



Awards Luncheon

*Hosted by
Mr Richard Corrigan*

Tuesday, 17 January 2012

Riverbank Park Plaza, 18 Albert Embankment, London SE1 7TJ

*Seafish: supporting the seafood industry
for a sustainable, profitable future*

Welcome

We wish you a warm welcome to the 2012 National Fish & Chip Awards, organised by Seafish, the authority on seafood.

Now in its 24th year, the National Fish & Chip Awards continue to be the most prestigious event for everyone involved in sourcing, producing and selling Britain's favourite takeaway.

The competition started in 1987 to raise standards across the sector and generate positive publicity. Since then, our rigorous judging processes and the high quality of entrants have ensured this event continues to have integrity and relevance.

In the run up to the 2012 Olympics, there has never been a better time to celebrate iconic British cuisine. Seafish has continued to work closely with the industry in the last year, and we are delighted to take this opportunity to showcase the consistently high standards that are achieved in delivering one of the country's best loved dishes to millions of consumers each year.

We are delighted that so many of you could join us today – the small independent shops, large multiple operators, fishermen, processors and suppliers to trade – to help celebrate the very best that the sector has to offer.

Our thanks go to the dedicated team of judges who give up their time and whose expertise and passion for great fish and chips make these Awards the most respected in the industry.

We wish all of the finalists good luck and success in their business over the coming year.

A handwritten signature in blue ink, appearing to read 'John S. Whitehead'.

John S. Whitehead, OBE
Seafish Chairman

Menu



Wines

Kleine Zalze Bush Vines Chenin Blanc, South Africa

Soft and creamy, a hint of ripe tropical fruit and a delicious vanilla sweetness.

BDB Bordeaux Superior, France

A blend of Cabernet and Merlot gives an abundance of plummy fruits and hints of cassis.

Menu (Sean Melville, Executive Head Chef)

Salmon Gravavlax with Shallot and Frisse salad with Herb oil

Pan fried fillet of Norwegian Cod on Artichoke, wild Mushroom and Pearl Onion ragout

Warm Chocolate fondant with Chocolate ice cream

Coffee

The cod on today's menu was supplied and caught by the Norwegian FAS trawler Granit IV.



Highland Spring is the UK's leading producer of bottled water. Sourced from an organic catchment area beneath the Ochil Hills in Perthshire, Scotland, it is the perfect refreshment to serve with food on any occasion.

www.highland-spring.com

Programme

- 10:00am** **Photo call for all finalists – The Ballroom Foyer**
- 11:30am** **Champagne reception – The Thames Suite**
- 11:45am** **Call to lunch**
- 12 noon** **Lunch commences in The Ballroom**
Welcome speech by John S. Whitehead OBE, Seafish Chairman
Luncheon commences
- 1:20pm** **Award presentations**
Independent Takeaway Fish and Chip Shop of the Year Award – Regional Winners
Sponsored by Henry Jones, A. G. Barr, V.A. Whitley, Henry Colbeck, AAK, Friars Pride, BD Signs and the Norwegian Seafood Council
- The Good Catch Award**
Sponsored by the Marine Conservation Society, Marine Stewardship Council and SeaWeb's Seafood Choices as part of the Good Catch project. Co-presented by Good Catch Advisors Caroline Bennett of Moshi Moshi (International Seafood Champion winner) and Richard Ord, Colmans of South Shields
- Best Newcomer Award**
Sponsored by Frymax
Presented by Scott Yarwood, Senior Marketing Manager, ADM Trading (UK) Limited
- Young Fish Frier of the Year Award**
Sponsored by Drywite
Presented by Briar Wilkinson, Sales & Marketing Director, Drywite

Independent Fish and Chip Restaurant of the Year Award

Sponsored by Goldensheaf

Presented by Alan Pearce, Field Sales Manager, Kerry Foods

Staff Training and Development Award

Sponsored by James T. Blakeman Limited

Presented by Philip Blakeman, Managing Director,
James T. Blakeman Limited

Contribution to the Local Community Award

Sponsored by Nortech Foods

Presented by Duncan Mansfield, Operations Manager,
Nortech Foods

Best Multiple Fish and Chip Operator Award

Sponsored by Unique Seafood Limited

Presented by Martin Brown, Director of Retail and Distribution,
Unique Seafood Limited

Best Foodservice Outlet Serving Fish and Chips Award

Sponsored by Middleton Food Products

Presented by Ryan Baker, Sales Manager, Middleton Food Products

The King Frost Challenge Award

Sponsored by King Frost

Presented by Simon Clarke, Foodservice Director, King Frost

Independent Takeaway Fish and Chip Shop of the Year Award

First, second and third place award presentation by
Mr Richard Corrigan

3:15pm **Closing speech by John S. Whitehead OBE, Seafish Chairman**

3:30 – 4:00pm **Carriages**

Independent Takeaway Fish and Chip Shop of the Year Award – Judging Timetable

March 2011

- Awards launched to trade.
- All UK fish and chip shops encouraged to take part in the newly-formatted Awards.

September 2011

- First round assessments undertaken by industry judging panel.
- List of Top 30 shops publicised.

September/October 2011

- Seafish judges visited 30 shortlisted shops to undertake in-depth judging audit. All aspects of the business were assessed and the judging process covered shop appearance, raw materials, storage facilities, preparation areas, equipment and utensils, staff training, staff presentation and customer service, practices and techniques, packaging, marketing activity, sustainability policies; and, most importantly, the quality of the fish and chips.

October 2011

- Ten regional winners announced and invited to the grand final.

November 2011

- Regional winners embarked on a study trip to Norway, sponsored by the Norwegian Seafood Council and the Norwegian Fishing Vessels Owners Association, where they learned about the supply of fish from Norway to the UK.

December 2011

- Event preparation, Top 10 shops prepare for the grand final.

January 2012

- A judging panel of industry representatives is assembled.
- Judges represent the National Federation of Fish Friers, the National Edible Oils Distributors Association, the Potato Council, the foodservice, catching and distribution sectors and a past National Winner. The panel is chaired by Seafish.
- Judges assess a variety of background evidence and receive presentations from all ten regional finalists.
- The panel determines first, second and third placed shops by ballot.

Awards Development and Media

The development of the National Fish & Chip Awards is overseen by an Industry Steering Group, comprising valued input from the Food Service Division of the National Edible Oils Distributors Association (NEODA), the National Federation of Fish Friers (NFFF), past competition winners, Seafish and independent industry associates.



3x1 Public Relations proudly handles all publicity for the National Fish & Chip Awards, generating hundreds of print, online and broadcast media articles for the finalists and the industry.



PR Consultancy Team of the Year – PRide Awards
Scotland 2010/11, 2008/09 & 2006/07

Contacts: Alison Downs or Chris Bone 0141 221 0707

www.3x1.com

Independent Takeaway Fish and Chip Shop of the Year Award – Sponsors

A variety of frying sector companies unite as a consortium sponsor for this flagship award.

Henry Jones

Henry Jones have been producing flours and batters for over 150 years and our batters are specifically for the fish and chip market – we enjoy our relationship with our customers and support this Award as it brings recognition of our market to a wider audience – our warmest congratulations to the winner and all finalists.



www.kerry-foodservice.co.uk

V. A. Whitley & Co Ltd

V. A. Whitley & Co Ltd has been delivering service and quality to the fish frying trade across the North West of England and North and Mid Wales for over 100 years. Our excellent range of dried goods, packaging and catering equipment has been complemented by a superb selection of frozen fish and quality frozen foods.



The awards presentation event demonstrates what great support there is from all areas of the trade who have the common aim of ensuring that quality fish and chips continues to be served up across the country for all to enjoy.

www.vawhitley.co.uk

AAK

AAK are proud to sponsor the National Fish & Chip Awards 2012



We have always had very strong links with the industry, currently supplying it with nearly 20,000 metric tonnes of vegetable oil.

At AAK we are always producing new blends to cater for specific needs such as sustainable and low saturate oil blends. The fish and chip industry are extremely supportive and respond very well to these innovations, as they always want to offer something more to their customers, an ethos AAK itself has always strongly adhered to.

www.aak-uk.com

A. G. Barr

A.G. Barr is the UK's leading independent manufacturer of branded soft drinks with an annual turnover of over £222m. Established by Robert Barr in 1875, the company now produces a large range of soft drinks including IRN-BRU, IRN-BRU Sugar Free, Rubicon Exotic juice drinks, BARR Flavoured Carbonates, Tizer, D'N'B, KA, Orangina and Strathmore Spring Water.



A. G. Barr have been producing soft drinks for over 110 years and have a strong association to one of Britain's national heritage dishes; fish and chips.

We are honoured to be sponsoring the National Fish & Chip Awards this year and would like to congratulate this year's finalists on their achievements.

www.agbarr.co.uk

Sponsors (continued)

Friars Pride Ltd

Friars Pride is proud to support the National Fish & Chip Awards, which remains the key event to positively promote our industry both within the UK and further afield!



This Award not only acts as a voice for our trade but importantly it also inspires others to attain high levels of expertise in the preparation and serving of fish and chips. This in turn has the positive effect of continuously driving our industry to focus on improvement and delivering excellent fish and chips.

Everyone at Friars Pride would like to congratulate all those who have made it to the finals today in every category as you are all winners for fish and chips! We would also like to congratulate everyone that put their name forward to enter and those who progressed through earlier rounds. You are all raising the bar!

www.friarspride.com

Henry Colbeck Limited

Henry Colbeck Limited is very committed to supporting the fish and chip market. Sponsoring the National Fish & Chip Awards provides us with the opportunity to celebrate the excellence in our market and to assist in profiling the nation's favourite takeaway food.



Henry Colbeck Limited, established in 1893 is a family owned business supplying a market that is dominated by family owned businesses.

www.colbeck.co.uk

Norwegian Seafood Council

The Norwegian Seafood Council is honoured to have hosted the National Fish & Chip Awards Top 10 Independent Takeaway finalists on a discovery trip to Norway. The three-day trip was designed to inform and educate the finalists on the unique aspects of the Norwegian fishing industry, as well as experience first-hand what makes Norwegian seafood a sustainable option for fish and chip shops across the UK.



The Norwegian Seafood Council would like to congratulate to all of this year's winners! We look forward to working with you to bringing a truly sustainable source of seafood to your customers. Fisk.Førever!

Find out more about Norwegian seafood at www.facebook.com/seafoodfromnorway

www.seafoodfromnorway.com

BD Signs

BD Signs is very committed to supporting the National Fish & Chip Awards and would like to congratulate all participants from contestants to suppliers in their effort and good will to this very important industry. We at BD Signs have supplied products from menu systems and signs to branding and promotional ideas for over 28 years and are big believers in the great British dish, so being part of this Award and Awards ceremony is a great honour and pleasure. We wish you all a great success in 2012.



www.bdsignsnottingham.co.uk

Independent Takeaway Fish and Chip Shop of the Year Award – Regional Winners

Scotland

The Bay

Stonehaven, Aberdeenshire

www.thebayfishandchips.co.uk

Wales

The Crispy Cod

Porth, Mid Glamorgan

www.thecrispypcod.co.uk

Northern Ireland

Pit Stop Fast Food & Bistro

Kilkeel, Co Down

www.pitstopfastfood.com

North West England

Seniors@Marsh Mill

Thornton, Lancashire

www.thinkseniors.com

North East England

Quayside

Whitby, North Yorkshire

www.fuscowhitby.com

Midlands

The Big Fish

Stratford upon Avon, Warwickshire

www.thebigfish.co.uk

Central & South England

Wigmore Fish Restaurant

Luton, Bedfordshire

www.wigmorefishandchips.com

Eastern England

Linford's Traditional Fish and Chips

Market Deeping, Lincolnshire

www.linfordsfishandchips.co.uk

London & South East England

Seafare

Worplesdon Road, Guildford, Surrey

www.seafarefishandchips.co.uk

South West England

Hanbury's

Babbacombe, Devon

www.hanburys.net

The Good Catch Award

Good Catch
cooking for change, serving the future



Sponsored by the Marine Conservation Society, Marine Stewardship Council and SeaWeb's Seafood Choices, as part of the Good Catch project.

This award recognises fish and chip shops that have shown initiative in improving the environmentally responsible practices of their business with regards to the seafood that they buy, serve and promote. The Good Catch Award also aims to encourage further progress across the fish and chip sector by increasing awareness of sustainably-sourced seafood and the practical support available to businesses. This award is sponsored, as part of the Good Catch project, by the Marine Conservation Society, Marine Stewardship Council and SeaWeb's Seafood Choices.

We are pleased to support the National Fish & Chip Awards to promote sustainability and best practice. Congratulations to all the award finalists on their work to ensure a vibrant future for marine life, fishing communities and seafood businesses.

www.goodcatch.org.uk

Award nominees

Frankie's Fish & Chips

Brae, Shetland

www.frankiesfishandchips.com

Harbour Lights

Falmouth, Cornwall

www.harbourlights.co.uk

The Bay

Stonehaven, Aberdeenshire

www.thebayfishandchips.co.uk

Best Newcomer Award

FRYMAX

Sponsored by Frymax

Frymax is proud to sponsor the Best Newcomer Award, which recognises outstanding new talent entering the fish and chip shop trade. The standard of entries was extremely high and we congratulate all entrants for their endeavours in raising the standards and profile of our trade.

Frymax is the premium quality all-vegetable frying oil and has been the friers favourite for over 50 years, building an enviable reputation for quality and value for money.

The Frymax name is synonymous with quality and once again our customers have been well represented in the regional awards as well as in today's final.

www.frymax.co.uk

Award nominees

Chamberlains Quality Fish and Chips

Oldbury, Birmingham

www.chamberlainsfishandchips.co.uk

Fryday's Fish and Chip Emporium

Old St Mellons, Cardiff

www.bestfishandchipscardiff.com

Fylde Fish Bar

Marshside, Southport

www.fyldefishbar.co.uk

Young Fish Frier of the Year Award

Sponsored by **Drywite** & supported by the National Federation of Fish Friers

The competition to find the Young Fish Frier of the Year offers young fish friers the chance to prove their skills, knowledge and ability in all aspects of running a successful fish frying business.

The applicants need to possess a positive attitude, together with confidence in their own abilities.

The competition started in 1995 and every winner has become nationally known through the publicity the competition creates.

We are delighted for our award to become part of the National Fish & Chip Awards and would like to congratulate the competition on its 24th birthday.

www.drywite.co.uk

Award nominees

Sean Lloyd

Richardson's Fish Bar, Fleetwood, Lancashire

Zohaib Hussain

Zero Plus Fish Bar, Cardiff, Wales

Cori Standing

Fish and Chips at 149, Bridlington, East Yorkshire

Carlyn Johnson

Frankie's Fish & Chips, Brae, Shetland

Dean Chappelhow

Angel Lane Chippie, Penrith, Cumbria



Independent Fish and Chip Restaurant of the Year Award

Sponsored by **Goldensheaf**



Goldensheaf have been supplying the fish and chip market with specially designed batters for over 60 years and are delighted to support and sponsor this award, as participation will drive standards even higher which is in all our interests – our very best wishes to all entrants and good luck to the finalists.

Restaurants are judged on all aspects of their business and most importantly the product and customer service given when mystery shopped. There are six finalists this year due to the extremely high standards of entries in this category.

www.kerry-foodservice.co.uk

Award nominees

Hanbury's

Babbacombe, Devon

www.hanburys.net

McDermott's Fish & Chips

Croydon, Surrey

www.mcdermottsfishandchips.co.uk

Quayside

Whitby, North Yorkshire

www.fuscowhitby.com

Rockfish

Dartmouth, Devon

www.rockfishdevon.co.uk

Seniors @ Marsh Mill

Thornton, Lancashire

www.thinkseniors.com

Trenchers Restaurant

Whitby, North Yorkshire

www.trenchersrestaurant.co.uk

Staff Training and Development Award

Sponsored by **James T. Blakeman & Co Limited**



We believe that the training and development of staff is fundamental to the achievement of high standards and focus strongly on this aspect in our business.

Blakeman's are proud to once again sponsor the 'Seafish Staff Training and Development Award', this accolade is increasing in prestige year on year and is without doubt set to enhance standards within our industry further. The enthusiasm shown by the entrants for this award only reinforces our commitment to its continued success.

www.blakemans.co.uk

Award nominees

Fish and Chips at 149

Bridlington, East Yorkshire

www.fishandchipsat149.co.uk

Frankie's Fish & Chips

Brae, Shetland

www.frankiesfishandchips.co.uk

Pisces Fish and Chips

Fleetwood, Lancashire

www.piscesfishandchips.co.uk

Richardson's Fish Bar

Fleetwood, Lancashire

www.richardsonsfishbar.co.uk

Royal Fisheries

Whitby, North Yorkshire

www.fuscowhitby.com

Contribution to the Local Community Award

Sponsored by **Nortech Foods Ltd**

This award is presented to the shop that has exceeded the expectations of their local community in providing a service second to none. This award recognises the significant contribution shops can make to their local community and provides an excellent opportunity for Nortech to be involved in the National Fish & Chip Awards.



As the UK's largest refiner and packer of animal fats supplying the catering and food manufacturing industries, many of our customers have been competition finalists over the years and this year is no exception.

www.nortechfoods.co.uk

Award nominees

Alf's Fish and Chips

Weymouth, Dorset

Taylor's

Woodley, Greater Manchester

www.taylorsfish.co.uk

The Boundary

Market Deeping, Lincolnshire

www.boundaryfishandchips.co.uk

Best Multiple Fish and Chip Operator Award

Sponsored by
Unique Seafood Limited

UNIQUE SEAFOOD LTD.

This award, open to multiple fish and chip operators with four or more outlets, judges businesses at a head office level, taking into account the standard of marketing, public relations, personnel, general business practices, sustainability and commercial awareness.



Unique Seafood Ltd, one of the UK's leading distributors of frozen at sea fillets and other frozen foods are proud to sponsor the 24th National Fish & Chip Awards. This award, now in its third year, experienced an increased number of entrants. Thank you to all those that entered, especially the finalists.

Any competition that raises awareness and standards across our industry can only be positive and we thank Seafish for their efforts in promoting this very successful competition.

“Direct to your business from our trawlers at sea.”

www.uniqueseafood.co.uk

Award nominees

Fish'n'Chick'n Group

Hertfordshire

www.fishandchickn.co.uk

The Ashvale Group

Aberdeenshire

www.theashvale.co.uk

The Frying Squad

Northern Ireland

www.fryingsquad.com

Best Foodservice Outlet Serving Fish and Chips Award

Sponsored by
Middleton Food Products Limited



Middleton Food Products is proud to sponsor the National Fish & Chip Awards. This award category is open to general foodservice operators with four or more outlets in their group/chain. Entrants included supermarket cafés, pub chain restaurants and cafés within department stores.

Businesses are judged at a head office level on a wide variety of criteria relating to their business, including: marketing, public relations, training, general business practices, commercial awareness and naturally the quality of the fish and chips each business serves.

A team of dedicated judges randomly mystery shopped outlets around the UK to determine the quality of the fish and chips offered.

Middleton's would like to congratulate all the finalists and we look forward to a successful year of fish and chips.

www.middletonfoods.com

Award Nominees

Marston's plc

Wolverhampton, West Midlands

www.marstons.co.uk

Old English Inns (Greene King plc)

Bury St Edmunds, Suffolk

www.greeneking.co.uk

Wm Morrison Supermarkets plc

Bradford, West Yorkshire

www.morrisons.co.uk

King Frost Challenge Award

King Frost is proud to sponsor the National Fish & Chip Awards.

We are very committed to supporting the fish and chip shop market and believe that the Awards showcase the excellence within the industry.

This year we have challenged all this years award finalists to create a recipe for a new children's product for the fish and chip shop market. The winning product will be produced and marketed to the trade with its creator and the King Frost development team.

With half a century of heritage King Frost has been providing products with great taste, quality and value to the fish and chip market.

Congratulations to the winner and all the finalists.

www.kingfrost.co.uk



The National Fish & Chip Awards Judges

Rob Furey

Frying Solutions

Reece Head

Fry Magazine

Stuart Cowell

AAK/NEODA

Mark Petrou

Petrou Brothers
(National Winner
2006) and NFFF

Paul Williams

KFE Ltd

Alan Pearce

Kerry Foods/
NEODA

Caroline Howard

Our Plaice
(National Winner
2004)

**David & Eleanor
Hennigan**

Hennigan's
Top Shop

Briar Wilkinson

Drywite

Fred Capel

Chez Fred
(National Winner
1991)

Kate Cox

Potato Council

Barry Dickman

BD Signs

Andrew**Constantinou**

George's Tradition

Denise Dodd

NFFF

David Linton

Triple F Chips

Les Manning

(National Winner
2000)

Andrew Crook

NFFF

Dr Paul Williams

Seafish CEO

Alan Edwards

Independent
Judge

Andy Gray

Seafish

Nikki Hawkins

Seafish

Mick Bacon

Seafish

Lynn Gilmore

Seafish

Jim Hyam

Seafish

Richard Wardell

Seafish

Michael Pili

Midlands
Group Training
Association

Jonathan Bradley**HCIMA**

Sharp & Strong

Cyril Solomans

Frymax

Paul Morgan

The Brand
Development
Company

Harry Niazi

Olley's Fish
Experience

Kelvin Lee

Drywite

Peter Hill

Middleton Food
Products

Ryan Baker

Middleton Food
Products

Petra Zargarani

Harry Ramsdens/
Compass Group

Duncan Mansfield

Nortech Foods

Mark Drummond

NFFF

Phillip Blakeman

James T.
Blakeman

Adam Raven

Consultant to
James T. Blakeman

Duncan McLean

Henry Colbeck
Limited

Martin Brown

Unique Seafoods

Emily Howgate

SeaWeb's
Seafood Choices

Dean Baker

Middleton Food
Products

Nigel Ramsay

Middleton Food
Products

Hannah Accaro

Marine
Stewardship
Council

Russ Avery

SeaWeb's
Seafood Choices

National Winners – Hall of Fame

2011 Fish and Chips at 149

Bridlington, East Yorkshire

2009/10 Atlantic Fast Food

Coatbridge, Lanarkshire

2008 Anstruther Fish Bar

Anstruther, Fife

2007 Townhead Café

Biggar, South Lanarkshire

2006 Petrou Brothers

Chatteris, Cambridgeshire

2005 Hodgson's Chippy

Lancaster, Lancashire

2004 Our Plaice

West Hagley, West Midlands

2003 Finnegan's Fish Bar

Bridgend, Cardiff

2002 Brownsover Fish Bar

Rugby, Warwickshire

2001 Allports Fish and Chip Shop

Pwllheli, Wales

2000 Les's Fish Bar

Crewe, Cheshire

1999 Bizzie Lizzies

Skipton, North Yorkshire

1998 Zanre's

Peterhead, Aberdeenshire

1997 The Bervie Chipper

Inverbervie, Aberdeenshire

1996 Halfway Fish Bar

Poole, Dorset

1995 Hutchinson's

Helston, Cornwall

1994 The West End Café

Rothsay, Isle of Bute

1993 Reed Square Fish Bar

Birmingham, West Midlands

1992 Elite Fish Bar & Restaurant

Ruskington, Lincolnshire

1991 Chez Fred

Bournemouth, Dorset

1990 The Ashvale Fish Restaurant

Aberdeen, Aberdeenshire

1989 Skippers

Peterborough, Cambridgeshire

1988 Toffs of Muswell Hill

London

Event sponsors and supporters

National Federation of Fish Friers

Established by fish friers in 1913, the NFFF is the specialist trade federation that represents and supports the UK's fish and chip businesses. The NFFF is committed to raising industry standards and maintaining fish and chips as the Nation's No 1 takeaway, through the promotion of best practice, nutritional awareness and responsible sourcing from sustainable supplies.



The NFFF also provides training approved by Seafish for practical skills and industry qualifications developed in conjunction with Seafish. The Fish and Chip Quality Award scheme is another NFFF initiative committed to raising standards. The Fish Friers Review trade magazine is distributed to over 10,000 UK fish and chip shops.

We are proud of our industry and fully support these prestigious awards.

www.nationalfederationoffishfriers.co.uk

FASFA

The Frozen at Sea (FAS) fillets used in fish and chip shops come from the cold clear waters of the Barents Sea, north of Norway, the North Atlantic, off Iceland and the Faroe Islands.



Freezing at sea within four to six hours of leaving the water guarantees the very best quality and eating experience in every fillet.

Through fishing policies designed to ensure good stocks, we intend to be supplying your favourite fish for many years to come. Enjoy!

www.fasfa.co.uk

Seafarers UK

This year Seafarers UK is proud to be the associated charity for the National Fish & Chip Awards 2012. Seafarers UK has been working for 95 years to support and promote the many organisations that look after the welfare needs of serving and ex-serving seafarers from the Royal Navy and Royal Marines, the Merchant Navy and fishing fleets, together with their families.



Seafarers UK would be unable to support projects without your donations. There is no better way to show your support than getting involved in our annual Fish & Chip Feast from the 8 to 14 October.

Thank you again and if you are nominated for an award – Good Luck!

events@seafarers-uk.org

Vandemoortele

Vandemoortele is delighted to be a sponsor of the 2012 National Fish & Chip Awards.



Vandemoortele has supplied the industry's premium long-life vegetable fat P100 to award winners for more than 50 years. The awards are vital as they honour key players for their contribution and at the same time raise awareness of our important industry. Vandemoortele congratulates all finalists and winners, together with everyone participating in the Awards. The businesses shortlisted are a credit to the industry and are shining examples of the dedication, hard work and product knowledge required to run a reputable and successful fish and chip business.

www.vandemoortele.com

Event sponsors and supporters

Easyliners Ltd

Easyliners Ltd are pleased to sponsor the 2012 National Fish & Chip Awards.



Easyliners keep the Bain Marie/Gastronorm Pots clean and, by retaining the moisture, keep the goodness in the food. Easyliners are a benefit to both the frier and the customer. Easyliners are endorsed by many leading friers and free samples are available on request. We would like to wish all the finalists the very best of luck in the Awards.

www.easyliners.co.uk

J. Sykes & Sons

We are pleased to support and sponsor the National Fish & Chip Awards as the fish and chip shop trade is of ever increasing importance to us. We feel as the recession bites there will be an increasing tendency for people to still eat out but at a much lower cost than the standard restaurant prices. It is one of the few meals that compete on price and nutrition with home cooked meals.



J. Sykes & Sons have been involved in the fish and chip shop trade since the early 1960's and although we have now been in business for 150 years, our initial emphasis was on retail sales. For the last 50 years much of this business has been replaced by catering, of which fish and chips is currently the strongest outlet for our products.

www.sykesseafoods.co.uk

Russums

The 2012 National Fish & Chip Awards Independent Takeaway Fish and Chip Shop of the Year winners chefs' workwear featured in media photography was kindly supplied by Russums Catering Clothing and Equipment.



www.russums.co.uk

KFE

The School of Frying Excellence is proud to be a sponsor of the National Fish & Chip Awards. We are no ordinary training academy. Our training team of Nigel Hodgson, Mark Petrou and Gordon Hillan are all previous National Fish & Chip Shop of the Year winners and our premises are purpose-built to the highest standards of design and hygiene, incorporating only the very best equipment and ingredients.



www.kfeltd.co.uk

Triple F Chips

Triple F Chips is proud to sponsor the National Fish & Chip Awards. It is vitally important to recognise and celebrate the best in our industry, in order to raise standards further. In an increasingly competitive market, the opportunity to raise the profile of 'Great British Fish and Chips' is vitally important.



Triple F Chips is the UK's leading supplier of freshly prepared chips. With over 25 years experience in growing and processing chipping potatoes, Triple F Chips are served by many of today's award winning fish and chip shops.

With a passion for appearance, fry colour and taste, Triple F Chips aims to give customers a consistent quality product, without the costs and waste associated with peeling in-house.

www.fyldefreshandfabulous.com

Event sponsors and supporters

Larrys Fishcakes



Larry's are proud to sponsor the National Fish & Chip Awards. Larrys Fishcakes are the oldest independent fishcake manufacturer in the United Kingdom, with over 50 years experience in producing great tasting, traditional fishcakes from only the freshest prime cod and haddock. Larry's products are available through a national distribution network, delivered direct to your shop. We would like to wish all of the finalists our best wishes.

www.larrysfishcakes.co.uk

SEPAmatic



SEPAmatic, equipment for the Maritime, Processing and Fishing Industries, is proud to be a sponsor of the National Fish & Chip Awards 2012.

Congratulations to all of the finalists.

www.tmgray.co.uk/sepamatic.shtml

Abex Fish Recyclers



Proud to sponsor the National Fish & Chip Awards 2012, Abex have been recycling whitefish by-products for over 20 years from the wholesale sector and are now actively utilising whitefish fillet trimmings which are created by fish and chip shops and are recycled into various products which remain in the human food chain

We congratulate all of the businesses participating in the Awards and recognise the excellence required to win an award.

sales@abexfishsalters.karoo.co.uk

Business Development Opportunities – Sponsorship



- A unique platform for delivering your messages to industry.
- Enhance your visibility by getting your brand image in front of thousands of industry professionals.
- Gain opportunities to create new business with industry.

Sponsors Quotes

“We are delighted to present our award once again at the National Fish & Chip Awards event. Presenting the Malcolm Lee Trophy alongside our fellow sponsors, all of whom are nationally known, has raised not only our own profile, but that of the Young Fish Frier of the Year competition.”

[Briar Wilkinson, Drywite](#)

“V.A. Whitley & Co Ltd is proud to support the National Fish & Chip Awards. We believe it gives our wonderful trade the opportunity to be seen positively by the public. The finals event shows what great support there is from all areas of the industry.”

[Chris Rogers, V.A. Whitley & Co Ltd](#)

“Henry Colbeck Limited is committed to supporting the fish and chip market and sponsoring the Awards. It provides us with the opportunity to celebrate the excellence in our market to assist in profiling the ‘nation’s favourite’ takeaway.”

[Duncan McLean, Henry Colbeck Limited](#)

“Friars Pride is proud to support the National Fish & Chip Awards, which we firmly believe is one of the most valuable events to positively promote our industry to the world! The Awards not only act as a voice, importantly it also aspires other to attain levels of excellence.”

[Rebecca Lord, Friars Pride](#)

For more information on sponsorship opportunities, please contact:

Nikki J Hawkins, Foodservice and Events Manager, Seafish

t: 01889 271604 e: n_hawkins@seafish.co.uk

w: www.fishandchipawards.com



You've won! Now shout about it!

An award is so much more than just a prize.

It is an expert third party endorsement which tells the industry, and more importantly, the public that you truly excel in the fish and chip sector. Past winners have used their award in their promotional activity to great effect.

An award is a high-powered marketing vehicle that endorses your business and sets you apart from the competition.

As a winner you'll receive full support from Seafish to help you gain maximum leverage from your award. All winners are entitled to use their National Fish & Chips Award logo in marketing and sales promotion activities.

*For assistance on marketing your award contact:
Nikki J Hawkins, Foodservice and Events Manager, Seafish
t: 01889 271604 e: n_hawkins@seafish.co.uk
w: www.fishandchipawards.com*

National Fish & Chip Awards 2013

Now approaching its 25th year, the hugely popular National Fish & Chip Awards recognise excellence within the industry. So if you, like the finalists in the room today, believe you run a first class operation then why not enter and reap the rewards?

In addition to the prestige of receiving an award, being recognised as one of the most successful fish and chip businesses in the UK is a sure-fire way to increase sales. Tracy Poskitt and Matthew Silk of Fish and Chips at 149, for example, have increased takings by 100% every day since winning the Independent Takeaway Fish and Chip Shop of the Year Award in 2011. They comment: "If we have one piece of advice for any fish and chip business owner, it would be to enter the Awards. The impact of winning the national title has been huge and, as the winner, our staff have benefited from a boost in confidence and the publicity the shop has received has been fantastic."

Irrespective of how far you get in the Awards, taking part is excellent for business. Shops have seen up to 30% increase in sales just reaching the regional finals. At all stages of the Awards, there are local PR and marketing opportunities to help communicate your success to your customers. With ten categories to choose from, what are you waiting for?

Entry is easy and forms can be downloaded at www.fishandchipawards.com from Spring 2012.

www.fishandchipawards.com





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