



FRY I.T. IS BACK!

FRY Innovations in the Trade (FRY I.T.) will be returning on the 6th of March 2022 – make sure to save the date!

We will be hosting the event at the Three Counties Showground situated in the breath-taking rolling hills of Malvern. The trade show shall feature exclusive promotions and fantastic products for you to taste and try from some of your favourite suppliers!

FRY I.T. promises to be an opportunity to meet a range of your favourite suppliers, and some new ones. A list of the currently confirmed exhibitors can be found inside this issue. You'll not only get to try items from a range of suppliers, but also be able to find out more information and methods to grow your business.

Throughout FRY I.T. 2022, and the build-up, we will be posting up images and information on the tradeshow, including the stands and some of the great and innovative products which will be on display. Join us on social media and post up your pictures using the hashtag #frjit2022. We look forward to seeing your posts throughout the course of the following

months. Make sure you are following us on Facebook and Twitter to see the latest updates around FRY I.T.

The show is perfect if you are the owner, manager, or employee of any of the companies we provide for or are a prospective new addition to our family.

Don't miss out, get your free tickets today and make the most of the exclusive promotions, innovations and information that will be available at the show.

All you need to do to attend is head to our website to find out more information and register for your e-tickets, alternatively call 01733 316 436 or email marketing@friarspride.com. We look forward to seeing you there!

**INSIDE
THIS ISSUE**

**LOOKING
TOWARDS A
BRIGHTER FUTURE**



**42ND STREET
GREAT OFFERS!**



**VEGANUARY
IS HERE!**



**GREEN, AN
ALTERNATIVE TO
MALLOWFAT...**



Wishing You a Happy New Year

Looking back at 2021, it's been a challenging year in a very different way to 2020.

Since Easter the fish & chip industry was very busy serving customers their favourite takeaway whilst at home and on 'Stajcations'. We also found the season extended longer and was busier during normally quieter winter months. All good news, however, as I am sure everyone in the industry would agree, it has not been easy!

We have all had to cope with running our businesses with the added challenge of staff having to self-isolate with COVID-19, made even more challenging by staff shortages in the hospitality sector and a shortage of delivery drivers.

Our suppliers have also experienced issues in keeping up with demand in manufacturing and delivering stock. We have worked very hard all year to keep key lines in stock and have invested in large stock holdings where possible.

I am very proud of our team at

Friars Pride for their dedication to service and customer care, doing everything possible to deliver your orders and keep you in stock.

2021 was also a year of unprecedented price increases on all categories of products, with significant price increases on packaging and fats & oils. Costs on energy, diesel and wages are also increasing and to remain healthy in business we all need to increase our prices.

If you haven't already done so, now is the time to increase your prices and/or look at decreasing your portion sizes. Some fish & chip shops have increased their prices and have added a smaller third portion size to their menus. fish & chips remains our nations favourite takeaway and as long as we continue to produce a quality product, I am confident consumers will pay the right price for it.

As we go into 2022, we are hoping it will be more settled, although there is still uncertainty



from new COVID variants. The team at Friars Pride will be doing the necessary preparation work to continue to offer you our industry leading products and service.

All being well, please come and join us at our FRY I.T. exhibition on the 6th March at the Three Counties

Showground in Malvern. We hope to be able to welcome you to the exhibition in person and show you new ideas and promotions to help your business.

**Rebecca Lord,
Managing Director, Friars Pride**

FRY I.T. puts your favourite suppliers front and centre - celebrating the products they help us in providing you with exclusive promotions and a priceless opportunity to taste and try a wide range of products.

We are really excited about the exhibitors for 2022; some fresh new faces are making their FRY I.T. debut while some familiar classics promise to impress as per usual.

These are the currently confirmed exhibitors of FRY I.T. 2022:

- 42ND Street
- BD Signs
- Blakeman's Sausages
- Chippy Chat Magazine
- Coveris
- DART
- Drywite
- Duncrue Food Processors LTD
- Fri4Life & Fresh Oil
- FriWite
- Fry Magazine
- Golden Delight
- Havelok Ltd
- Huhtamaki
- Innovate
- KeCo Ltd
- Keejays Ltd
- Keep it Clean
- Kerry Foodservice
- KFE Ltd
- Kraft Heinz
- McWhinney's Sausages
- Meadowvale
- Middleton Foods
- Middleton Paper
- Mizkan Euro Ltd
- N H Case
- NEODA
- NFFF
- Norebo Europe Ltd
- Pacific West Foods
- PanaEpos
- Pic-A-Chic Ltd
- Pukka Pies
- Quorn Foods
- Rammi (Arctic Seafood)
- Refresco
- Royal Greenland
- RTS Bespoke Fish & Chip Training
- Saica
- Sam's Natural Kitchen
- Smith Bateson Ltd
- VITO UK
- Whitby Seafoods
- Wrights Food Group

These aren't the only exhibitors you'll have the joy of seeing on the 6th March. Make sure to keep an eye out on our social media pages for later announcements!



LOOKING TOWARDS A BRIGHTER FUTURE

I never thought I would spend time wishing my life away, but I think everybody will be happy to put the last couple of years behind us.

We are currently in a strange period where we are heading into winter with the spectre of new variants, and colds and flu likely to cause us a few problems when it comes to staffing. All this said, we have certainly had a little more normality this year and hopefully, that will continue.

Unfortunately, that means we look like seeing a return to 20% VAT. Whilst VAT is a tax which we collect from the public on behalf of the Treasury, we all know that we absorb some impact from it as we cushion the public from price increases. Now is not the time to be frightened of increasing your prices. Yes, some may complain, but the customers who value what you do will complain more if you go out of business! We need to stop the squeaky wheel getting the most oil and charge a fair price for a fantastic product! The NFFF will be engaging with Government to ensure the voice of the industry is heard. We may also see some challenges with supplies

over the next year, and perhaps beyond. The entire world practically ground to a halt and is still finding its feet, it will take time for the dust to settle, and we are just one cog in the global machine as an industry. We need to work with suppliers and adapt where we can as we are all on the same side.

The National Fish and Chip Awards will return this year, the entry process will commence in the early summer with an awards ceremony taking place early in 2023. The awards are not only a great promotional tool; they are also the biggest driver to increase standards. The NFFF will be setting up an advisory panel to help to make some changes to the awards so watch this space.

The NFFF will take over the stewardship of the awards from Seafish who have performed a fantastic role overseeing 32 events on behalf of the industry. Seafish will still support the event and its relaunch with its expertise and personnel and will help to provide an unbiased audit of the judging process. We hope to create an awards process and ceremony that every fish and chip business wants to enter! I think we need to celebrate the positives we have. We are starting a new year with fantastic products, a great industry



network with so much knowledge and passion, and we are loved by the nation.

We are certainly not out of the woods, and we are likely to see some massive changes in our industry, but if we keep quality of product and service up and keep working together, we stand a much better chance and should see a brighter future.

Andrew Crook
National Federation of Fish Friers



BECOME A MEMBER TODAY!

Not only does the NFFF represent you in government forums, protecting your businesses, you also receive tangible benefits from the NFFF!

PAY YEARLY

ONE OFF PAYMENT OF £216.28*
www.nfff.co.uk/pages/shop-membership-application

PAY MONTHLY

11 PAYMENTS OF £18.88*
www.nfff.co.uk/pages/join-now-pay-monthly

* Initial payment of £51.86



GLUTEN FREE

KERRY

Dinaclass Gluten Free Curry Sauce Mix
4.54kg DGCSDF

Only
£16.99



Goldensheaf Gluten Free Batter
2 x 2.5kg GSGF5



Buy now for
£16.99



Offers run for orders delivered from 01/01/2022 to 25/02/2022.
While promotional stocks last.

CHICKEN MINI FILLETS

love
Joes



Chicken Heroes Homestyle
Mini Fillets 2kg FGCHFNC

Buy 2
at £11.99 each

Offers run for orders delivered from 01/01/2022 to 28/01/2022.
While promotional stocks last.

VEGETABLE OIL

Q

Q Silver Vegetable Oil
12.5kg FPQS12

Looking for a
vegetable oil that
compares with
dripping on taste?
Choose Q Silver!

Blend of
vegetable oils
for longer life
-
Savoury
smell

CHICKEN BREAST
CHUNKS

Seara



Seara Chicken Breast Chunks
1kg FGCHBDPP

Buy 2
at £5.99 each

Offers run for orders delivered from 01/01/2022 to 25/02/2022.
While promotional stocks last.



Offers run for orders delivered from 01/01/2022 to 25/02/2022.
While promotional stocks last.



42ND STREET CHICKEN FILLET / BITES

42ND STREET

42ND Street Battered Chicken Breast Fillet
2.4kg FGCH42CBF

Buy 2 at £16.99 each 

42ND St. Chicken Fillet Bites
2kg FGCH42B

Buy 2 at £12.99 each 



Offers run for orders delivered from 01/01/2022 to 28/01/2022.
While promotional stocks last.

42ND STREET SAUSAGES

42ND STREET

42ND Street Classic Pork
Sausages 4s and 8s
(4.54kg)
FGSA4C, FGSA8C

Buy 2
at £11.79 each



42ND Street Deep-Fry
Sausages 4s and 8s
(4.54kg)
FGSA4B, FGSA8B

Buy 2
at £11.15 each



It's all about the ingredients

Offers run for orders delivered from 01/01/2022 to 25/02/2022.
While promotional stocks last.

42ND STREET CHICKEN FILLET BITES

THE ORIGINAL
42ND STREET
CHICKEN FILLET BITES™

42ND Street Chicken Fillet Bites use only the finest ingredients. Produced from whole chicken breast and then coated in a light golden batter, creating a great tasting and succulent bite. Our Chicken Fillet Bites also have a consistent size thanks to a tight calibration in production which helps you offer a consistent product to your customer every time.

To help you promote to your customers that you are using a high-quality product, we have free posters available which can be sent out to your shop! To request yours email marketing@friarspride.com or call **01733 316400** and speak with our Customer Service team.

It's all about the ingredients



VEGANUARY IS HERE!

Veganuary is here, and we are here to help you offer your customers a wide selection of vegan takeaway products!

Founded in 2014, Veganuary is a non-profit organization that promotes the switch to veganism and enjoying vegan products by encouraging people to follow a vegan lifestyle for the month of January.

Of course, the aim isn't just to get people to only eat vegan for the month but committing to the lifestyle for a month is a great way to incorporate it into a New Year's resolution. Since it's inception, the participation numbers have

increased rapidly, reaching over 450k registered participants in 2020.

2021 was an incredible success for Veganuary, with 85% of participants intending to either stay vegan or reduce animal products in their diet by at least 50%. Half of participants said they saw health improvements after just 31 days, and 1500 international media stories featured Veganuary during the 2021 campaign.

We here at Friars Pride are proud to offer an ever-growing range of vegan products such as the new Pukka Pies (Vegan Minced Steak & Onion Pie and Vegan Chicken & Mushroom Pie), Quorn products and the Naked Glory Burgers. With Veganuary opening the New Year, now is

the perfect time to incorporate vegan products to your menu now. According to Kantar data analytics, £1.2 billion is the worth of the UK plant-based food category.

To get involved with Veganuary, contact your Telesales Agent, or call **01733 316400** to order your vegan products and expand and diversify your menu for a whole new growing demographic. You can also make the switch this January; head to veganuary.com for recipes and starter packs.

VEGAN & VEGETARIAN PIES

PUKKA



Pukka Wrapped Vegan Minced Steak & Onion Pie
Case: 12 **FGPPVMSOL**

£9.99 each



Pukka Wrapped Vegan Chicken & Mushroom Pie
Case: 12 **FGPPVCML**

£9.99 each



Pukka Wrapped Baked Cheese & Onion Slice (includes Potato)
Case: 12 **FGPPCPW**

£9.49 each



Free POS Pack



Offers run for orders delivered from 01/01/2022 to 31/01/2022. While promotional stocks last.



QUORN

Quorn™

Quorn Chicken Style Dippers
2kg FGQVCS D

£13.49 each



Quorn Southern Fried Bites
2kg FGQVSFB

£15.99 each



Quorn Salt & Vinegar
Fishless Fillets
10 x 200g FGQVSVFF

£24.99 each



Quorn Sausages
2kg FGQVSA £9.99 each

Quorn Vegan Best of British Sausage
2 x 2.04kg FGQVBBS £24.99 each

Offers run for orders delivered 01/01/2022 to 25/02/2022.
While promo stocks last.

BANANA BLOSSOMS

cooks&co®

Canned Banana Blossoms
6 x 400g CFBANBL

£9.99 each

When battered
can be used as
a vegan fishless
fillet and it has
a similar texture
to fish



In some depots this product may have a two week lead time.

Offers run for orders delivered from 01/01/2022 to 25/02/2022.
While promotional stocks last.

KETCHUP



Major B's Tomato Ketchup
12 x 218g SAUMBTK

Buy 2
at £7.99 each



- Easy pour, wide-neck bottle
- Fun, brightly coloured design and brand
- Handy 218g size – perfect for over the counter sales and restaurants
- Unique tangy tomato taste, packed with flavour



Offers run for orders delivered from 01/01/2022 to 25/02/2022.
While promotional stocks last.

SAUCE SACHETS

Promenade
Sauces

Promenade Mayonnaise Sachet
100 x 28gm PCJGJM

Promenade Tomato Ketchup Sachet
100 x 28gm PCJGJTK

Promenade Tartare Sauce Sachet
100 x 28gm PCJGJTS

£8.49
each



Offers run for orders delivered from 01/01/2022 to 25/02/2022.
While promotional stocks last.

MARROWFAT PEAS. ONLY THE BEST WILL DO



You may have seen that Marrowfat Peas have had some difficulties this year due to a small crop area and a lower-than-average yield.

While this has put pressure on supply, the alternatives are no match when compared with Marrowfat Peas.

One alternative people are switching to are Green Peas. These are UK grown peas that are

smaller and rounder peas, they are also more commonly used in the pet food market and foods such as soups and casseroles.

Marrowfat Peas are normally grown by experts, while Green Peas are grown around the world as a global commodity. Green Peas can also have more issues with soaking and cooking. This is partially due to there being no requirement for the peas to soak or cook when used for pet food.

Another benefit of Marrowfat Peas is that they absorb slightly more water than Green Peas

which means giving customers a better yield. Without doubt, the flavour of Marrowfat Peas is what makes a great portion of mushy peas. Their sweet and natural flavour is something that truly compliments a good portion of fish and chips.

We are still able to offer a range of quality Marrowfat Peas, including the high-quality and great tasting Great Greens Marrowfat Peas.

For more information call **01733 316400** and order great tasting peas for your customers.

MUSHY PEAS



Great Greens Marrow Fat Peas

12.5kg bag - DGMAGG



One Bag = 1,300oz of Mushy Peas '325' 4oz portions

For Perfect Peas

Avoid difficult prep of Mushy Peas!

GREAT GREENS from the REALLY GREEN PEA COMPANY!

Harvested from non-genetically modified plants. For plumper, bigger, greener peas!



The new GREAT GREENS from THE REALLY GREEN PEA COMPANY are simply the finest you can buy

One of your 5 a day • Less than 1g of fat per portion
Contains fibre • Gluten free • Free of MSG & preservatives



Exclusive from



PREMIUM SKIN-ON HADDOCK



Fabulous Individual Quick Frozen Fish at Attractive Prices – Use the Best!

IQF Rammi Haddock S/on PBI
5-6oz, 4.54kg FFH056R

IQF Rammi Haddock S/on
6-7oz, 1x4.54kg FFH067R

IQF Rammi Haddock S/on
7-8oz, 1x4.54kg FFH078R

IQF Rammi Haddock S/on
8-10oz, 1x4.54kg FFH081R

IQF Rammi Haddock S/on
10-12oz, 1x4.54kg FFH101R

IQF Rammi Haddock S/on PBI
12-14oz, 4.54kg FFH104R

Only
£31.56



Caught by a
Rammi Vessel
and processed
in Iceland



Offers run for orders delivered from 01/01/2022 to 28/01/2022.
While promotional stocks last.

NEW LANDING OF SKIN-ON COD



Quality Line Caught Cod

Leinebris Frozen at Sea line caught cod is special – full of flavour with a firm texture with flesh that is whiter than white.

- Firm texture, wonderful flavour
- Frozen at Sea in 3 hours
- Fresher than fresh
- Environmentally friendly fishing
- Available in skin-on and skinless fillets

Leinebris Cod 5-8oz Skin-on **FFNL05LB**
Leinebris Cod 8-16oz Skin-on **FFNL08LB**
Leinebris Cod 16-32oz Skin-on **FFNL16LB**

Call for
Prices



Free
Starch Testing Strips



Essential to
Top Quality Friers
for over
88 Years



Less than
1.5p
Treats
5 Portions

Code: **SUNALL**

Buy 2
All Seasons
get a tube of
Starch Testing
Strips

Free



Code: **SUNSDSTS**

Drywite All Seasons

Premier Potato Treatment

- ✓ Premium quality, dry and white chips all year
- ✓ Formulated to work even on increased sugar potatoes
- ✓ Reduces the formation of acrylamide on chips
- ✓ Technically superior for a superior frier



Available in stock at:
Friars Pride

For more information please call **01384 569556**
or email **sales@drywite.co.uk**

Offer runs for orders delivered by
Friars Pride from 01/01/2022 - 25/02/2022.
While promo stocks last.

SUNFLOWER OIL



Fri4life High Oleic Sunflower Oil (Rosemary) 20 litres (bottle in box) FPHSO

- Liquid high oleic sunflower oil
- **Pure and clear oil**
- **Longer frying life**
- Typical 8% saturated fat
- Non GM
- Available in 20 litre bottle



VEGETABLE FRYING FAT



Fry **ReSPONsibly**
with

FriWite®

And be **ReSPONsible**
towards:

- Wildlife
- People
- The Environment



FriWite® is produced using only the highest specification RSPO certified sustainable palm oil

When you use FriWite you can be assured that the utmost is being done to protect wildlife, people and the environment. This makes FriWite a winning combination with its pure and light fry, extended frying life and no hydrogenated fat. **Exclusively available from Friars Pride.**

Friars Pride has been leading the way moving towards 100% Certified Sustainable Palm Oil for over 3 years. We are one of the only distributors in the UK that are audited RSPO members. We are at the forefront of the drive to support the palm oil industry to evolve and achieve its goals.

To find out more about FriWite and our RSPO membership go to: friwite.com Read more about RSPO: rspo.org



**Call Sales on 01733 316400
for more information and pricing**

PACKAGING



Hook & Fish SOS Bag with Tape Handles
 Quantity: 100 (260 x 390 x 305mm)
WRSOSFCHAHF
 Buy 2 at £7.99 each



Hook & Fish Jumbo Box Bag with Twisted Handles
 Quantity: 125 (350 x 170 x 320mm)
WRSOSBBHF
 Buy 2 at £15.99 each

Hook & Fish Large SOS Carryout Bag
 Quantity: 100 (320 x 170 x 440mm)
WRSOSHFL
 Buy 2 at £13.99 each



Bleached Kräft Hook & Fish Bags
 Quantity: 500 (355 x 280mm)
PBS141HF
 Buy 2 at £10.99 each



Hook & Fish Small Carryout Bag
 Quantity: 100 (260 x 125 x 405mm)
WRSOSHFS
 Buy 2 at £8.49 each



Hook & Fish Dispenser Box Napkins 1 Ply White
 250 napkins **WRHFNAP**
 Buy 2 at £2.49 each



Offers run for orders delivered from 01/01/2022 to 25/02/2022.
 While promotional stocks last.

PACKAGING



MK Plain Card Tray
 (145 x 75 x 40mm)
 Case: 400 **FTFCTP400**
Buy 2 at £15.99 each



Only
4p
 per tray!

**Perfect for
 portion control!**

Offers run for orders delivered from 01/01/2022 to 28/01/2022.
 While promotional stocks last.

FRESH & TASTY PACKAGING RANGE

FRESH & TASTY

Fresh & Tasty Carrier Bag (Twisted Handled)
 (350 x 170 x 310)
 Case: 125 **WRSOSBBFT**
Buy 2 at £15.79 each



Offers run for orders delivered from 01/01/2022 to 25/02/2022.
 While promotional stocks last.

