop interior demonstrate Elite Shopfitters Leeds ability to combine high quality material finishes & bespoke features to create highly original interiors, all of which provide the space with dynamic hints of tone, colour and texture which include; A multitude of tile finishes including embossed white wall tiles, black & grey slate floor tiles, oak effect laminate slat wall display panel, recessed ceiling feature with green paint finish & concealed LED lighting, all of which contribute to the brand identity of the newly refurbished shop.

The refurbishment at works at Moores again demonstrates Elite Shopfitters Leeds ability to provide an innovative, creative & reliable design & build service of the highest quality.





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“We can only say positive things about the NFFF. The training was excellent and they shared their expertise with us, which was very worthwhile. They helped us through a difficult time when we had technical problems with our range. We wouldn't be where we are without the NFFF.”
Sue & Ian, The Fish & Chip Company, Norwich

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Commodity Watch



All information correct at the time of going to print: 13/06/2013

Average Prices:

We spoke with fish friers around the country to generate a current average price being paid for commodities (last issue price in brackets). Please note, average prices may not be representative of commodity supplies to the South West and Northern Ireland where extra transport costs may increase prices.

Potatoes	Palm Oil	Dripping	FAS Cod	FAS Haddock	Ready Chipped
Price per 25 kg sack Varieties include Maris Piper and Sagitta	Price per 12.5 box	Price per 20kg box	16-32oz fillets Price per lb Skinless/boneless	8-16oz fillets Price per lb Skinless/boneless	Price per 10 kg bag
£14.00 ↑ (£13.90)	£14.60 ↑ (£14.59)	£20.90 ↓ (£21.15)	£1.69 ↑ (£1.50)	£1.90 → (£1.90)	£8.00 ↑ (£6.50)

Notes: Potatoes still rising but market starting to firm up. Fish prices coming down, especially cod.

Potato Report:

(All prices free market ex farm £ per tonne, 40 bags (25kg) to a tonne)

Crop Development

2013 CROP: As planting nears completion, the amount of new data collected by AHDB/PCL on planting progress over the last few weeks begins to fall. In order to maintain robustness and reliability of data, the next update on GB potato planting will be the first full estimate of total GB plantings in July. This report will be made available once the majority of grower levy-returns have been received.

In the East planting was reported to be complete with the exception of a few oddments. With cold and dull weather over the last week, crop growth was generally slow and crops were not as advanced as normal for this time of year. Crops that were due to be uncovered in East Anglia are expected to have covers removed in the next few days. In Lincolnshire and Yorkshire, many of the very early planted crops that went into cold ground have failed to make the same level of progress that later planted crops which went in to warmer soils have done. Consequently there is a disparity between crops. Light soil and covered crops have progressed well with the most advanced now having their covers removed. Some later planted P Dell were just emerging while some other earlier planted main crop had only limited chits and still some way off emergence.

In the West crops initiated under polythene have all had the covers removed and are progressing reasonably well, although low night-time temperatures have inhibited rapid growth. The earliest planted fields were touching along the rows with tuber development well-advanced, to the extent that some token lifting for local shop sales has commenced, including Rocket in Cheshire and Pembrokeshire with some Swift on Anglesey. Lifting is expected to increase in the next week but volumes will only be low. Follow on crops including M Peer and L Christl were running some two to three weeks behind last year.

In the South plantings were almost complete. Due to the recent cold weather crop development is running approximately three weeks behind normal progress. There was a token start made to lifting in Cornwall last week of mainly Rocket and Arrow. It is expected that there may be some lifting out of Kent in the next week.

In Scotland last week was generally cold and blustery with sunny spells and stormy showers, some wintry with hail and snow. Some localised showers were heavy enough to interrupt planting. Temperatures were as low as 3oC in some parts. Most ware growers had finished planting or expected to do so shortly, but some seed growers still had a bit to do. Earlies were progressing slowly in the cool conditions. Covers had been removed and blight spray applied to the earliest fields. Other crops were emerging. No significant lifting is anticipated before June.

Chipping

In the East: the lack of buyer demand for anything but the very best resulted in a wide variation of prices. The majority of M Piper, Markies, Sagitta, Ramos and Challenger were £400-£450/t but some held their values better and were still making up to £500/t. Agria was from £440-£500/t but mainly £460-£480/t, Cabaret was £460/t and some late lifted Markies were £250-£320/t.

In the West: supplies were limited to a few Markies at £400/t, with oddments at £450/t on-repeat order.

In the South: some M Piper moved at £460-£480/t and Markies at £480-£500/t.

In Scotland: oddments of M Piper were £300/t.

FAS Fish Report:

Well, I may have been wrong! Two months ago I really thought £3.50 would be the lowest price anyone would be able to buy a kilo of skinless, frozen cod fillets but some of you have managed to do even better than that recently. There are many reasons why this should not last, but for now, let's look at what's happening with the main alternative to cod.

Haddock supply is down following a 37% reduction in the Barents Sea quota, while the cod supply is boosted by a Barents Sea quota that is up 33% for the year. Americans, like Scots, have a preference for haddock. Haddock is costing more than cod, so some big, international buyers are switching to cod. Despite their strong national preference for haddock, US cod sales are up and prices can only go higher.

The global supply gap continues to move in cod's favour. The Marine Research Institute in Iceland, the scientific authority which assesses the sustainability of their stocks, is recommending a 10% increase in Icelandic cod quota next year – that's potentially another 19,000 tonnes of cod to be caught. Both Iceland and Norway are finding better prices in the fresh market-place, which reacts faster than frozen to changes in supply. Both countries are driving growth in fresh H&G fish rather than fillets, so while cod supplies in total are up, FAS fillet supply is more constant; Norwegian frozen supply actually fell by 5% in the last 12 months, while exports of frozen H&G are up by 17%. For the first time, the total available to catch may not be fished as the economics of additional sales at current low prices do not compensate for the high fuel costs of taking even a modern fishing boat to sea.

What all this means for fish and chip shops is now as difficult to predict as ever. If research carried out

by Seafish is correct then customer visits to fish and chip shops, spend in the shop and numbers of sales all are flat following quite a sharp decline in mid-2011. Seafish market research findings, not surprisingly, agree with what the big retailers are doing. We should be aiming to increase the frequency our existing customers shop rather than try to convert people who don't already buy fish to do so.

The best way to improve frequency of customer visits is to encourage their loyalty to your own shop, and the best tried-and-tested schemes are things like Loyalty Cards, Multi-Day Loyalty, Bounce-Back Receipts, Kids/Family Promotions and Take-Away/Dine-In promotions. If you're not sure what any of these are, you need to be talking to the NFFF and their Executive Councillors, and thinking about what might work for your community.

Fish prices are as low as they've ever been. In France, cod sales already are up by 25% as a direct consequence of such prices. If you're charging £5.00 for fish and chips and remember (fondly) life-before-decimalisation, then the equivalent price in June 1963 was five shillings and sixpence (that's just 27p today). Low prices for wild fish cannot last much longer. China alone expects to need at least another half-million tonnes of fish imports within ten years to feed their growing more affluent population. Surely while we don't have to worry about price we can use the immediate opportunity of abundant, high quality and great value fish to grow our businesses.

Executive Director,
John Rutherford FASFA, June 2013



As always, many thanks to John Rutherford of FASFA, NFFF Executive Council and The British Potato Council for all their help and contributions to this feature.

If you have any questions or would like to submit market reports about your commodity please email Jo at j.varley@federationoffishfriers.co.uk. We welcome any contributions to this feature.

Apprenticeship Special Review

News Online – to find out more about any of the training topics discussed here, go to www.seafoodacademy.org and follow the link News and Updates on the home page. There you will find telephone numbers, email addresses etc.



Professional Qualifications for Fish Friers

The National Federation of Fish Friers and Seafish met to discuss the merits of professional qualifications for fish friers, and now we would like to hear from you, so please contact Denise Dodd and the NFFF in Leeds.

The potential advantages of a professional qualification are the promotion of the industry as a whole, and specific individuals and businesses. Raising the profile of the skills and knowledge needed to successfully run a fish and chip business may help with recruitment and career progression. It may even help with the bank manager! Whatever your views are, we would like to hear from those both for and against such a proposal.

Fishmongers and processors enthusiastic about apprenticeships – but what about fish friers?

Prestigious Knightsbridge-based department store *Harrods* is to recruit its first fishmongering apprentice later this year. Other fishmongers in Wales and England are actively taking advantage of the opportunities presented by intermediate and advanced apprenticeships. Processors in the SW, NW and NE of England and throughout Scotland are also involved.



Harrods have an impressive fish counter display

Traditionally, fish friers apprenticeships have been based on the People 1st qualifications in food service and customer service, but now there are two others to choose from.

Food Industry Skills (FIS) Level 2 is a general food industry qualification with opportunities to cover activities such as *provide a counter, table or take away service, sell food in*

a retail environment and even bake off products for retail sale. FIS is available throughout the UK as an intermediate apprenticeship and is a strong contender for an apprentice in a fish and chip shop.

An even stronger contender for an advanced apprenticeship in fish and chips is the new Level 3 Fish and Shellfish Industry Skills (FSIS) qualification. Just released in late May – and not yet available as an apprenticeship – this qualification has serious implications for managers and supervisors in fish and chip shops and restaurants.

Advanced qualifications for fish friers and other managers available ahead of schedule

Food industry specialist awarding organisation, FDQ, have just announced that Level 3 certificates and diplomas in fish and shellfish industry skills are now approved for delivery. This is very good news for fish frier managers in England, Wales and Northern Ireland.

These qualifications will be of particular interest to fish frier managers in the industry as they provide our first management level qualification with tailored fish frying content.

Key units include:

- Maximising food sales
- Managing food retail operations

- Principles of frying fish and chips
- Principles of managing fish and chip operations
- Monitoring oil frying operations, and
- Planning and coordinating food services

Additionally there will be units concerned with the management and monitoring of intake, storage, waste, personnel and a host of other critical functions. This Level 3 qualification will be used to support an Advanced Apprenticeship [later](#) in 2013.

Three new fish and shellfish apprenticeship centres recognised by Seafish

Following on from their work with the Duchy College Cornwall and Meat Ipswich Ltd in 2012, to enable them to offer fish and shellfish apprenticeships and related qualifications, Seafish are pleased to announce three new recognised apprenticeship providers for 2013: Blackpool and the Fylde College, ESTC Ltd (Nantwich) and Cambrian Training Ltd. This brings the number of Seafish recognised apprenticeship providers up to 7 for England and one each for Wales and Scotland. All of these providers are able to support apprenticeships in fish and chip shops.

Filling in the gaps – last pieces in the puzzle

Seafish and the Seafood Training Academy are working hard to ensure that fish and shellfish employers throughout the UK are able to access a suitable provider of apprenticeships, proficiency qualifications and fish specific training. By the end of 2013 they hope to have filled all the gaps and to have up to 10 Apprenticeship Providers recognised and active in supporting apprenticeships in fish and shellfish for fishmongers, merchants and fish friers. Whatever the size of your fish frying business, apprenticeships should be achievable and accessible for you and your employees.

Seafish and the Seafood Training Academy are publishing a series of apprenticeship provider profiles on the Academy website under the heading “*Working With...*” To find out more, and to contact a suitable apprenticeship provider, please email academy@seafish.co.uk or look on www.seafoodacademy.org for “*Working with...*”

Apprenticeship Checklist

- Apprenticeships available for customer service, fish frying and shop management ✓
- Apprentices can be existing staff or new recruits ✓
- Funding available for apprentices ✓
- Small-employer bonus can be worth £1,500 per apprentice ✓
- There's a range of apprenticeship providers to choose from ✓
- Expert guidance available from Seafish ✓
- More information from academy@seafish.co.uk ✓

So what's stopping you? Why not get in touch today?

Changes to [funding for 24+yr old learners](#) planned for August 2013 make it critical that employers interested in an advanced apprenticeship contact the Federation or Seafish without delay so we can take steps to secure funding.



NFFF Associate Members Business Directory



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Kerry Foodservice
'Suppliers of Goldensheat Batter Mixture, Henry Jones Batter Mixtures, Dinaclass Curry Sauces and Gravy.' Contact: Alan Pearce Tel: 01454 201666



Meadow Vale Foods
'Your Partners in Poultry. Suppliers of quality chicken products to the fish frying trade.' Contact: Lianne Dodd Tel: 01978 666102



Middleton Food Products
'Manufacturers of the Nations favourite Batters. Middleton's manufacture Batters, Curry, Gravy and Chicken Breeding's and supply Nationwide through a network of Suppliers.' www.middletonfoods.com Contact: Ryan Baker Tel: 01902 608122



Parripak
Parripak Foods have over 25 years' experience in processing potatoes, our pre prepared fresh chips can save you time and money. Less water. No waste. Guaranteed Quality each and every time. Tel: Liam Byrne on 07748946991 for further information



GENERAL TRADE

Elite Shopfitters
Elite Shopfitters offer a UK-wide shop fitting service to the catering industry. Specialising in bespoke shop fitting, we offer restaurants and fast-food establishments with complete kitchen and dining area re-designs and installations. Contact: Dave Belsham Tel: 0781 405 3248



FASFA
Fasfa is the Frozen at Sea Fillets Association, representing trawler owners and distributors of FAS filleted fish from Norway, Iceland, Faroe Islands, Spain, Russia and the UK. Fasfa works to improve the understanding of frozen at sea fish with consumers and trade by promoting environmental, quality and healthy eating messages. Contact: John Rutherford jarutherford@btinternet.com



Fish & Chips Test
Nutritional testing service for the fish frying industry. 15% DISCOUNT FOR CURRENT NFFF MEMBERS. PLEASE QUOTE MEMBERSHIP NUMBER AS REFERENCE. Contact: Stelios Theocharous Tel: 0845 3711 5522





NFFF Associate Members Business Directory



Marine Stewardship Council

MSC works to recognise and reward sustainable fishing practices. Any fish bearing the MSC ecolabel can be traced back to an independently certified sustainable fishery. By getting MSC certified and offering your customers seafood certified sustainable fish with our distinctive blue ecolabel, you will be helping to transform the global seafood market to a sustainable basis. Find out more at www.mscc.org/fishandchips
Contact: Ruth Westcott
Tel: 0207 246 8916



The Sustainable Restaurant Association

The Sustainable Restaurant Association are a not for profit organisation, helping restaurants and food businesses become more sustainable and diners make more sustainable choices when dining out.
Contact: Mark Linehan
Tel: 0207 479 4236



FILTRATION

Premier 1 Filtration

'Top quality filters available.'
Contact: Jeff Stephenson
Tel: 07836 370234

STEVE HILL SERVICES

Steve Hill Services
'Provider of fat filtration machines, filters and liners.'
Contact: Marie Quinton
Tel: 07860 232741

OILS AND FATS

ADM Trading (UK) Limited

FRYMAX
'Frymax is the premium frying fat developed specifically for the fish and chip trade. Refined and packed by ADM, one of the world's largest refiners of oils and fats offering a wide range of products to meet your frying requirements.'
Contact: Cyril Solomons
Tel: 01322 444836/07714 335464

J.L. Owen Ltd

We offer wholesale of oils, fats and sundries for the fish frying trade, specialising in Kingfisher oils and fats, Newo batter mix and Frilite batter mix.
Contact: Jonathan Owen
Tel: 0161 2360507

Nortech Foods Ltd

'Offering a broad product portfolio of vegetable and animal oils and fats' Contact: New business team
Tel: 01302 390880



PRINTING, PACKAGING AND CLOTHING

Tebays

A highly respected print, design and web company, helping organisations to communicate their message by delivering creative, marketing solutions.
Contact: Jane Appleby,
Tel: 01943 870054



PIES, SAUSAGES AND BURGERS

James T Blakeman Co Ltd

'Manufacturers of sausage and meat products.'
Contact: Cherry Ward
Tel: 01782 569610



McWhinneys

'Supplying traditional Irish pork sausage to quality fish and chip shops.'
Contact: Ivan Bond
Tel: +44 (0)7894 343536



Peter's Food Service

Peter's is one of the UK's best known and best loved bakers of pies, sausage rolls and pasties. With 10 distribution depots throughout the UK, Peter's has more than 50 years' experience in supplying fast food outlets and fish bars throughout the country.
Contact: James Osgood
Tel: 08708 505 606



Pukka Pies Ltd

'Brand leaders, supplying pies and pasties to the fish frying trade.'
Contact: Peter Mayes
Tel: 0116 2609755



PASSION FOR BETTER FOOD

Vion Foods UK

'Suppliers of frozen food, sausages and burgers to the catering trade'
Contact: Graham Thompson
Tel: 01931 716561

Walter Hollands & Sons

'Pie manufacturer, supplying fish and chip shops across the North West'
Contact: Leanne Holcroft
Tel: 01706 213591



RANGES AND CATERING EQUIPMENT

Cymtec

Cymtec Limited, based in the UK, specialise in the bespoke design of electronic products. Our latest venture has been the design and manufacture of a wireless temperature monitoring device for fridges and freezers, designed to aid in inspections, release staff time, warn you of potential stock losses and result in cost savings due to energy conservation. **10% discount for NFFF members ordering 10 or more sensors**
Contact: Samantha Yandle
Tel: 01443 866266
Email: sales@cymtec.co.uk



Frying Solutions Ltd

'Designing, Supplying and Installing Florigo frying ranges Nationwide.'
Contact: Robert Furey
Tel: 01527 592000



Hewigo UK Ltd

'Manufacturers of both continental style round pan and British deep pan fryers. Nationwide coverage.'
Contact: Phillip Purkiss
Tel: 0121 5449120

Hopkins Catering Ltd

Established in 1957 and supplying customers throughout the UK and worldwide, we manufacture, service and maintain not only fish frying ranges but chippers, peelers, batter mixers and refrigeration too. We also have an online store for all our spare parts and ancillary equipment available to order 24 hours a day.
Contact: Victoria Hopkins
Tel: 0113 257 7934



KFE

'Supplier of fish and chip frying ranges, supplying Kiremko ranges nationwide.'
Contact: Paul Williams
Tel: 01778 380448



KLS UK Ltd

'Suppliers of fish frying ranges, installation service, shopfitting design and refurbishment. Areas covered; Midlands, East Anglia, London M25, South & South East England, Oxfordshire, Berkshire, Hampshire & Kent. Discount available to NFFF Members
Contact: Mike Kitchingman
Tel: 01553 772935
Email: mike@kisonline.co.uk



Mallinson's of Oldham Ltd

For over 85 years the name Mallinson has been seen on frying ranges in thousands of establishments throughout the UK and many parts of Europe. Mallinson's can provide every aspect from the design and manufacture of your frying range to the installation by our own fully skilled engineers. Contact: Dave Horsfall or Terry Cowell
Tel: 01706 299000

Martyn Edwards/Frank Ford

At Martyn Edwards/Frank Ford we are proud to make the very finest fish and chip frying equipment
Contact: Stan Price
Tel: 01642 489868



Preston & Thomas

'With almost 100 years dedicated to the fish & chip trade, Preston & Thomas offer a FREE range planning, design and quotation service for every fish and chip and fast food application.'
Contact: Simon Preston
Tel: 02920 793331



Testo Ltd

'Manufacturers of test and measurement instrumentation for the food sector.'
Contact: Richard Edmondson
Tel: 01420 544433
Testo is pleased to offer NFFF members an exclusive 20% discount.



WHOLESALEERS

British Chip Shop Supplies for Australia

The first and only Australian based wholesaler of British imported fish & chip shop supplies. Servicing the British chip shop industry across Australia.
Contact: Adrian Warner
email: adrian@britishchipshopsupplies.com.au
www.britishchipshopsupplies.com.au



Drywrite

'Providers of numerous products to the catering industry and specialists in products for fish frying.'
Contact: Nicky Lewis
Tel: 01384 569556



Caterway

'75 years history of supplying chip shops with a full range of products'
Contact: David Parnell
Tel: 01623 515812



Friars Pride Ltd

'Dedicated wholesalers to fish and chip shops offering all products for a one stop supply. Supplying the Midlands, South Yorkshire, Lincolnshire, the East of England and the South East of England.'
Contact: Rebecca Lord
Tel: 01733 316400



Henry Colbeck Ltd

'Suppliers to fish and chip shops, having distribution bases in Gateshead and Scotland covering North East of England, Cumbria and Scotland.'
Contact: Duncan McLean
Tel: 0191 4828406



V A Whitley & Co Ltd

'Supplying the finest products to fish and chip shops throughout the North West since 1899'.
Contact: Tony Rogers
Tel: 01706 364211



***NFFF MEMBER DISCOUNT AVAILABLE!**

May and June NFFF activity round-up



Executive Council enquiries

Throughout May and June, the NFFF has taken calls from members and offered advice and assistance on the following issues:

- Filtering using Frymax – AC
- Damage to building and the landlord is not repairing it – JW
- Pan manufacturer wants owner to pay £5-6,000 for new pan – SA
- Advice on opening a new shop – MD
- Increase in membership fees – MD
- Comments to media regarding shop proximity to schools – MD
- Evaluating second-hand ranges – MD
- Percentage content of a bag of pre-cut chips – AC
- Salford council news to close shops within 400 metres of schools – AC / JW / RO / MD
- Confirm quote to *The Independent* – AC
- Advice regarding the potato prices – JW
- Media interview – AC/RO
- Meeting with a member who wants to apply for the quality Award – RO
- TV company wants a member to feature on a TV show – DD
- Problem with fish odour coming from bins – JK
- Advice on profit margins – RO
- Increase in shop numbers in the UK since recession – MD
- Potato prices and what other members are paying in same area – JM
- Benefits of using own or ready chips – MD
- Comment on government encouraging public to eat fewer chips – AC
- Economical values of electric deep fat fryers – MD
- Help regarding creating a staff training manual – TP
- What are is the NFFF doing about increase in potato prices? – AC

NFFF Activities

Date	Event/Engagement	NFFF representation
29th May and 30th May 2013	Salford Council 'Chips only after 5pm' story breaks	MD
	Radio 5/BBC Sheffield	
	BBC Radio Humberside (Peter Levy)	JW
	The Guardian/BBC Lincolnshire	
	BBC Newcastle/Radio 4	RO
	Sky News outside broadcasting unit – at a Salford fish and chip shop	AC
	Huffington Post	AC
4th June 2013	Seafish – Seafood and the Consumer conference - Aberdeen	SA
11th June 2013	Sustainable Seafood Coalition (SSC) meeting – London	MD
12th June 2013	Better Regulation Delivery Office (BRDO) meeting – London	MD
18th June 2013	Meeting with Potato Council at Leeds	AC, DD, MD
19th June 2013	Meeting with Waste Resources Action Project (WRAP)	DD
19th June 2013	KFE Dinner -Birmingham	GH
20th June 2013	Meeting with RNMDSF	DD, JV
23rd June 2013	Annual General Meeting (AGM) and President's Centenary Banquet & Ball	AC, GH, MD, JP, SA, RO, JW, AHA, JM, JK, RC, MS, DD, JV, KC, TPT

New and returning NFFF members May/June

Contact	Company	City
Mark Fox	Big Fish Trading Co.	Blackpool
Tim Skinner	Skinnners	Clacton On Sea
Daniel Boatwright	Drakes Fish And Chip Restaurant & Takeaway	Babbacombe
George Makry	Pat's Fish & Chips	Stourport On Severn
Wayne Leese	Lakeside Fish And Chips	Poole
John Reeves	Pelican Jack's	Middlesbrough
Narinder Atwal	The Brothers Fish Bar	Ilford
Nick Phedon	Hillmorton Fish Saloon	Rugby
Ian Blamires	The Fish Bar	Leeds
Scott Hardy	The Dog And Gun Inn	Salisbury
Elizabeth Kourdoulos	The Friary	Stockport
Riccardo Beghini	Cefn Glas Fish Shop	Bridgend
Alper Tekin	Fishdish	Felixstowe
Isabella Mohnsame	Le Fish & Chips	Bridgend
Mohammed Javed Ali		Brighouse
Dhaminder Gill		Birmingham
Paraskevas Nicolaou	George's	Dunstable
Martin Conlon	The Chip Company	Belfast
Dominic Wragg		Sheffield

Contact	Company	City
David Atherton	Colyton Take Away	Colyton
David Heywood	Seashells	Whitley Bay
Ivor Cook	IJ Cook Ltd	Ryton
Grainne Lavery	Fish City	Ballynahinch
Graham Reed-Stephenson	The Fishermans Wife	Lower Dunsforth

Key

GH	Gregg Howard, President
MD	Mark Drummond, Vice President
AC	Andrew Crook, Treasurer
JP	John Penaluna, Executive Councillor
SA	Stuart Atkinson, Executive Councillor
RO	Richard Ord, Executive Councillor
JW	John Wild, Executive Councillor
AHA	Alan Hanna, Executive Councillor
JM	John Mcneil, Executive Councillor
JK	Jasin Kaplan, Executive Councillor
MS	Mike Smith, Executive Councillor
DD	Denise Dodd, General Secretary
PD	Paul Douris, Quality Awards Co-Ordinator
KC	Karen Clark, Training Co-Ordinator
JV	Jo Varley, Media Co-Ordinator
TPT	Tracy Poskitt, Special projects advisor

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email: info@premier1filtration.com Web: www.premier1filtration.com



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or contact us direct on 01924 499182 (please mention the NFFF when ringing)



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Tremendous trading position in a popular coastal town
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 Early viewing strongly recommended
 Energy performance asset rating (C)
LEASEHOLD £99,950 (SAV)
 B35761

THE CHIPPY - PRAZE-AN-BEEBLE, NR CAMBORNE



Established community fish & chip/pizza take-away & cafe
 Comprehensively equipped to include 3-pan range
 Competitive lease terms
 Energy performance asset rating (E)
LEASEHOLD £35,000 (SAV)
 B34980

OUR PLAICE - REDRUTH



Long established community fish and chip takeaway
 Well-equipped takeaway and preparation rooms
 Competitive lease terms
 Energy performance asset rating (E)
LEASEHOLD £39,950 (SAV)
 B36063

THE GALLEY - TRURO



Successful fish & chip take-away
 Good City centre location
 Comprehensively equipped
 Energy performance asset rating (C)
LEASEHOLD £149,950 (SAV)
 B35890

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01872 247000

Essex 01279 466323



Fish & Chip Rest/Takeaway Basildon
 Leasehold £89,995 Ref: CF25276B

Exceptionally busy town location
 100 covers, advised weekly turnover c£7,000
 Daytime trading only with scope
 Very profitable - rare opportunity

Anglia 01767 654185



Fish & Chip Shop Suffolk
 Freehold £195,000 Ref: CF30123E

Totally refurbished, s/contained 2 bed flat
 Busy residential location
 All year round trade
 Under VAT but massive scope

S & W Wales 01633 868609



Fish & Chip Shop Newport
 Freehold £239,950 Ref: CF30097J

Excellent fish & chip takeaway
 T/over £2,400+ pw, very busy trading position
 Self contained 1 bed flat above (currently let)
 Great freehold proposition, offers welcome

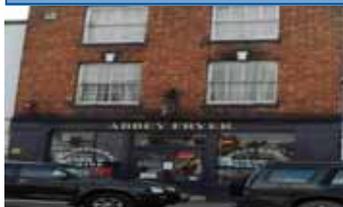
Bristol 0117 960 6563



Fish/Chip & Chinese Takeaway Bristol
 Freehold £299,950 Ref: CF30475L

Excellent trading position, good parking
 3 bedroom accommodation
 Well equipped shop & preparation rooms
 Website, retirement sale

Bristol 0117 960 6563



Fish & Chip Shop Gloucestershire
 Leasehold £275,000 Ref: CF30461H

Well est shop in major riverside town
 Takings average £7,000 pw, very profitable
 Superbly equipped with a good Lease
 Spacious 2/3 bedroom flat above

West Midlands 01543 411036



Fish & Chip Takeaway Coseley
 Leasehold £77,000 Ref: CF30901K

Well appointed fish & chip shop
 Good trading position, easy customer parking
 Takings of £2,500 per week
 Long lease

North East 01670 783220



Fish & Chip Shop Redcar
 Leasehold £38,000 Ref: CF25721NE

Immaculately presented lock up shop
 Excellent location close to sea front
 Turnover £1,500 pw from short hours
 Not dependent on tourist trade

Devon & Dorset 01404 813762



Fish & Chip Shop Torbay
 Freehold £430,000 Ref: CF30660N

Eye catching trading position close beach
 Takeaway area, new range, seating inside & out
 Spacious 3 bed maisonette with sea views
 Sales £133,305 ex VAT, 5 day week, easy hours

Notts 01858 469469



Fish & Chip Takeaway Boston
 LH £125,000 FH £349,000 Ref: CF26391G

Well established & presented
 Unopposed in residential area, parking outside
 Stated takings of £3,500 pw
 4 bed accommodation

S & W Wales 01633 868609



Fish & Chip Shop Monmouthshire
 Leasehold £85,000 Ref: CF30595J

Excellent opportunity, t/over £2,500pw
 Cheap rent of only £75pw
 Long established in large residential area
 No immediate competition, offers welcome

Staffs/Derbys 01782 711022



Fish & Chip Rest/ Takeaway Crewe
 Leasehold £180,000 sav Ref: CF30603V

Popular with shoppers, part of successful group
 120 cover waitress service, air conditioned
 Trading to a very high standard
 Takings c£6,844 pw with 70% Gross Profit

Anglia 01767 654185



Fish & Chip Shop Suffolk
 Freehold £290,000 Ref: CF30118E

Also available on Lease at £85,000
 Separate 2 bed accommodation
 Established residential location
 T/over c£3,000 pw, staff run with scope

North West 01704 211900



Fish & Chip T/away Nr Betws Y Coed
 Freehold £235,000 Ref: CF26902NW

Well est with high turnover iro £3,000 pw
 Quality 4 bed home & garden
 Situated amidst spectacular scenery
 Historic market town setting

Essex 01279 466323



Fish & Chip Takeaway Essex Coast
 Leasehold £159,995 Ref: CF30136B

Prime town centre location
 Huge shoppers footfall year round
 Seasonal uplift, turnover approx £5,000 pw
 3 bed self contained accommodation

Devon/Dorset 01404 813762



Fish & Chip Takeaway Newton Abbot
 Leasehold £59,950 sav Ref: CF31081N

Spacious well presented premises
 High profile main road trading position
 Trades 5 evenings (20 hours), rent £9,000 p.a
 Sales £65,226, GP £35,711, low overheads

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Herts, Beds, Essex	01279 466323
Kent & Sussex	01273 803777
London & Surrey	0207 7240707
North East	01670 783220
Notts & Lincs	01858 469469
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FREEHOLD FISH & CHIPS Fabulous Trading Position Very Well Established Business Deceptively Spacious Property 3 Double Bedrooms Taking £1,300 Weekly REF 554355. EPC Rating F. Business & Property £239,950 Wakefield	FISH & CHIPS Detached lock-up fish & chips takeaway Separate 3 bedroom home to rear Present owners retiring Adjusted Net Profits £15,122 Taking £1,000 weekly REF 201668. EPC Rating G. Business & Property OIRO £185,000 Bradford	FISH & CHIPS Prominent roadside position Deceptively large freehold property Owners spacious living quarters Taking £1,500 weekly Just 8 Openings and no nights REF 109648. EPC Rating E. Business & Property £160,000 Leeds	FISH & CHIPS Well known fisheries Excellent 2 bedroom accomm. Highly profitable Taking £53,789 PA Tremendous potential here REF 200125. EPC Rating C. Price £159,950 Wakefield	FREEHOLD FISH & CHIPS Busy Main Road Site Worked in Easy Hours Tremendous Potential 3 Bedroom Self Contained Accommodation Taking £900 to £1,000 Weekly REF 554125. EPC Rating D. Business & Property £149,950 Huddersfield
FISH & CHIPS OUTSALES & RESTAURANT 65 Covers Busy Concern - Great Location Run Entirely By Staff All New Fittings and Equipment Taking £5,000 to £5,500 Weekly REF 554097. EPC Rating E. Business OIRO £115,000 South Yorkshire	FISH & CHIPS Highly Profitable 6 Lunches & 5 Tea Time Openings Taking £1,600 Weekly Single Storey Detached Property Monopoly Position REF 554491. EPC Rating E. Business & Property OIRO £105,000 Wakefield	FISH & CHIPS A well patronised concern Prime Site Viewing Highly Recommended Secure Lease Taking £4,000 Weekly Net Profits £49,957 REF 554803. EPC Rating F. Business £89,950 West Yorkshire	FISH & CHIPS Impressive Turnover Prime Trading Position 3 Pan Counter range Viewing Recommended Taking £3,500 weekly REF 555192 - AWAITING EPC. Business OIRO £78,500 Newark	FISH & CHIPS Densely Populated Residential Area Run Entirely By Staff Tremendous Potential for Much more HIGHLY RECOMMENDED Taking £3,500 Weekly REF 554633. EPC Rating E. Business £75,000 Otley
FISH & CHIPS OUTSALES & RESTAURANT 30 COVERS Bustling Town Centre Position Excellent Potential Here Viewing Is Highly Recommended Secure Lease Taking £1300/£1400 weekly REF 555197 - EPC Rating E. Business £69,950 Leeds	FISH & CHIPS Tremendous Potential Good Turnover Prime Site Viewing Highly Recommended Taking £2500/£3000 weekly REF 555129 - EPC Rating D. Business £65,000 West Yorkshire	FISH & CHIPS Excellent Turnover Sensibly Priced To Sell Prime Site Run By Staff Taking £2700 weekly REF 555202 - EPC Rating G. Business OIRO £49,950 Keighley	FISH & CHIPS Excellent Trading Position Illness Forces Reluctant Sale Viewing is highly recommended Tremendous Potential Here Taking £1500 weekly REF 555146 - EPC Rating B. Business £40,000 South Yorkshire	FISH & CHIPS Monopoly Position Option to acquire Freehold or Leasehold. Run over 3 days. Taking £850 weekly REF 555201 - AWAITING EPC. Business £35,000 or Business & Property £175,000 Hull
FISH & CHIPS Prime Trading Site 5 Star Hygiene Rating Good Turnover Viewing Highly Recommended Taking £1300/£1400 weekly REF 554929. EPC Rating C. Business £29,950 Sheffield	FISH & CHIPS & HOT FOOD Massive Potential Reasonable Rent 3 Pan Counter Range Excellent Facilities Taking £2000 weekly REF 555049-EPC Rating F. Business £29,950 Inc Stock Leeds	FISH & CHIPS Highly Recommended Vendors Not Suited to Trade Excellent Position 4 Pan Frying Range Taking £1000/£1100 weekly REF 555161 - AWAITING EPC Business £19,950 Bradford	FISH & CHIPS Priced to Sell Early Viewing Recommended Run in 6 Lunches & 5 Teas Genuine Reason For Sale Taking £750/£800 weekly REF 555164 - EPC Rating E. Business £14,950 Barnsley	FISH & CHIPS SHOP Closed At Present Tremendous Potential Vendor Not Suited to the Trade A Superb Buy REF 554832. EPC Rating D. Business £6,500 Barnsley

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LINCOLNSHIRE – Same family hands over 50 years, very traditional fish and chip business, take away and seating. Prime location in busy town, latest closing 6.30 p.m. closed Sundays. Taking average £10,500 per week, steady year round trade. Small menu. Very well fitted. New 20 year lease available. Sole agents £325,000 FT3406

WILTSHIRE – Long established traditional style take away only fish and chip business. Prominent location within a busy and popular town. Taking average £4000/£4300 per week on easy hours and very small menu. Well fitted with 3 pan Preston & Thomas counter range etc. Lease 12 years approx rent £10,000 p.a Lock up but flat above could be available rent £5,000 p.a. Sole agents £115,000 FT3407

KENT – Freehold long established traditional take away only fish and chip business prominent location within attractive and prosperous town. Same hands 13 years. Small menu, easy hours, closed Sundays. Takings £5,700 per week. Very well fitted, three pan counter range. Substantial family living accommodation large living/dining room 3 kitchen 3 bedrooms etc. gas central heating, in very good order, Yard and parking space for several cars. Sole agents £495,000 freehold FT3405

DEVON – Freehold long established take away fish and chips, business same hands 25 years. unopposed in a large village. Operating only 17 hours a week as owners semi retired. Considerable potential but currently trading just below the VAT threshold. Bright fully fitted shop P & T range, very low overheads. Shop is Lock up but house close by may be available Sloe agents £120,000 Freehold FT3403

MIDDLESEX – Well known long established traditional style fish and chip business with seating, prominent main road location within a busy and popular area. Taking £11,000 per week average. Very well fitted and equipped. Living accommodation above. New 20 year lease available. Sole agents. £295,000 FT3397

DORSET – Successful well established take away only traditional fish and chip business. Prominent parade location on busy road with a popular town on the edge of the New Forest. Taking £4000 per week on easy hours and small menu. Very well fitted, three pan counter range. Good prep areas. Two self contained flats about producing rental income. Sole agents £119,500 FT3392

SURREY – Well established staff run takeaway fish and chip business, prominent location on busy road with service road for parking. Good inventory and well maintained. Taking £3,600 per week on easy hours closed Sundays and small traditional menu. Self contained flat above. Renewable lease rent only £12,750 p.a. £99,500 FT3390

MIDDLESEX – Traditional take away fish and chip business, prominent High Street location of large village, good parking. Taking £4,200 per week, closed Sunday small menu. Very well fitted and equipped, 3 pan island range. Living accommodation

above. Lease 12 years rent £21,000 p.a. Sole agents £149,950 FT3384

NORTH WEST LONDON – Same hands 26 years. Traditional fish and chip business with some seating prominent main road location in very sought after area. Taking £3500/£4,000 per week on easy hours with small menu, considerable potential to build trade. Large premises with good inventory. 10 year lease, rent £19,000 which includes and large self contained 4 bedroom flat above. Sole agents £120,000 FT3260

EAST SUSSEX - Well fitted, easily run take away only fish and chip business. Modern parade of shops with good parking serving large residential areas. Taking £3,700/£4000 per week, completely staff run with small menu. Very well fitted and equipped having been upgraded less than two years ago. 10 year lease rent only £13,750 p.a. which includes a 2 bedroom self contained flat. Sole agents £127,500 ref. FT3346

KENT – High profit take away only traditional fish & chips High Street of busy small town. Takings £7,500/£8,000 per week high gross margins, small menu, closed Sundays. Very well fitted with Kiremko range (2 years old) Self contained 2 bedroom flat. Lease 18 years rent £19,000 p.a. Sole agents £275,000 Ref FT3408

BUCKINGHAMSHIRE – Traditional 5 day open take away fish and chip business fitted and equipped to a very high standard with 4 pan Kiremko range etc. Taking £4000 per week on small menu and easy hours, closed Sunday and Monday, obvious potential to develop takings. Prominent corner position within a well known and sought after town. 12 year lease. Sole agents £132,000 FT3408

BERKSHIRE – Long established easily operated take away fish and chip business serving a large residential area of well know town. Taking £2500 but with clear potential to develop. 3 pan counter range plus good inventory. 18 year lease, rent £17,500 p.a. to include self contained 2 bed flat, 3 garages. Priced for a quick sale as owner has other commitments. £69,000 FT3404

EAST/WEST SUSSEX BOARDERS - Take away only fish and chip business modern parade within large popular village. Very well fitted, 3 pan island range, self contained 2 bedroom flat above. Taking £4500/£5000 per week Lease 12 years rent £18,000 p.a. Sole agents. £149,950 FT3411

LATEST INSTRUCTIONS – FULL DETAILS ON REQUEST

DEVON Freehold, fish and chips, large accommodation, Taking £8,000 winter £16,000 summer. FT3410

HAMPSHIRE All take away fish and chips, closed Sunday taking £8,500 per week, flat above FT3409

NORFOLK Traditional Fish & Chips, own large car park, taking £11,000 per week FT3408

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For more information please contact Mr Andrews on 0208 4462829 or 07939 075080.

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MOBILE FISH AND CHIP VAN
Transit 2005 2.5 diesel, Cab, long wheel drive.
Ex BT 66,000 Chassis and cab
Mechanics: all in good order,
Comes with a MOT and a 10 months' road tax.

Trading presently from Tuesday to Friday evenings in 4 different villages and parishes surrounding Bedfordshire. ALL pitches come with trading licence.

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The NFFF would like to extend their thanks to all the members who replied to the AGM paperwork that was sent out recently. We had an outstanding response this year, for the nominations for Executive Councillors and Officials,

the four ECs for England out of the six nominations and via the proxy forms.

We would like to remind all NFFF members that if you would like a copy of the accounts, please get in touch and we will be happy to oblige. Please get in touch at the usual address:

National Federation of Fish Friers,
New Federation House, 4
Greenwood Mount, Meanwood,
Leeds, LS6 4LQ. Alternatively,
please ring 0113 230 7044.

HAS YOUR SHOP RECEIVED AN AWARD OR MAYBE RAISED FUNDS FOR A CHARITY?

Whatever you have done, please let us know, it's great to share with fellow friers and if it worked for you it could work for others!

10 questions with: ...Richard Wardell

Richard is an adviser at Seafish, who joined the company in 2003

1. What would you do with £500,000?

I'd take my wife and daughter on an exotic holiday; I'd donate some of it to charity; I'd make a contribution to the Bradford City Supporters' Trust and I'd invest some of it.



2. What is your dream holiday destination in the UK, and also abroad?

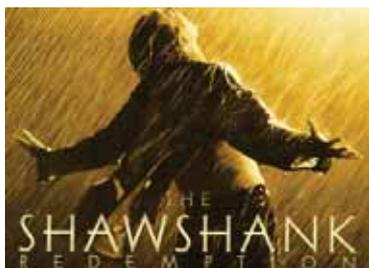
In the UK, I love the North Yorkshire Moors, Cornwall, Northumberland and the west coast of Scotland. For abroad, it's wherever my wife and daughter wish to travel to!

3. What is your favourite sport, and which is your least favourite?

As I'm a 25-year season ticket holder at Bradford City, my favourite sport is football. I like most sports including cricket and snooker so I don't really have a least favourite sport.

4. What is your favourite film?

The Shawshank Redemption.



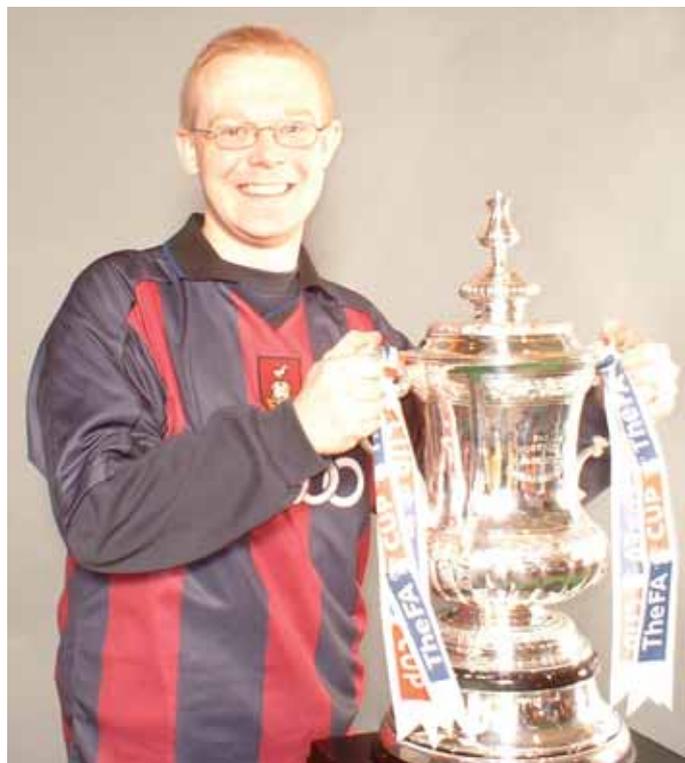
5. What is your favourite drink?

A real ale, preferably a pint of Silver King (Ossett Brewery) or a bottle of Angler's Reward (Wold Top Brewery).



6. Which three people, dead or alive, would comprise your perfect dinner date?

Jimmy Speirs (scored the winning goal for Bradford City in the 1911 FA Cup Final but was tragically killed in the First World War), Queen Elizabeth I (to find out what life was like during the Tudor era) and Sir Winston Churchill (as he referred to fish and chips as "good companions" and relieved them from rationing in the Second World War).



7. Describe your perfect weekend.

Saturday would be spent supporting my beloved Bradford City, home or away, followed by a few drinks with friends on Saturday evening. Then Sunday would be spent on Robin Hood's Bay beach in the sunshine with my wife, daughter and our Jack Russell followed by eating fish and chips on the way home.

8. What is your first memory of fish and chips?

As a child, the regular Saturday lunchtime meal with my family was fish and chips. I think that the small shop that we used to buy them from is still trading as a fish and chip shop. I think it's now called Utlely Fisheries in Keighley, West Yorkshire.

9. What does the future hold for fish and chips?

I believe that the standards will continue to rise in terms of product quality and customer service. More and more business owners understand the importance of sourcing good quality, sustainable produce and the positive impact effective staff training has on the profitability of their businesses. The industry will continue to become more professional.

10. Do you prefer cod or haddock?

I love eating most species of seafood which includes cod or haddock accompanied with chips!



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