Starting the new year with a bang

win 2011 sausages

McWhinney’s Sausages are giving away 2011 sausages to one lucky winner to celebrate the new year - to enter the competition log on to:

www.mcwhinneys.com/offers.html

Our Guarantee
“We guarantee that our Irish pork sausages contain only the finest ingredients with high quality cuts of pork. Our quality pork sausages are succulent, full of flavour and we have customers coming back again and again for more.”

Take Our 3 Step Challenge
1. Pay a few pence more for a McWhinney’s Irish Pork Sausage
2. Charge more for them
3. Stand back and watch your profits soar through satisfied customers, increased sales and repeat business

Free Offer
Free 10lb sample of McWhinney’s Irish Pork Sausages
Free poster pack including aluminium frame

Call McWhinney’s today on:
028 9127 1811

www.mcwhinneys.com

www.fry-online.co.uk

To register for your free ticket worth £10 please call us on
0844 571 7246

or register online at:
www.fry-online.co.uk
Welcome to our first issue of the Fish Friers Review for 2011. With the festive season well behind us (a distant memory for many by now) I’m sure that many of you will have already started to action the plans you put into place for 2011. Don’t forget that we are here to help and support you to get your plans off the ground, as long as you’re a member of course. The NFFF started the year with the launch of the new Fish and Chip Quality Award. Our very first successful applicant Mr Jay Kumar of the West Hallam Fryer, Ilkeston, Derbyshire was presented with his certificate and window roundel by NFFF President Mr Bill Crook at the recent National Fish and Chip Awards in London, hosted by Mr Jay Rayner. I’m sure that you’ll be seeing more of Joy (Kumar) over the next few issues as he updates us on the impact that holding the award is having on his business.

Also, the lucky three winners of the Kerry Ingredients prize draw offer of free entry into the quality award scheme have also been selected and you’ll find out who they are on page 5.

This year was my first visit to the National Fish and Chip Awards and I was delighted and honoured to be invited to attend as a judge for the ‘Independent Take Away Fish and Chip Shop of the Year Award’. All 10 regional finalists have worked extremely hard on their businesses and on their presentations for the competition and they were all brilliant. It’s such a tough competition which you can read more about later on in this issue.

Meanwhile, I would like to take this opportunity to congratulate all the regional finalists on a job extremely well done, and of course our special congratulations go to Tracy Posselt and Matthew Silk of Bridlington’s Fish and Chips at 149 who ultimately claimed this prestigious title.

A fantastic piece of news about our training school is that Valentine’s Day will see the delivery and installation of a totally new frying range. The 2 pan ‘Omega’ range purpose built and supplied by Martyn Edwards Frank Ford (MEFF), is a new high efficiency model which will complement our existing Mallinson’s traditional range. The two ranges offer our students plenty of opportunity to put their newly learnt frying skills to the test and to gain experience of frying on both types of range in two different frying mediums, which helps them to decide their preferences prior to starting out in their businesses.

Also, we’ll be exhibiting at each of the following trade shows this year:

Sunday 13th February – Fry ‘Fast Food Show’ – Ricoh Arena, Coventry
Sunday 20th February – Colbeck’s ‘What’s Cooking’ – Gosforth Racecourse, Newcastle
Sunday 9th October – Fry ‘Fast Food Show’ – Armouries, Leeds

If you’re thinking of becoming a member of the NFFF, booking a training course or qualifications or applying for our quality award scheme, we will be offering incentives on the day so don’t miss out and don’t forget to visit our stand when we’re in your area!

By Denise Dodd, General Secretary
News

A Royal Connection

You might be aware that there is a certain 'high profile' wedding taking place this year, but this news has come of particular interest to Pete Beedle, NFFF member and owner of the award winning Beedle’s Chippy in Bishop Auckland, County Durham.

Not content with serving top notch Fish and Chips, the family are now destined to be directly related to the Royal family as Pete’s mother Shirley Beedle (née Temple) is a relation of none other than Kate Middleton. It wasn’t until a visit from a Daily Mail journalist 4 years ago that the family knew anything about this Royal connection, but after some research it turned out that Shirley’s grandparents, Thomas and Elizabeth Temple, were the future Queens great, great Grandparents.

Shirley remembers visiting her cousin Dorothy, Thomas and Elizabeth Temple’s daughter after she married and moved to Middlesex, this was the last time she had contact with that side of her family. Dorothy’s daughter, Carole, married Michael Middleton, the parents of Kate, making Shirley’s cousin Dorothy, Kate Middleton’s grandmother.

Shirley comments, ‘I don’t expect an invitation to the wedding, I’d like to go and watch but we’ll probably see more on the television and that won’t have to buy a new hat!’

New Innovations in Mobile Ordering

Customers with smart phones can now order on-line from stores using Integrit’s inTouch epoS system and on-line ordering service.

The on-line ordering website detects that an order is being made on a smart phone and automatically formats the order screen for the customer’s phone.

When ordering, customers can select different size portions, add side orders, select meal deals and add delivery instructions.

They can also use promotional codes and pay for their order by credit card from their smart phone.

The customer will receive an acknowledgement of their order by e-mail.

As Integrit’s Goutt Whittle says “Our customers see on-line orders increase every month. The number of people with smart phones increases every day. Mobile ordering makes it even easier for them to order from you.”

For more information please see pg 40 or contact Integrit – 0871 56467661

Love Chips

National Chip Week

National Chip Week is nearly here, so are you taking part? Now is the last chance to get involved in a range of exciting activities that will create a buzz for your shop and increase sales...

Get the ‘Chip Factor’

How tuneful are your customers? Why not put them to the test and sign up for the ‘Chip Factor’. This fun and exciting competition challenges your customers to sing for their supper, and they could be in with a chance to win a fantastic prize.

There are two ways to get involved, firstly sign up and become one of many dedicated audition centres. You’ll get a free support kit to promote the competition, including a range of posters, badges, promotional cards and a Chip Factor floor vinyl. Then simply record ten customers – or even your very own chip shop quartet – belting out their favourite chip tune and upload them to www.lovechips.co.uk from 24 January through to the Week itself.

The finalists will be put forward to a public vote, and your shop could also be chosen as a stop on the Chip Factor tour led by X Factor finalist and soul singer Andy Abraham – a great publicity boost!

Alternatively, log onto www.lovechips.co.uk/chipshops to register for a Chip Factor poster kit to display, which tells customers how they can take part. There are plenty of lyrics available to download from the website too!

Play the Fame Game and Boost your Profile

Has your chip shop got a celebrity connection? Perhaps you’ve served up a chip supper to well-known singer or employed one of Britain’s brightest stars before they hit the big time? If so, then Potato Council wants to hear from you!

Introduced by Potato Council to mark 2011’s National Chip Week, ‘Chiparazzi’ is an online guide to Britain’s famous chippies and chip lovers. As well as appearing on www.lovechips.co.uk and driving awareness of the annual chip celebration in the national media, shops will also get their very own Chiparazzi plaque to display in their shop and help to generate their own local publicity.

Kate Cox, Potato Council marketing and PR executive, is urging shops who may have starred on the small screen themselves or welcomed a well-known patron to get in touch as part of National Chip Week. “Get your chip shop on the Chiparazzi online map on www.lovechips.co.uk and ensure continued publicity long after Chip Week, and we’ll send you a great plaque to put on show and generate local interest.”

Email your famous connection including your name, the name of your shop, your address and the telephone number of your shop. Maybe you have a picture of a famous person in your shop? If so send it to rosie.wigfall@nexuspr.com.

Of course, if you don’t have a star in your midst, there are many other exciting ways to get involved in National Chip Week 2011. Shops have traditionally had great success by holding their own promotions, competitions and fundraising events to coincide with the Week. Involving local media will give an added boost to shops too. Newspapers and radio stations are always interested in stories that involve the local community, so be sure to tell them how you are getting behind National Chip Week.

For more information and National Chip Week activity updates visit www.lovechips.co.uk.

Love Chips introduces a Fame Game for chip shops

Play the Fame Game to boost your profile this National Chip Week

Come First – be amongst those ‘high friying’ caterers who deliver the true-taste their customers keep coming back for.

FirstFry is manufactured exclusively in the UK by Nortech Foods, Britain’s largest producer and refiner of edible animal oils & fats.

Nortech Foods Ltd. Ings Road, Doncaster DN5 9TL. For your nearest stockist telephone: 01302 390880

www.nortechfoods.co.uk

New technology behind traditional tastes.
Hewigo and Nantwich Social Club present Catch of the Day

Fish and Chip shops can appear in the most unlikely places. When the electrical shop at the side of the Nantwich Social Club in Crewe became vacant the Club, who owned the site, decided to turn the back of the premises into an extended smokers’ area. But what should they do with the shop area?

The Committee came up with the novel idea of a fish and chip shop and turned to Hewigo who supplied both advice and a small 2-pan counter range. Following a few hiccups along the way the take-away finally opened run by club members Karl Felton and Eddie Baxsby. Catch of the Day has proved very popular with the locals and of course is a ready-made meal provider for members using the Social Club.

Phillip Pulliss, General Manager of Hewigo UK says, “It’s good to do something a bit different from time to time and support this great piece of enterprise.”

For further information contact Hewigo on 0121 544 9120.

www.hewigo.com

NFFF members The Ashvale, based up in Aberdeen have just succeeded in breaking the £100,000 mark for their fundraising efforts and that was just for 2010! This has been done by way of holding fundraising fish and chip nights in their chain of restaurants.

This was something owner Stuart Devine started two or three years ago, initially hosting a Race Night for his Sunday league football team. Since then it has become an incredible success with full bookings for most weekends, almost six months in advance. Events hosted have included Race Nights and Quiz or bingo nights, with local community groups raising into the £1,000’s for their given cause.

The events have helped The Ashvale compete with the increasing number of high street restaurants through the benefit of increased bar sales and additional publicity but at the same time putting something back into the Community.

Stuart comments, “When I started this I would never have imagined the success and in fact I am completely overwhelmed by it! We have helped lots of different charities, clubs, schools etc, the list is endless. All these charities have been delighted with the set up and of course as one year’s target finishes a new one begins. We became very much part of their fundraising plan”.

From January 2011 Diet IRN-BRU will change its name to IRN-BRU SUGAR FREE and will be back on TV for the first time in 5 years.

The name change to SUGAR FREE does not mean a change to the secret recipe of Diet IRN-BRU which will remain exactly the same.

The introduction of IRN-BRU SUGAR FREE will be supported by a heavyweight marketing campaign to create huge consumer awareness of both the name change and the new re-design of all IRN-BRU SUGAR FREE packaging.

Jonathan Kemp A.G.Barr Commercial Director commented: “Diet IRN-BRU has always been Sugar Free and after two years of successful campaigns reinforcing the Sugar Free benefit, we feel now is the right time to make this name change. We are seeing a growth in the low calorie soft drinks market and it is important the benefit of our product is clear to consumers.”

The name change will build on the ongoing success of Diet IRN-BRU. Not only is it a very strong brand in Scotland where it is consumed by 1 in 5 of the Scottish population and worth over £20m ** at RRSP, it is also rapidly increasing in popularity in England & Wales as evidenced by its +18% value growth in England last year.

** A.G.Barr Internal Data

Fish and Chip Quality Award: Three Winners announced

To launch our new Fish and Chip Quality Award, in the last issue (pg 16). We ran a competition for three lucky entrants to have their application fee paid by Kerry Foodservice.

The three lucky winners have now been drawn with the names below.

Jay Kumar, West Hallam Fryer, Ilkeston
James Marriot, Argus Fish Bar, Bristol
T.H. Newbould & V.M. Pugh, Pride Of Bridlington, Bridlington

Well done to the three winners!
Ocean Trawlers Barents Sea cod and haddock fisheries obtain MSC certification

The Barents Sea cod and haddock fisheries in cooperation with Ocean Trawlers Group were recently certified as sustainable under the Marine Stewardship Council (MSC) environmental standard for sustainable and well managed fisheries. Around 87,000 metric tonnes of Russian cod and 34,000 metric tonnes of Russian haddock will now be eligible to display the blue MSC ecolabel in the marketplace.

The certified Barents Sea fisheries comprise sixteen large Russian vessels using demersal trawls to catch cod and haddock inside the Norwegian and Russian Exclusive Economic Zone and in international waters. Fishing for cod and haddock in the Barents Sea takes place all year round under the management of the Norwegian and Russian authorities. Atlantic cod and haddock are key components of the UK fish and chips market and the certified Barents Sea fisheries already supply a large part of that market. Ocean Trawlers expect that share to rise in 2011.

An Awarding time at 149!

At a Gala event held at The Spa Bridlington on 19th November, NFFF members Fish and Chips at 149 were awarded Bridlington and The Wolds Best Small Business Award run by Hull and Humberside Chamber and Commerce. The Awards play an important part in recognizing and celebrating the many achievements of these businesses, growing and being successful despite the economic climate.

They were judged on their business achievements, growth, investment and innovation within the company. A range of businesses in the East Riding of Yorkshire were either nominated or entered the Awards.

Matthew Silk and Tracy Poskitt were delighted and very proud to win the Award. It is recognition of 2 years of hard work and how well they run their business. “The fish and chips are good too!!!”

London cafes and takeaways praised for cutting back fat

Café, caterers, takeaway owners and restaurants were presented with the Tower Hamlets Food for Health Awards in November 2010, just after FFR issue went to press.

The awards acknowledge food businesses that use less fat, sugar and promote healthier eating to their customers. It’s just one of the ways the Tower Hamlets Healthy Borough programme is tackling obesity. More than 70 food businesses are part of the award scheme, making it easier for residents and visitors to eat healthily at some of the borough’s cafes and restaurants.

Bill Crook, NFFF president who has been involved in the scheme said: “It can be a challenge to eat healthier foods whilst out but thanks to the dedication of the food businesses involved in the award scheme, this is gradually changing and becoming easier. We believe that Fish and Chip shops can and should be a key part of this campaign and by maintaining a healthy product can offer the option of dishes with reduced calories, fat and sugar. ‘We hope this serves as an inspiration.”

Most of the businesses are now listed in a handy healthier eating guide which can be downloaded from www.towerhamlets.gov.uk/healthyborough.

Q Avant

For the last few years the Q PARTNERSHIP has been the leading innovator in the frying oil and fat market. The Q PARTNERSHIP has recently introduced a NEW, SOLID, ALL-VEGETABLE FRYING OIL – Q AVANT.

PALM OIL contains 50% SATURATED FAT. DRIPPING contains 50% SATURATED FAT.

Q AVANT contains 35% SATURATED FAT.

Q AVANT also provides Fish Friers with up to a 40% improvement in frying life.

Q AVANT is virtually TRANS-FAT FREE.

Only available from the Q PARTNERSHIP

Duncan McLean from the Q PARTNERSHIP commented, “As Fish Friers continue to develop their businesses they are becoming more aware of the benefits of using a LONG-LIFE FRYING OIL and Fish Friers are also more tuned in to the public’s desire to reduce the amount of saturated fat in their diet. Q AVANT covers both of these bases.”

For further information about Q AVANT contact Duncan McLean on 0191 482 8406.

Florigo - arguably the best frying range in the world…

We are so confident with our new generation HE Pans that we will give you:

1. A five year pan warranty
2. A three year parts warranty

For more details phone Florigo on 01527 592000 or see our brand new website www.fryingsolutions.co.uk

Be the Best - Buy the Best
A Sound Sustainable Advantage

As another year starts to unwind its more than likely that if you pick up a newspaper or switch on the news, one of the topics you will be bombarded with is the increasing shift towards greater environmental responsibility in our everyday lives. For the food industry the one word this issue hangs upon more than most is that of Sustainability. Embracing and promoting a product should be something every fish fryer is thinking about this year so it’s time to take a closer look at what it means and how you can achieve this.

Being sustainable – what it means

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

(The Brundtland Commission Report, 1987)

These are the words of the Brundtland Report, commissioned in the 1980’s by the UN to address and understand the accelerating deterioration of the human environment and natural resources. It was from this report that the push for a sustainable approach to food sourcing really took off. In 2011, there are many different sustainable issues for a food outlet. Sourcing is one but a number of environmental and social considerations also have a big part to play. To keep it simple, in terms of the core product – fish, to be sustainable, the fishery must be managed in a way that allows the target fish population to be at a healthy enough level to be able to naturally reproduce at a rate that then allows fishing to continue indefinitely without overexploiting the resources. The fishery also needs to manage and minimise the environmental impact and also have an effective management system in place to control all this. Sustainability of fish stocks is assessed by two major worldwide bodies, The Food and Agriculture Organisation (FAO) of the United Nations and the International Council for the Exploration of the Sea (ICES). Both these bodies use detailed scientific research to ascertain the capability of fish stocks to retain growth and then classify the stocks either by the level of exploitation (FAO) or reproductive capacity (ICES). This gives a clear picture of what species and stocks are and aren’t in danger. To certify sustainability, the most recognised method is Marine Stewardship Certification (MSC). The blue tick will be familiar to many in the industry and is awarded at any point of the supply chain, to fisheries, suppliers and vendors and is really the most trusted way of informing the customers where their fish was caught, how it was caught and when it was caught. I think this gives them a great sense of pride and achievement.

Other considerations

It’s also worth considering that internally, adopting a greener way of thinking can help build staff morale and set further goals. Richard Ord, owner of the award winning Colman’s Fish and Chips and NFNF Executive Director has been involved in sustainability issues for many years, with his shop being one of only two in the country to achieve the full Chain of Custody certification. On the effect on staff morale he comments, “Our staff members enjoy informing the customers where their fish was caught, how it was caught and when it was caught, I think this gives them a great sense of pride and achievement.”

It’s also worth considering the bigger picture and championing sustainability can also be seen as setting an example to the fish frying industry and beyond. By improving your seafood sourcing you can encourage wider progress by positively influencing the seafood practices, management and policy of your peers and suppliers. This is another area that Richard feels passionate about, “I believe it is of paramount importance for our industry to be a leading example on sustainability. Through extensive media coverage, customers, are becoming more and more aware on the issues involving sustainability, and I believe it is up to us to keep our customers informed and give them the information on where these fish come from.”

Taking the plunge…

So if you want to start sourcing and promoting sustainable fish and chips how do you go about it? Fortunately there is a wealth of information and resources available, not least the Good Catch initiative, set up by a number of different bodies to promote sustainability (please see useful resources for all the web details). They recommend following five steps to become sustainable.

Step 1: Gather Information

To begin improving your seafood sustainability knowledge, you first have to understand where you are starting from. Better knowledge of where and how your seafood or oil is produced will allow you to identify any information gaps, assess how sustainable (or not) your product is and take action to improve sustainability over time. Talking to your supplier is central to this process of gathering information. Asking questions about the species you are buying; the fishery, farm or stock you are buying from and the fishing methods being used are a good starting point to building up the right knowledge. There is also a wealth of online knowledge to refer to at the Good Catch, SeaFish and MSC websites.

Step 2: Source Sustainably

Once you know enough about what you want to source you can then implement a new buying practice. When deciding what seafood to source, the principle of ‘Avoid the Worst, Promote the Best and Improve the Rest!’ can prove a useful mantra to follow. Avoid selling seafood that has serious on going environmental impacts. See the Fish Online website to see which species are generally best avoided. You can then concentrate on sourcing the best sustainable options for your menu. For complete confidence you need to work with a MSC certified supplier. The MSC website includes a searchable list where you can find contact information and details of the MSC products each supplier has to offer. You can also visit the SeaFish Supplier directory to instead search for suppliers of specific sustainable species.

When sourcing palm oil it’s the RSPO (Roundtable on Sustainable Palm Oil) certification the issue of the oil you fry in being produced sustainably is clearly addressed.

Step 3: State your commitment

Now you are sourcing sustainably and you are buying from and the fishing methods being used are a good starting point to building up the right knowledge. There is also a wealth of online knowledge to refer to at the Good Catch, SeaFish and MSC websites.

A question of importance

Aside from the obvious ethical reasoning, sourcing sustainable products and being able to pass this way of thinking on to your customers and staff can also have a hugely positive effect on your business if managed in the right way. It’s no secret that the general public are beginning to take a much greater interest in the origin and quality of the food they are consuming. This trend is only predicted to grow and your customers will increasingly expect an ethically sourced portion on their plate. Getting recognition for improvements and achievements in seafood sustainability is the best way to demonstrate you are doing your bit and can contribute greatly to that all important competitive advantage.

Our staff members enjoy informing the customers where their fish was caught, how it was caught and when it was caught. This gives them a great sense of pride and achievement.

Step 4: Communicate clearly

It’s important to communicate your work and spreading the sustainability message with customers can build support for your business. Along with displaying the certifications and allowing space on marketing literature, menus and websites, front of house staff can be key communicators. If you’ve made sustainable sourcing choices communicating this can make your customers more likely to support your business.

Step 5: Influence wider progress

Once you are sourcing sustainably, you can then encourage others to do the same. What works for you will depend on your own strengths and connections but you can consider using the local media to raise awareness, actively support other similar campaigns, encourage the next generation by helping to educate your trainees and also work with local government to help support sustainable policies.

Threading in this way is a trend that is sweeping the food sector and demand is only set to increase. For more information you can call the NFNF head office on 0113 2307044 or see the links below.

Useful Resources

Good Catch: The first port of call to learn about seafood sustainability. A wealth of resources, links and advice on how to get sustainable.
http://www.goodcatch.co.uk/

The Marine Stewardship Council. The website of the Marine Stewardship Council, home to the official list of all certified fisheries, suppliers and restaurants.
http://www.msc.org/

SeaFish: SeaFish provide excellent documentation and resources on all things Sustainable including regularly updated Responsible sourcing guides for each common species, to help you make informed sourcing and menu planning.
http://www.seafish.org

Roundtable on Sustainable Palm Oil certification the issue of the oil you fry in being produced sustainably is clearly addressed.
http://fishonline.org/

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http://www.msc.org/

SeaFish: SeaFish provide excellent documentation and resources on all things Sustainable including regularly updated Responsible sourcing guides for each common species, to help you make informed sourcing and menu planning.
http://www.seafish.org

Roundtable on Sustainable Palm Oil: The official website with a full list of all certified suppliers and a wealth of information on the work being done. http://www.rspo.org

The Sustainable Restaurant Association: A national, not for profit membership association, providing restaurants with advice and support to help them navigate the whole spectrum of sustainability issues.
http://www.thersa.org

Seafood Choices: An international program of SeaWeb, provides leadership and creates opportunities for change across the seafood industry and ocean conservation community.
http://www.seafoodchoices.org

National Federation of Fish Friers: Working to promote and protect the interests of the fish frying industry throughout the United Kingdom.
http://www.federationoffishfriers.co.uk/

By Thomas Pick
Turning back the years at the Clock Tower…

Is this the oldest NFFF member shop still in operation today? Owner Jon Maguire thinks it might be with solid evidence that his Fish and Chip shop, Maguire’s at the Clock Tower in Bristol, has been in operation since 1902.

After customers had alerted him to the fact that the shop might be one of the oldest in the area, Jon enlisted the help of local historian John Oldham to investigate further. John explains how he went about this…

"After Jon Maguire contacted me I decided to first do a study of the street the shop is situated on, Regent Street in the Kingswood area of Bristol. To get the information I sought the Kelly’s Directories of this area (Suburbs of Bristol & Gloucestershire). In 1914, the shop address, No. 84 Regent Street was listed as a continuing fried fish premises. The owner of the premises, Mr Sidney Fry, also had another shop, possibly a Green Grocers in nearby Moravian Rd.

Going back further, the 1902 Kelly’s Directory listed Sidney Fry as being a “fired fish dealer” at the Regent St. address. To back this up, I have also consulted the census information for Regent St. in 1911. Sidney Fry is listed as “fish merchant” at No. 84."

Not content with this Jon now wants to claim the ‘oldest current shop in Britain spot’, Jon comments, "We are not saying that we have NOT been trading prior to 1902! The rack of shops we are in pre-dates the Clock Tower which was built to celebrate Queen Victoria’s Diamond Jubilee in 1897 so we will continue to investigate our shops history"

If you have a shop still in operation that you believe is older than Maguire’s, we would love to hear from you. The race is on!

By Thomas Pick

With Filterlogic Every Day’s a Fryday at Fryday’s Fish Bar

With a family tradition of fish and chip shop owners behind him, Stratis Michael aged 41 decided to change his career path and move out of property and venture in to the same footsteps of both his father and grand-father. So in March 2010 Fryday’s Fish Bar was born and opened to dons in the busy North Leeds area of Street Lane.

As a man who had always insisted on the best in everything in his life, Stratis wanted to follow suit with his new shop. He knew that technology had changed over the years and that the Dutch manufacturers were the best in their field when it came to fish and chip ranges. On speaking to people he knew in the trade he was hearing excellent reports about Florigo and that their ranges were without a doubt the best on the market.

After meeting Lee Woodward, Design Consultant with Fryings Solutions Limited, Stratis together with the expert advice from Lee, chose a tailor made Florigo Island range with 4 high efficiency pans with full colour touchscreen controls, chrome plated electric griddle and invested in the FILTERLOGIC filtration system. The handcrafted stainless steel counter completed the look, having shelving below, with the front of the counter finished in tempered glass and back lit with colour co-ordinated lighting, and the Fryday’s logo.

“Even though the price of the Florigo range was more than any of the other range manufacturers, it offered me something that no other range manufacturer could supply - the ability to filter during service without the loss of the pans productivity. I am able to filter up to 15 times within a 5 hour time period with no loss of output. Quality is vital in everything I do, even down to what type of potato I fry” Stratis said. "I wanted to produce quality food using a quality range".

Stratis chose a Florigo range that had the FILTERLOGIC filtration system and is so pleased on his decision. “What a brilliant, fantastic and unique idea - being able to filter as you fry”. The quality of it is amazing and I am so impressed that I have recommended it to other people in the trade”.

No expense has been spared in and around Fryday’s, from the latest cooking equipment to the high quality decor inside the shop. The restaurant combines the latest technology with the fish frying knowledge of the Michael family.

Walking in the shop you get the feel of being in a retro bar with the fluorescent lights and the white tables and black seating - giving you the option of eating in which makes it a great addition for those who just can’t wait to get home.

The feedback that Stratis has received from customers has been incredible and considering we are in the middle of a recession Stratis is extremely happy with life.

And the final comment from Stratis, “Fryings Solutions have provided me with the perfect package from beginning to end. They all go out of their way to help, together with providing a second to none service and after care service”.

For more information on Florigo ranges, Filterlogic or any of our services please see our website www.fryingsolutions.co.uk or call us on 01527 592000

With FILTERLOGIC I can filter at the same time I am frying with the same pan and with no downtime – I cannot believe how this has fundamentally altered the way I fry. My oil lasts longer, my product is cleaner and my customers are happier!"
VAT Campaign

So with VAT now at 20%, we hope your business is managing to battle through and that your customers are respectful of this new pressure that has been put on our industry.

To keep you up to date, in the last issue we printed some correspondence that had been sent to the Chancellor George Osborne on behalf of Henry Colbeck by their local MP David Anderson. The NFFF have now stepped up our collaboration with Colbeck’s on this campaign, with several new developments.

In early January, Bill Crook, Denise Dodd and EC member and recent winner at the Fish and Chip Awards, Richard Ord, met with Bill Colbeck and Duncan McLean of Henry Colbeck in Newcastle. The meeting was a great success with a number of ideas being discussed and a solid agreement reached that the industry will now work together in pushing the campaign forward.

As a follow on to the meeting the same group of people will now be travelling to London in mid-February to consult a QC specialising in VAT on the legalities of other industries being charged VAT at standard rate and other possible ways the fish frying industry can fight to help make the ruling fairer.

Another follow on to our meetings with Colbeck’s is a letter writing campaign to all the country’s 650 working MP’s. At the time of going to press, the letter has gone out to some 300 MP’s from NFFF head office. The response has been great with letters of acknowledgement flooding back. We have had several MP’s come back to us expressing their disbelieve at the fact that supermarkets aren’t paying VAT on their hot takeaway food, and each MP who has written back stating they will, at the very least, be raising the issue with the Chancellor. Please see across the page for a few select responses. We are taking this campaign very seriously so watch this space in Issue 2 for another update.

Fish Fight

As you will be well aware Channel 4, along with the help of some of their top celebrity chefs have been screening a series of programmes aimed at encouraging the public to think more carefully about the fish they are eating. At the heart of this is Hugh’s Fish Fight campaign. We have had numerous calls to the head office about this campaign, with the general consensus being that of great support on the issue of discards but a slightly more apprehensive response on the role of mackerel baps in helping to revive the North Sea cod stocks! At the NFFF we wholeheartedly support the campaign but are also keen to point out that 95% of the fish sold in UK shops comes from sustainable sources ie: Iceland, Faroe Islands, Barents Sea and Norway etc. Very little is sourced from the North Sea which is the area most affected by quotas. However, it seems that the campaign is going strong and we have seen an increase in trade, so as long as you know what you’re selling and communicate this to customers, along with keeping an open mind as to how the trade can support this campaign, it can only be a good thing. Please see our article on Sustainability on page 8 for a further overview of this contentious topic.

Immediately after the programme President Bill Crook wrote to Channel 4 in order to pledge our support, please see the letter below.

As ever, if you spot any articles or features in your local media on any subjects which affects the Fish Frying trade – please don’t hesitate to get in touch on yoursay@federationoffishfriers.co.uk

Dear Sir

I am writing on behalf of the National Federation of Fish Friers (NFFF) to offer our full support to aid your campaign to ban the discarding of fish caught as a by-catch when fishing for other species. We echo your sentiments about this abhorrent practice and share your feelings when seeing good quality fish thrown to the gulls. Should you require our help in any future programmes we would be only too happy to oblige.

One point I would make is that when discussing cod quotas it that 95% of the cod used in UK fish and chip shops is sourced from areas other than the North Sea. These waters are fished in a more responsible manner and the species protected.

I have enjoyed the series and can report that since the feature on Mack Baps several shops in my local area are featuring them on their menus. Good luck with the discards campaign and I repeat it you need any help in the future from the NFFF this will be forthcoming.

Yours Sincerely

Bill Crook
President – NFFF
There are many misconceptions made about part time workers in the workplace. Some are as a result of employers not understanding that the previous legislative restrictions have been repealed and others because the information regarding new rules has not been clearly explained enough to put into practise.

Part time workers have the same statutory rights as full time workers. Any contractual rights should also be given on an equivalent basis. However, if for any reason there is a legitimate case for different treatment then this would have to be objectively justified. Overall, the contractual terms should be no less favourable for part time workers compared to their full time colleagues.

In addition, part time workers have the same holiday entitlements as full time workers; however a pro-rata basis will be applied. Part time workers are also entitled to the same rights regarding bonuses, access to the pension scheme, company cars, sick pay and redundancy pay. Any length of service based entitlement is not adjusted for part time workers. Therefore, if a full time worker were to qualify for company sick pay after one year of service then a part time worker would also only require one year of service to qualify for this right.

A common and sometimes harmful mistake companies make is in redundancy situations where they reduce the number of roles without considering the retention of part time workers as they only have full time roles available. Companies cannot select for redundancy on the basis of part time status. It is a company’s obligation to discuss with the part time worker if they would be willing to work full time and see if there was anyone else willing to work on a part time basis to see if the number of full time equivalents can be reached.

It is essential that contractual terms are made clear in relation to overtime payments. The company should set out the number of hours that a worker would have to work in a week before they are entitled any increased overtime rate. With regards to part time staff, the number of hours is not subject to a pro-rata so if, for example, full time workers are paid at an overtime rate for working any hours over 40 per week, then the same applies to part time workers – they should be paid at the overtime rate only for hours worked in excess of 40.

There is no statutory right insisting that part time workers book all their ‘personal’ appointments outside of their designated working hours, although this can be requested by management. Employers should refrain from reorganising rotas to make ante-natal appointments fall on a part time worker’s non-work days otherwise they run the risk of a claim of discrimination regarding new rules has not been clearly explained enough to put into practise.

There is no statutory right allowing workers to work part time. However, working part time is one of the options that can be considered if an employee has exercised the statutory right to request flexible working.

Employers are under no obligation to agree to the request although all requests should be fully considered and not refused on unreasonable grounds. A statutory request can be made by someone who is a parent, or alternatively is a carer. A flexible working request can only be made once every 12 months. Part time work can also be considered as a potential fair adjustment for a disabled worker where appropriate.

Part time work can also be a solution in other situations such as for workers dealing with work related stress. Cutting hours from full time to part time would help to reduce the stress placed on staff on a gradual basis whilst keeping them at work and productive.
Linpac have it covered with HOTpacs FC range

LINPAC Packaging’s HOTpacs FC Box range provide the ultimate answer for fish and chip shop owners who need a packaging solution which offers excellent presentation and protective properties, combined with the strong environmental credentials demanded by consumers. The range, available in three sizes to cover all takeaway meal options, is manufactured from EPS and has been designed to keep contents warm and protected while offering superb portion control to help minimise waste. HOTpacs require no assembly and the stackable ranges are easy to handle thanks to the thermal environment demanded by consumers. Crucially, the FC range also provides the lowest carbon footprint packaging option available for fish and chip show owners. HOTpacs are manufactured in the UK and do not produce any greenhouse gases if they are disposed of in landfill. Additionally, the energy consumption used in their manufacture can be recovered through incineration.

LINPAC Packaging has been supplying the fish and chip shop industry for 40 years with innovative packaging solutions and offer guaranteed product quality. We are committed to helping fish and chip shop owners meet their customers’ demands with the most economical, environmentally friendly packaging option available on the market today.

For further information, please contact LINPAC Packaging on 01977 692400.

Chip Tips

Welcome to Chip Tips, a new regular question and answer feature where our panel of industry experts will endeavor to answer the everyday questions, big or small, that matter to the owners, managers and staff working in the fish frying trade. We will be answering questions covering a range of areas including, legal issues, marketing, training, day to day practical and accounting and finance – we are aiming to help our members and dispel a few myths so if you have a question you have been looking for an answer to, please get in touch and we will do our best to set the record straight.

Mark Drummond, NFFF Training Co-ordinator and owner of Towngate Fisheries, Bradford, answers some of our regularly asked questions on the day to day issues in a fish and chip shop.

Q: After defrosting, how long can fish be kept in a fish fridge?
A: It is very important when defrosting fish that it is done that the right temperature and that the fish is placed in a fridge as soon as it is defrosted before it starts to get warm.

If it is defrosted in a room that is too warm the outer edges of the block will get warm while the center is still frozen solid. If it is defrosted correctly and it is placed in a fish fridge at around 2°C it will keep for 3 or 4 days, although it will be best to use it within 2 days. It is also important that the fish is not sitting in melt water, so it is important to have something in the bottom of the drawer to prevent this and to drain off excess liquid regularly.

Q: What are the best methods for testing potatoes for dry matter content, sugar content etc?
A: Dry matter content is determined by variety. In order to make good chips you need a dry matter content of 20-22%. Check with your supplier what variety you are getting and ask what dry matter content they contain. If your supplier doesn’t know – change supplier!

Sugar forms in potatoes when they get very cold – below 5 degrees Celsius. In winter when it has been frosty you are best to check each delivery of potatoes for sugar content, as a level of over 0.25% will cause chips to fry dark and soggy and also damage your oil/fat.

If you have any questions you would like answering please get in touch on yoursay@federationoffishfriers.co.uk using the e-mail heading Chip Tips and we will be happy to help.
Fishy Biz gets busy with Kiremko

Almost 12 months to the day that Danny Murphy made a decision to open a fish and chip shop in Bishops Stortford, he saw that dream become a reality when Fishy Biz had their opening night on Saturday 11th December. Many dignitaries including the Mayor of the town were there when the unveiling of the new shop took place and everyone agreed that the whole place looked quite superb. The colour scheme is a stylish grey, silver and black with a swordfish logo proudly displayed both on the counter and the main wall in the take away and eat in area.

Pride of place in Danny’s open kitchen is a Kiremko 4 pan Sonado High Efficiency Range. ‘I looked seriously at 3 ranges including Kiremko’s main Dutch competitor as well as the leading British manufactured range’ said Danny, ‘but because KFE Ltd and the way in which they continuously helped and guided me through the various stages including visiting their showroom to see frying first hand plus their hands on advice on leasing the equipment, there was soon no doubt that Kiremko was the range for me’.

The head chef at Fishy Biz is the vastly experience Ken Snowdon who has been involved in many large fish and chip operations in the past most notably Chariots at Brentwood. He also has fried on many ranges, including other Dutch ranges, but rates Kiremko as the best he has used.

Danny is not only offering fried fish but there is an extensive menu of grilled products including salmon, swordfish and even whole Dover sole. Danny’s brother who also runs a fish and chip shop as well as a fishmongers visits the market daily for fresh quality fish so that Fishy Biz customers can be assured of the best quality every time. Danny’s final words were that when, not if, the next shop comes along, his choice of frying equipment would be Kiremko every time.
This year may have been the 23rd National Fish and Chip Shop of the year awards organised by Seafish, but it was my first and I was delighted and honoured to be invited along as a judge. All the action took place at the Riverbank Park Plaza on the Albert Embankment, just over the other side of the Thames to the Houses of Parliament, not that our schedule allowed any free time for sightseeing!

Judgment day

Wednesday 19th of January was a full day of judging the 10 regional finalists, as they each made their presentations to the judging panel. Chaired by Dr John Harman of Seafish the panel was made up of representatives from across the industry including The Potato Council, DEFRA, Fastnet Fish Ltd, The Fishmongers Company, Scottish Fisherman’s Organisation, NEODA and the NFFF.

I have got to say that I was really impressed with every single finalist’s bravery and stamina. It takes a lot of bottle to stand up in front of 11 stern faces and let alone convince them as to why they should win this prestigious title! As expected, sustainability was high on the agenda and views on Hugh Fearnley Whittingstall’s ‘Mack bap’ campaign were sought by the panel from all of the finalists who all deserve praise and recognition.

The Big Reveal

There can only be one winner though and ultimately the Fish and Chip Takeaway of the Year award was taken by Bridlington’s Fish and Chips at 149. Bill then went on to award Jay Kumar and Stefan Hardy of the West Hallam Fryer as the first holders of the NFFF Fish and Chip Quality Award.

This award was born out of the Seafish Friers Quality Awards, but with significant changes to increase its appeal to a broader spectrum of fish and chip shops. The changes include making the award a simple pass or fail, the emphasis has also moved away from the premises with more focus on the product.

The award is being run in partnership with NEODA who take on board the responsibility for marketing and promoting the award. We at the NFFF will deal with the organisation, administration and assessment of the candidates suitability.

To date (20th January 2011) we have had 4 fully audited assessments, one fail and a further 20 plus assessments arranged. This is backed up with in excess of 100 businesses that have registered an interest. We would like to give special thanks to Jim Hyam and Richard Wardell of Seafish for all their invaluable help to train our team of 30 assessors.

This is backed up with in excess of 100 businesses that have registered an interest. We would like to give special thanks to Jim Hyam and Richard Wardell of Seafish for all their invaluable help to train our team of 30 assessors.

We would also like to congratulate the winners of the other specialist awards which also come under the ‘National Fish and Chip Awards’ umbrella:

- The Chip Box, Stewartry, Ayrshire were winners of the ‘Good Catch Award’. Hall’s Fish and Chips of Nelson in Lancashire took the award for ‘Best Newcomer’, ‘Independent Fish and Chip Restaurant of the Year’ went to Colman’s of South Shields and the ‘Staff Training and Development Award’ was snapped up by Pantin’s of Whitby Bay. The Ashvale of Aberdeen took the ‘Contribution to the Local Community Award’ and ‘Best Multiple Fish and Chip Operator’ went to Daniels Fish and Chips of Dorset.
- ‘Scooby Snax’ for his fish cake recipe.

This year’s Awards also saw the very first business to successfully pass the new ‘NFFF Fish and Chip Quality Award’ which launched on the 4th January 2011. Congratulations to Jay Kumar of the West Hallam Fryer in Ilkeston, Derbyshire.

On behalf of the NFFF I would like to say Congratulations to all the winners, and a huge well done to all the finalists and contestants who took part in this year’s competition. We’re looking forward to seeing you all again next year!

We would also like to thank Nikki Hawkins of Seafish for arranging us a presentation slot during the ceremony. The new NFFF Fish and Chip Quality Award which replaces the Seafish Friers Quality Award is available through the NFFF with the support of NEODA, and has been introduced to improve industry standards so fish and chip shops can sit shoulder to shoulder with the likes of McDonalds and KFC.

By Denise Dodd
General Secretary NFFF
“I am a firm believer in the theory that anything that gets people talking about your business is a good thing and just entering the National Fish and Chip shop awards got my customers talking about the business. I find that people view their local chip shop like their pub - their Pub, their Chippy!”

Rather than just being somewhere where they collect their meals like a fast food chain, our customers are interested in what we do as a business. They like to see us being active; therefore even just entering awards is seen as very positive, no matter how far we are able to travel in it.

You’ve got to be in it to win it...

From the very first week of putting the posters in the window about the competition, our trade increased. The whole team got behind the idea of the competition which gave the whole shop a buzz of excitement which in turn rubbed off onto our customers.

Not just myself, but the whole team looked at our procedures to see how we could improve. We all looked at the cleanliness of the shop with fresh eyes and the amount of little things that came up was astonishing. Our regular suppliers assisted with ideas of improvement and gave us constructive feedback which all helped us get better at what we do. Every day our customers asked us how we were getting on in the competition.

Working the media

When we were informed we had reached the regional finals, WOW, the shop just exploded! To capitalise on this we took out full page adverts in the local papers. One local paper did a news item about us and one local paper did a news item about us and the advertising machine started rolling again which was then broadcast after every programme.

Building for the future

Entering the awards was one of the best things this business has ever done. Staff morale up, trade up, our reputation in the community up and it only cost one night in filling in the questionnaire.

With the big fast food chains and countless others spending millions on advertising, as an industry we should be proud into the dirt by now, but we are not. We’re not because our food is better than theirs. Our food is generally healthier than theirs and our local knowledge and friendliness better than theirs. Our sheer value for money is amazing. As most of us sell sustainable cod, let’s promote that! Most of us sell chips that are made from fresh potatoes, let’s promote that!

I hope that I have not come over as someone trying to teach people to suck eggs and if I have, I truly apologise but it is something I feel passionately about and it has worked for me. As Kellie’s once said “have you forgotten how good they taste?” let’s keep waking up Britain to fish and chips.”

Andy Gray, Customer Development Manager for SeaFish commented: “The Best Independent Takeaway Fish & Chip Shop of the Year Award category is the flagship award category of the annual National Fish & Chip Awards, now in their 23rd year, and as such is a highly competed for title. With such keen competition amongst shops, William Rowe and his staff should be wholeheartedly congratulated on their success for reaching so far in the competition; recognition that the shop is providing its customers with a top quality product served with pride and passion”.

By William Rowe, Top 3 regional finalist, Best Independent Takeaway category for the Central and South England Region 2011.
Commodity Watch

By Stelios Theocharous

Wheat:

Previously there have been many contributing factors to the increase in price of wheat; it has been all over the news recently with the drought in Russia, the rain in Australia. The price of wheat is nearly doubled on last year’s price, with further increases this year for definite. A weakening Pound and strong global import demand for wheat have fed wheat markets through a bullish phase in the first half of this week. May UK wheat futures have risen £5/t so far this week to £205/t this morning.

New information on the state of the UK economy has contributed to Sterling losing 3% against the Euro in the last week with £1 currently worth Eur1.1554 (Eur1 = £0.8633). At current wheat prices, a Eur0.01 change in the value of sterling can influence grain prices by £2/t.

Globally: Political and food security issues within key wheat importing nations is strengthening import demand. Unrest in a number of key North African countries has led to further tenders for wheat to be issued. Algeria bought 0.8Mt of wheat today. With tight stocks in the EU and strike action back on the agenda in Argentina, the US could become the only source, which has further supported American markets.

Oils & Fats:

Groundnut oil has never looked so cheap in comparison to Rapeseed Oil which is on the rise; one of the biggest reasons for the price hike in Rapeseed Oil is because 70% of the world’s supply goes too biofuel. As you will see on your invoices Palm Oil is at the highest this industry has ever paid, but analysts hope it should recover in the 2nd half of 2011. Beef dripping will continue to rise in price as there are less animals being slaughtered so there is less by product, also beef tallow is also being used for bio fuel and so fuel is competing against food like many other oils and fats.

Potatoes:

With confidence in the market being maintained, due mainly to the volume of stocks moving for export, prices remain stable. However, a few growers holding top quality free market stock are requesting, and occasionally receiving, higher offers. In contrast packers report a slow to steady demand into supermarkets and are attempting to resist any increases. Most are also still concentrating on contract movement, leaving a more limited interest in the free market at present.

Fish:

Frozen at Sea fish has stayed very steady lately. Larger cod 32+ has been harder to get hold of, however there is alot more coming in which should bring down the price a little. Anything from 8-16oz and 32+ there will be plenty of, however smaller fillets like 5-8 will possibly increase in price because they will be in higher demand and less available.

Overview:

Expect new levels of cheap, I honestly think that the old prices we were so used to will be a distant memory. Supply and Demand is now taking effect globally, there is less food being produced and more food being consumed. In the UK we will never walk into a supermarket and have no food, we will still be able to find most processed foods in the supermarket, however expect to pay more. There are countries already in the world where there are serious shortages, and I am not talking about a lack of Jaffa Cakes and Oreos were talking about basics like Rice and Flour.

I would like to say thank you for the information from Gary Lewis at Nortech Foods, The British Potato Council and the HGCA. If you have any questions or would like to send me market reports about your commodity please email stelios@thebattercompany.co.uk.

We welcome any contributions to this feature.
HACCP Principles for Cleaning and Hygiene

Food safety, and the prevention of food-borne illness, is a worldwide concern. The Hazard Analysis Critical Control Point (HACCP) System is the most widely accepted food safety management system for the food industry. Cleaning and sanitisation procedures play a critical role in reducing or preventing cross-contamination and improving physical safety of customers and staff.

- Conduct a Hazard Analysis
  1. Cause, diet, and oil hold bacteria and are embedded in kitchen tile grout, along baseboards, and in corners.
  2. Walkways become slippery from grease, oil, and other liquids.
  3. Toilets and customer areas have high bacteria levels.
  4. Food service areas are dried or cooked on equipment.

- Determine The Control Points – CCPs
  1. CCP1 – Deep cleaning of floors, equipment, and food prep areas.
  2. CCP2 – Sanitising of food preparation surfaces, staff and customer contact areas.
  3. CCP3 – Segregation of cleaning tools by “Zone”.

- Establish Critical Limits
  1. Establish colour coding for each cleaning “Zone”.
  2. Scrub floor, grout, and baseboards daily in kitchens, once per week in dining room and washrooms.
  3. Map grease, oil, and liquids from walkways several times per day after each rush period.
  4. Wipe down dining areas and food prep tables several times per day.
  5. Spray sanitiser on dining tables when customers are not present.
  6. Wash hands thoroughly for 20 seconds at hand wash stations after cleaning.
  7. Segregate colour coded cleaning tools and store in a safe place, away from customers or food.

- Establish Monitoring Procedures
  1. Establish training methods and procedures for all cleaning tasks. Train new employees upon appointment.
  3. Visually verify that all cleaning procedures have been completed correctly.
  4. Visually verify that the colour coded cleaning tools stay in the designated “Cleaning Zone”.
  5. Walk slowly over floors after cleaning to verify that there are no slick spots.

- Identify Corrective Actions
  1. Request staff re-do cleaning tasks not completed properly.
  2. Remove colour coded tools from wrong “Cleaning Zone”.
  3. Wash tools thoroughly in soap sink and soak in sanitiser.
  4. Allow cleaning tools to air dry in a safe area away from customers or food.

- Establish Verification Procedures
  1. Inspect cleaning tools on a regular basis – clean or replace all dirty tools.
  2. Periodically quiz staff on proper cleaning procedures.
  3. Check cleaning log for accuracy and timeliness.
  4. Sign and date all completed cleaning logs.

- Establish Record Keeping and Documentation
  1. Develop electronic cleaning checklist on restaurant computers.
  2. Back up all cleaning checklists with printed copies.
  3. Maintain daily cleaning logs for a minimum of 60 days.

Send your queries and questions relating to cleaning and sanitisation to: info@ehsuk.com

Ultra San 3 in 1
Simply the best cleaning product you will ever use. Don't waste money, space and time on lots of different chemicals.

Ultra San 3 in 1 degreases, cleans and sanitises. Ideal for food preparation areas.

- Kills 99.999% of germs
- Food Safe
- Non-tainting
- Odourless
- None Corrosive
- 1x 5l makes 75x 750ml trigger sprays or 75 buckets full – less than 0.17p per refill

Data sheets and cleaning procedure templates available for download at www.ehsuk.com or just call us on 01937 841306 and we will email or post you a copy.

Buy now and start saving...

- Starter
  1x Ultra San 3 in 1 5lt r
  6x Ultra San 3 in 1 750ml
  1x Publican Pump 30ml
  £28.00 Inc delivery

- Value
  2x Ultra San 3 in 1 5lt r
  1x 10 pack of sponges
  £25.00 Inc delivery

- Bulk
  4x Ultra San 3 in 1 5lt r
  £44.00 Inc delivery
  £18.00 Saving
  6x Ultra San 3 in 1 5lt r
  £60.00 Inc delivery
  £28.00 Saving

Refer a friend and you could receive 1x value pack worth £25.00 free of charge.

01937 841306
info@ehsuk.com
www.ehsuk.com
Kerry Ingredients enrol new Sales Manager

Dean Annetts, newly appointed West Midlands Area Sales Manager for Kerry Ingredients recently attended a one day course at the NFFF Training school. Coming from a sales background in the beverages sector, Kerry saw a 1 day course as the perfect opportunity to give Dean a step by step rundown on the basics of frying and Arthur Parrington was on hand to share his formidable knowledge of the trade. Dean commented, “The course has been really good and will give me a thorough understanding of what goes on behind the scenes of shops I will be supplying’.

Steve Hill – The importance of filtering

Long term friend of the NFFF, Steve Hill of Premier 1 Filtration and Steve Hill Services is a regular attendee of our 3 day training courses, demonstrating the importance of filtering frying oil. Using his very own patented Merlin Top-Fry system, anything Steve doesn’t know about the importance of filtering oil isn’t worth knowing!

Here are his top tips:

- The key to clean oil is to keep skimming the top for debris while frying.
- Always filter your oil once or twice a day, after frying has finished.
- When filtering the range should always be switched off with the optimum temperature 100°C.
- Filtering oil will promote longer life, a quicker frying time and more consistent product.
- When filtering always ensure you scrape the sides and bottom of pans.

For more information about filtering please visit www.premierfiltration.com
NFFF Training Courses for Fish Friers

Designed to cover the needs of potential, new and established fish friers.

T. Quality

The NFFF Training School is the ONLY training school in the UK to combine training delivered by experienced and competent trainers, along with impartial advice on equipment and products from throughout the industry!

We're not here to sell you – just to train you!

The NFFF Training School offers a range of courses designed to improve the skills of the students. People attending come from a wide range of backgrounds and with varying degrees of experience. The courses offered take into account that experience and aim to develop the individuals' skills on both a practical and academic basis.

Our facilities are modern and comprehensive and include:
- Lecture room
- Preparation room
- Frying room equipped with two frying ranges, one traditional and the other high efficiency

These are backed up by a team of highly skilled instructors, all qualified and experienced people from within the industry.

3 Day

This course syllabus includes chip preparation, fish preparation, batter mixing and cooking of prepared products on all three days.

Practical frying sessions using both our ranges, one traditional and the other high efficiency.

Lectures cover:
- Frying Range Management
- Food Hygiene
- Health & Safety requirements
- Managing simple accounts and dealing with VAT
- Portion Control and packaging
- Three absorbing days learning best practice and not just HOW to do things the correct way, but WHY!

Course Comments: Nov/Dec

"The knowledge received from Arthur was excellent and will hopefully help me to perfect fish and chips – thank you!"

Andrew, Arthur, Mark and I all gave excellent points and knowledge..... and hopefully I can take this knowledge further."

"Arthur has years of knowledge and experience – he was really friendly and helpful. All people involved were happy to share lots of helpful tips and information."

For details of this or our other courses, contact Karen Clark on 0113 230 7044 or k.clark@federationoffishfriers.co.uk or visit our website at www.federationoffishfriers.co.uk

1 Day

This course is designed for people with catering or food retail experience but no practical knowledge of fish frying. The syllabus is purely practical covering:
- Chip and fish preparation
- Making batter
- Types of oils and fats
- Hands on cooking including correct frying temperatures, range management and portion control.

For further information about either of these courses, please contact KAREN CLARK at the National Federation of Fish Friers on 0113 230 7044 or email k.clark@federationoffishfriers.co.uk

DISCOUNTED RATES AVAILABLE FOR NFFF MEMBERS
Can your business afford for you NOT to do it?

Customer Service Skills Qualification

Raise standards of customer service in your fish and chip shop or restaurant
The three key areas included in this exciting qualification are:
- Customer service
- Food hygiene
- Health and safety

Study when you want, where you want and at a pace to suit you.
Two workbooks are supplied for self study:
- Introduction to Customer Service in Fish Frying
- Introduction to Food Hygiene and Health & Safety in Fish Frying

When setting up Frankie’s we wanted to ensure that an effective training policy was in place to guarantee the best customer service possible. After learning about the NFFF qualifications through the Fish Friers Review we have since put all our staff through the Customer Service Skills Qualification with some staff also taking the Fish Frying Skills. This has given staff an extra confidence boost and ensured our business got the best start possible.

John Gold – Owner, Frankies Fish and Chip Café and Takeaway

NFFF Qualifications

Developed in conjunction with Seafish.

Assessment of both of these qualifications will be done at your place of work, causing minimum disturbance to your work routine.

There is a 40 question multiple choice examination paper, along with a practical assessment by a Seafish approved assessor while you work, which typically lasts two to three hours.

- Achieve increased profits
- Reduce waste
- Benefit your business
- Capitalise on positive public relations opportunities
- Improve staff productivity
- Win and retain customers
- Create a multi-skilled workforce
- Motivate your staff

Don’t miss out - Training opportunities for you and your staff – stay ahead of your competition!
NFFF Resources and Literature

Savings for Members
Available from Head Office
contact CLAIRE THOMPSON on 0113 2307044

The 12 Commandments for Food Handlers Advice to Employees on Food Hygiene
10 Copies at £1.00
Health & Safety at Work Act Poster (updated version now available), copies at £16.80 each
Combined Pads of F2508 and F2508A, Reporting Injuries & Diseases Pads, @ £7.45 each
Single Forms @ £0.55 each
Specialist Lighthouse Account Books with VAT Column, copies at £4.50 each

Available from Head Office

NFFF/Seaﬁsh Training Material
An ideal way of improving your knowledge and skills

Order online at: www.federationoffishfriers.co.uk
YOUR GUIDE TO BUSINESS SUCCESS THROUGH YOUR PEOPLE
A booklet covering training and development, priced at £7.50 plus postage and packaging.

HYGIENE AND CLEANING IN THE SEAFOOD INDUSTRY
Open Learning Module, priced at £20.00.
NB This module forms part of the Foundation Food Hygiene Certificate and this is available for about £50.00 per person which includes the examination and certiﬁcation costs.

NFFF Member Discounts
The following companies offer NFFF Member discounts

Carlton Catering Equipment Ltd.
Potato Peeler & Chippers
Tel: 01709 540004
KLS Range Engineers
Tel: 01553 772935
1st Waste Management
Tel: 01202 393001
Ellis Bates & Co. Insurance Group
Tel: 01423 724520
Hygienic Plastics
Tel: 01423 724529
Tel: 01423 724512

Window Display - Get yours today!

Would you like to ﬂy the flag for ﬁsh and chips...
order your window display by ﬁlling in your details below and post to: NFFF LTD,
4 GREENWOOD MOUNT, LEEDS LS6 4LQ along with a cheque made payable to NFFF Ltd.

Costing £30.30 including VAT, recorded postage and packing, the main display sticker promoting “Great British Fish & Chips” (660mm x 500mm or 26 x 20in) comes with four 900mm lengths of waves to run the length of your window. Besides these heavy duty stickers, friers will receive two small versions of the main logo to ﬁx to small glass areas.

Becoming a Member of the NFFF
for less than the price of one ﬁsh per week you can become a member of the NFFF. We will represent your interests, offer advice and support on VAT, employment law and technical issues, offer discounts and special offers on training, qualiﬁcations and associate member products & services plus much, much more. With lots of exciting plans in line for the NFFF, now is the time to join!

for more details phone 0113 2307044 or e-mail mail@federationoffishfriers.co.uk

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NFFF Associate Members Business Directory

Warrag Ltd

Warrag Ltd is the leading commercial cleaning specialists in the fish and chip trade. Contact: Lucy Hunt Tel: 01322 543279

Gus\n
Gus is the premier purveyor of all aspects of cleaning equipment for the fish and chip trade. Contact: Steve Hill Tel: 0191 4828406

McWhinneys

McWhinneys supply equipment and canopies to the fish and chip trade. Contact: Cherry Ward Tel: 01406 421073

Reuniform

Reuniform work with food, sausages and burgers to the catering trade. Contact: Alison Eade Tel: 0121 5449120

Anglia, East Midlands and London/M25.

Contact: New business team Tel: 0191 4828406

BELFAST, 28-30, LUDLOW STREET, BT12 7NL, REFURBISHED TO GOOD STANDARDS, 3 BEDROOM ACCOMMODATION (Middleton) counter range. Situated major city of this sought-after county, close to multiple town centre and many roads. Well presented, scrupulously clean customer section/frying bay with shared preparation area/wet room at back. £2,500 with scope to re-establish the 24 seater adjoining restaurant which is presently closed. Both units held on leasehold at annual rental of £12,800. Huge scope to extend menu and hours to fully exploit the potential. £10,000 for lock-up shop, fitted and equipped. £15,000 for lock-up shop, fitted and equipped. £10,000.

Walter Hollands

The manufacturer of traditional fish and chip shop equipment. Contact: Steve Hill Tel: 01766 232741

OILS AND FATS

Premier 1 Filtration

Premier 1 Filtration are the UK’s leading supplier of grease and canola meal for the fish and chip trade. Contact: Jeff Stephenson Tel: 01322 543279

Rivers Pride

Rivers Pride supply filament and flame retardant products for the fish and chip trade. Contact: David Parrish Tel: 0121 5449120

YOUR AD HERE

Contact: Steve Hill Tel: 0191 4828406

NORTH YORKSHIRE. AWARD WINNING FREEHOLD FISH AND CHIP TAKEAWAY, IDEAL LOCATION, WELL ESTABLISHED, HIGH GROWTH TRADE, PREMIUM TRADE, BARGAIN PRICE. A well presented fish & chip takeaway trading on average £650 pw with scope to extend the seating. £1,800 pw, previous ownership estimated at £3,000 pw. New 15 years lease at £10,000 pa for lock-up shop, fitted and equipped. £25,000.

Tebay's

Tebay's sell products into fish and chip shops. Contact: Mike Kilduff Tel: 01527 592000

Walter Hollands

The manufacturer of traditional fish and chip shop equipment across the North West. Contact: Louise Elliott Tel: 01623 517417

Holland's

Holland's is the premier purveyor of all aspects of cleaning equipment for the fish and chip trade. Contact: Steve Hill Tel: 01766 232741

Positality

Positality are a highly respected print, packaging and clothing organisation to communicate their message about what they do and who want their staff to look great while they serve their customers. Tel: 0191 4828406

NORTH WEST. CHESTERFIELD. FREEHOLD FISH AND CHIP TAKEAWAY BUSINESS - NO COMPETITION - IDEAL LOCATION, PREMIER TRADE, HIGH GROWTH TRADE, EXCELLENT OPPORTUNITY. A well presented fish & chip takeaway trading on average £650 pw with scope to extend the seating. £1,800 pw, previous ownership estimated at £3,000 pw. New 16 years lease at £10,000 pa for lock-up shop, fitted and equipped. £25,000.

NORBOROUGH, DERBYSHIRE. LONG ESTABLISHED FREEHOLD FISH AND CHIP TAKEAWAY BUSINESS TRADED WITH NEW ICE. ALSO FULLY EQUIPPED TO INCLUDE 1 BEDROOM ACCOMMODATION. £5,000 with scope to re-establish an adjoining restaurant which is presently closed. £12,000.

NORTH EAST. NEWCASTLE. FREEHOLD FISH AND CHIP TAKEAWAY, FREEHOLD FREEHOLD FREEHOLD FISH AND CHIP TAKEAWAY, IDEAL LOCATION, HIGH GROWTH TRADE, PREMIUM TRADE, BARGAIN PRICE. A well presented fish & chip takeaway trading on average £550 pw, previous ownership estimated at £800 pw. New 16 years lease at £7,500 pa for lock-up shop, fitted and equipped. £15,000.

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Ref 107972.

cooker AND 3 bed accomm. Taking £5,000 range, commercial kitchen with Chinese tiled sales shop with 2 pan counter frying with new equipment and must be seen. Fully Magnificent modern fisheries in bustling Doncaster.

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Ask for
LEICESTERSHIRE – Traditional style take away fish and chip shop same owners past 23 yrs. Busy residential area. Well fitted shop with Henry Nativity floors. 5 day a week, half day a week. Taking £13,000 per week. 

MIDDLESEX / WEST LONDON – High standard recently refitted traditional style fish and chip shop. Purpose built parade shop with service area for customer parking on busy road. Kirriemuir 4 pan range. Excellent inventory of modern equipment. Taking £3,500 pw with good potential. Self contained accommodation; bathroom above. Gas c/h.

NORTH WEST LONDON/MIDDLESEX – Modern purpose built traditional style fish and chip business, parade shop with good customer parking, serving large residential area of popular town. Taking £5,000 pw with good potential. Lease, unexpired term of approx 12 years, current rent £17,000 per annum. Self contained living room, kitchen, 4 bedrooms and bathroom above. Gas c/h. UPVC double glazing and frontage.

SOMERSET – A well known and very long established traditional style take away fish and chip shop business occupying a prominent high street location in a busy and sought after market town. Taking average £5,650 per week. The business has an excellent inventory of fixtures and fittings and is maintained to a high standard. Lease, unexpired term of approx 12 years, current rent £17,000 per annum. Self contained accommodation; bathroom above. Gas c/h. Excellent inventory of modern equipment.

EAST SUSSEX – A freehold, company owned, staff run traditional style fish and chip business, a detached property occupying a prominent main road location within a thinly populated area of a popular town. Taking average £3,500 per week. Fitted and equipped to a very high standard. Spacious self contained accommodation approx £51,000 freehold. Ref: FT3242

KENT – Freehold traditional style take away fish and chip business recently refurbished and occupying main road location in residential area. Taking £2,500 pw. Single fronted premises with fully tiled customer area and illuminated menu board. Good prep and storage areas. Inventory includes Kirriemuir 3 pan range 1200X, chipper, peeler, freezers, etc. Rear yard and storage, dry basement, living room, kitchen, 3 bedrooms and bathroom above. Recently refurnished with UPVC double glazed windows and gas c/h. Price: £255,000 all inclusive. Ref: FT3256

DEVON – High standard, company owned, staff run, traditional style take away fish and chip business. Prominent main road location with car park access. Smart very well appointed business with excellent inventory including concept Kirriemuir frying range. Taking £6,500 pw with good potential. Large family accommodation. Lease 17 yrs, rent £18,750pa. 5 yrs recommended. Highly recommended. Sale price: £445,000 all inclusive. Ref: FT3237

ESSEX – Long established traditional style fish and chip take away and restaurant business. Prominent location in popular town. Taking £5,000 pw with no late openings. Spacious well equipped business with large inventory of equipment including P&F island range. Self contained 3 bed accommodation above. Lease 15 yrs, rent £15,500 per annum. Sole agents. Price: £240,000 all inclusive. Ref: FT3267

OWEN – High standard traditional style take away fish and chip and restaurant business. Prominent location close to the centre of busy and popular town approx 20 mins from Bristol. Taking £7,000 pw. Mostly staff run. Rettied to a very high standard within last 5 yrs with large inventory of modern equipment. Numerous rooms above the business which could be converted into residential accommodation. Lease, unexpired term of approx 24 yrs, rent £18,000 per annum. 5 yrs recommended for viewing. Sole agents. Price: £625,000 all inclusive. Ref: FT3266

HAMPIONGHAM (SOUTHAMPTON AREA) – Successful traditional style take away fish and chip shop. Purpose built parade shop in popular area with large residential catchment surround. The business is fitted and equipped to a very high standard with a Kirriemuir island frying range and a top grade inventory of other equipment. Taking £7,000 pw on sensible hours and limited menu. Large self contained flat above. Low average lease, rent £7,500pa. Highly recommended by sole agents. Price: £425,000 lease. Ref: FT3269

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NOW REDUCED - Traditional Fish & Chips Takeaway - RISCAR, CLEVELAND £700.90 + £690.00 + VAT
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NOW REDUCED FOR QUICK SALE - Traditional Fish & Chips Takeaway PERRYHILL, COUNTY DURHAM £1,199.00 + £1,299.00 per week
ASKING PRICE: £1,599.00 - FREEHOLD: REF: C.G. 006
Traditional Fish and Chip Shop - A desirable residential area of SCUNTHORPE £2,500 per week
ASKING PRICE: £9,599.00 - SAV - LEASEHOLD: REF: LIN003
WANTED FOR QUICK SALE - Fried Fish, Pizza & Kabab Takeaway & Italian Cuisine, RIDDINGTON, NORTHUMBERLAND £2,500 - £3,000 per week
ASKING PRICE: £70,000 - LEASEHOLD: REF: N00 091
Fish & Chip Takeaway - SOUTH SHIELDS, TYNE & WEAR £3,000 - £4,000 per week
ASKING PRICE: £39,500 - LEASEHOLD: REF: TYNE 003
REDUCED FOR A QUICK SALE - FRIED CHICKEN & BURGERS IN LONDON COUNTY DOWNFORDFIELD, WEST YORKSHIRE £2,500 per week
ASKING PRICE: £29,500 - LEASEHOLD: REF: Y00 015
Fish and Chips Takeaway and Cafe - SOUTH YORKSHIRE VILLAGE £1,250 per week with room to improve
ASKING PRICE: £49,000 - LEASEHOLD: REF: Y009 19
Fish & Chip Shop, Takeaway and Cafe - HULL CITY CENTRE £2,500 per week with potential to increase
ASKING PRICE: £85,500 - SAV - LEASEHOLD: REF: Y00 021

View our website for a selection of businesses from £12,990 upwards
NFFF Issue 1 Feb 2011

Key Features
- New Merlin units to suit most fryers
- Traders Board
- Federation Noticeboard

Traders Board

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**VACANCY**
Expatriate owned company in Singapore urgently seeks an experienced Fish & Chip shop manager / friers with a view to assist in developing a regional chain. Ability to train, control costs and work under pressure essential.

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Email CV's, photo, reason as to why you should employ us and expected salary to: robert@3ionssport.com

**Contact your local representative**
To contact your local representative please visit the Contacting NFFF section of our website:
www.federationoffishfriers.co.uk

**Mike Howard Tribute**

**2011 had a tragic start to the year for NFFF Vice-President Gregg Howard and his family, as his father Michael Howard passed away at home on 2nd January. He was aged 70.**

Brought born Mike Howard got hooked on the fish and chip business when he and wife Maureen moved into a house which had a frying range in the first room. Maureen turned the place into a shop and they never looked back. By 1985 Mike had founded ‘Our Place’ in Dudley Road, Halesowen with his son Gregg and a few years later they were joined by eldest child Paul and his daughter Becky into the family business.

The business had an early 1980s ‘Our Place Too’ in Quarry Bank and in 2003 Gregg went on to open ‘Our Place’ in Hagley. Gregg said ‘He was the backbone of the business – always trying to take things forward to produce quality fish and chips for his customers.’

Thanks to top tips from Mike the shop in Hagley has achieved some top accolades. One of Mike’s proudest moments was when he and Maureen were with Gregg in London when he won the UK’s Seafood Fish and Chip Shop of the Year competition in 2004/05. The shop is also a ‘Fryers, Quality Award’ holder and ‘Young Fish Frier of the Year’ 2008 winner Ian Allsop was one of Gregg’s young protégés.

After Mike’s retirement from the Halesowen shop, Gregg soon got working in the shop at Hagley, where he won all those years of experience to waste. Three generations of the Howard family, Mike, Gregg and Gregg’s children Tori and George would be seen working together behind the counter in what is truly a family business.

Mike worked at ‘Our Place’, Hagley for three years until he died and his help made it possible for Gregg to open his own shop in Kidderminster. Gregg said of his Dad “Mike was a great character and everybody loved him. He was witty, young at heart, outgoing and good fun to be with. He had many loyal customers who have followed him right from the store over four decades. I owe my Dad everything. He was a true inspiration.”

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**NFFF AGM Press release**

Your invitation to join us at the 75th NFFF Annual General Meeting followed by the Banquet & Ball

Sunday 17th April 2011 at the Wighton Hall Hotel & Country Club, Moss Lane, Wighton, Wigan, WN9 5PH. The AGM commences at 2.00pm and the evening meal and entertainment will follow later that evening.

Those who attended the 2010 event will be aware of the excellence of the food and accommodation at this venue and the reason for returning there again in 2011. Early bookings are recommended a full house being achieved in 2010.

The Hotel is located just off Junction 27 of the M6 motorway. Head towards Parbold on the A5291, after the BP Garage and St. Joseph’s church, turn right into Moss Lane and the Hotel is 200 yards on the right. There is a large car park available.

The nearest main railway stations to the hotel are Wigan Wallgate and Wigan North West, both are approximately six miles from the hotel, a taxi service is available.

Room charges for overnight stay Saturday or Sunday 16th or 17th April as follows:
- Single: £65.00
- Double/twin: £80.00

Reservations to be made directly with the hotel Telephone: 01257 425083 Quoting your attendance at the NFFF Banquet & Ball

Details of the Banquet & Ball are to be made through the Conference Secretary:
Mr. Denis Jeavons 0161 364 8421.
E-mail Denis@jeavons2789.freeserve.co.uk
Print: £20 per person.
Support your President and the National Federation of Fish Friers.

Federation Noticeboard

NEXT MEETINGS

**BURNLEY:**
Second Sunday of the month.
To be held at Hollands Pies, Blackburn Road, Baunton, Accrington, Lancashire BB5 2SA. 11.30 am
For further details contact Mike Rose on 01254 200401 or John Wild on 01522 852211

**SOUTH YORKSHIRE:**
Meetings to be held the second Sunday of every month. To be held at the Aisgill and Stanford Constitutional Club. For further details contact secretary Kathryn Maggrave: 01226 246186

**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!

The Fish Friers Review is the
We buy your
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FRIERS REVIEW
10 questions:
...with Emilio Vozzollo

Emilio Vozzolo manages the daily operations of the van sales fleet for Hollands Pies, delivering to over 1,500 chip shops in the North West. He has worked at Holland’s for over 25 years, working in van sales for the last 15 years.

1. If you could choose any job in the world what would it be?
I am an avid DIY fiend, so I would love to have the patience to be a master cabinet maker. It would be great to make bespoke furniture that would stand the test of time.

2. Who would be your dream dinner date?
Would love to have dinner with Billy Connolly, the guy cracks me up, he can really tell a fantastic story.

3. If you won the lottery what would be the first thing you would buy?
I would buy a huge plot of land within the Ribble Valley, Lancashire, and definitely build my own house from scratch. From managing the project to completing all the brick laying, joinery, plumbing and electrics not forgetting a little help from my friends. It would also have to include my very own Home Cinema room.

4. Describe your perfect Sunday?
Definitely having the entire family round for a huge dinner. All the noise, good food, plenty of wine and everyone talking over each other, to the outside it looks like all-out war!

5. What is your fondest childhood memory?
When I was a child, spending time with my old grandfather back in Calabria in Italy. My family and I used to go to Italy every summer for a 5 week holiday. He used to teach me the old ways of doing things such hunting, fishing etc.

6. What’s the last book you read?
Alan Sugar’s autobiography, ‘What you see is what you get’. What a book! It’s an insight into a self-made man, quite an enlightening and funny read.

7. Where is your favorite Holiday destination?
I don’t really have one. I like to try something new each time I holiday. It has to be child friendly, not too commercialised with plenty of culture, so probably Rome.

8. What’s your favorite film?

9. Where do you see Fish and Chips in 20 years’ time?
Still the supplier of choice for good valued, nutritionally balanced, quality British food.

10. Which do you prefer Cod or Haddock?
I love all types of fish, but if I have to choose between the two, I think it would have to be Haddock for me.

The Edinburgh Marathon / Half Marathon

Run the UK’s quickest Marathon through the ancient streets of Scotland’s capital and raise much needed funds for the Fishermen’s Mission. The Fishermen’s Mission provides emergency and welfare support to UK fishermen and their families 24 hours a day, 7 days a week, 365 days a year.

For more information or to obtain one of our Edinburgh Marathon guaranteed places please phone 0800 634 1020 or email josstanderwick@rmndsf.org.uk.

www.fishermensmission.org.uk