

# goodhabits

ISSUE #96 MARCH-APRIL 2023



**NATIONAL FISH & CHIP DAY**  
**FRYDAY 2 JUNE 2023**  
#NationalFishandChipDay



with Joint  
Headline sponsor



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**PLANT TREES WITH FRIWITE**



**SERVE UP THE SEA WITH RAMMI**



**LATEST SAVE + SELECT COMP**



**NATIONAL FISH & CHIP AWARDS**



HEAD OFFICE: Peterborough 01733 316400

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www.friarspride.com /FriarsPrideLtd @FriarsPride @friarspride Friars Pride Ltd



# NATIONAL FISH & CHIP DAY

## FRYDAY 2 JUNE 2023

#NationalFishandChipDay



**National Fish & Chip Day 2023 is just round the corner! As joint headline sponsors of the day, we invite you to join us in the largest celebration in the fish and chip calendar.**

**As June fast approaches, we here at Friars Pride look to our favourite event in the Fish and Chip Shop calendar - National Fish & Chip Day. This year marks the eighth annual celebration of the UK's most iconic dish. And this year Friars Pride, alongside Henry Colbeck, VA Whitley and, Middleton Foods are the joint headline sponsors of the event that stands as the incredible moment each year that the whole nation comes to celebrate all of you that diligently provide delicious chippy teas to the nation.**

Since it's inception in 2015, the celebration has exponentially risen in awareness to culminate in nearly 50 million people that saw, heard, or read about the awareness day last year. National TV, radio and newspapers featured stories from across the country and honed in on the larger celebrations, such as in London with a mobile fish and chips van supplying free fish and chips for the day. Regional media likewise covered the larger celebrations, as well as providing a spotlight to local trade. Social media was abuzz with fish and chip stories with the hashtag #nationalfishandchipday and was number 1 on Twitter from 8:00 and stayed there all day long.

### What We Are Doing at Friars Pride

We here at Friars Pride, together with the other Q Partnership members, are delighted to not only sponsor and support the day's festivities once again, but to increase our support in order to ensure the day builds upon the previous. We are confident that with our increased support, this year's show will have incredible reach across the nation and be an even greater celebration for our truly wonderful industry.

On the day, you will find our representatives darted around the UK at NEODA's roadshows supporting the industry. The roadshows act as a focal point for the general public and trade

alike, helping to raise awareness of fish and chips and National Fish & Chip Day. For those of you taking advantage of the day and working, social media and the free posters available from us upon request offer avenues to spread the word locally.

We want to celebrate our amazing industry with you; you are at the very heart of every community and have kept families across the nation well fed and with a giant grin on their faces for decades.

### NEODA and National Fish & Chip Day

The National Edible Oil Distributors' Association (NEODA) are the incredible people who champion National Fish & Chip Day. The National Edible Oil Distributors' Association is a non-profit organisation established in 1947. We are proud to be a part of the NEODA family. Other members include edible oil and fats refiners, processors, distributors, and waste oil collectors. It also covers manufacturers and suppliers of non-oil products (including batter mix, sausages, packaging, and potato preservatives).

### Purpose of National Fish & Chip Day

National Fish & Chip Day serves the purpose of an awareness day for the consumer and how amazing the UK fish and chip industry truly is. The purpose of the day is to embrace all forms of the dish, not just fish and chips from local chip shops. NEODA involve everyone in the celebration; everyone that is involved in creating the iconic British dish. From the dedicated and passionate fishermen and farmers who provide the sustainable and natural ingredients needed to create the family favourite to the exceptional fish and chip shops, pub chains, restaurants, retailers that feed the nation.

*'embrace all forms of the dish'*

NEODA work closely with other industry organisations and trade bodies such as Seafish, the National Federation of Fish Friers (NFFF), the Frozen At Sea Fillets Association (FASFA) and The Fisherman's Mission, to achieve the best celebration our industry is capable of.

### Get Involved in the Celebrations!

Getting involved in National Fish & Chip Day doesn't have to be time consuming or expensive for you. The awareness day generates incredible media coverage in both the build-up to the day and on the day itself, and you can easily be a part of it. Social media is an inexpensive and fantastic way to promote your business to both existing customers and attract new customers, capitalising on the nation-wide media hype. NEODA help you as much as possible to celebrate this awareness day with several useful promotional support materials (available to download from the NEODA website - [www.nationalfishandchipday.org.uk](http://www.nationalfishandchipday.org.uk)) which you can use to get involved with the National Fish and Chip Day campaign.

*'NEODA help you as much as possible to celebrate'*

There are plenty of ways you can get involved; by raising awareness of the event to your customers via social media or word of mouth when they visit, by offering special promotions on the day, or by hosting your own fish and chip celebration on the day.

National Fish & Chip Day 2023 promises to build upon what has come before - an incredible celebration of fish and chips with millions across the nation getting involved. NEODA will once again be bringing us all together - everyone involved in creating this iconic British dish: Fish and Chip shops, pub chains, restaurants, retailers and the fishermen and farmers who provide the sustainable and natural ingredients needed to create this family favourite.

Make sure to stay well stocked for the increased business on the day by contacting your Friars Pride Telesales Agent or calling 01733 316400. We look forward to joining you in the celebration of the Fish and Chip industry we are so proud to be a part of.

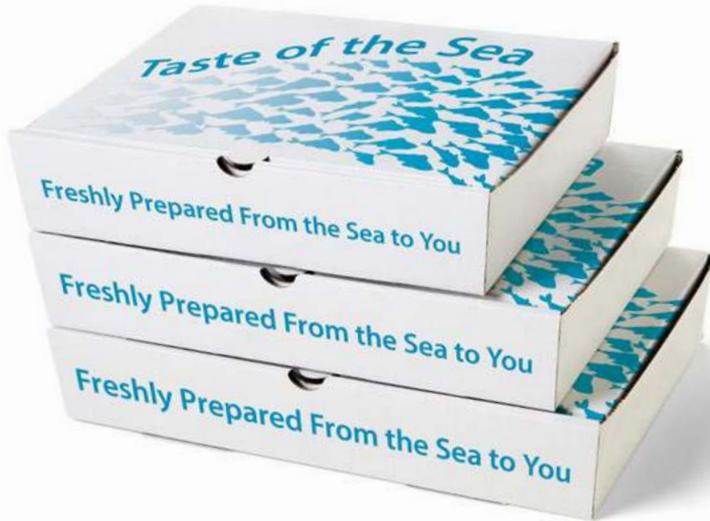
### Find Out More

You can find out more about NEODA and about National Fish & Chip Day here: [neoda.org.uk](http://neoda.org.uk)





## Taste of the Sea Corrugated Boxes



### Taste of the Sea Corrugated Boxes

Chip Case: 100 units | FTFTOTSC

**Buy 2 at £8.99 each**

Small: Case: 100 units | FTFTOTSS

**Buy 2 at £11.49 each**

Medium: Case: 100 units | FTFTOTSM

**Buy 2 at £12.49 each**

Large: Case: 100 units | FTFTOTSL

**Buy 2 at £13.79 each**

Offers run for orders delivered from 13/03/2023 to 28/04/2023.  
While promotional stocks last.

## 42<sup>ND</sup> STREET SAUSAGE PATTIES + MUFFINS



**34p**  
per patty

**Breakfast, Lunch & Dinner**  
Ideal for deep frying, shallow frying or  
grilling and excellent when battered.

**White English Muffins**  
8x6 packs a case | FGBSEBM  
**£10.49 each**



**NEW**

**42<sup>ND</sup> STREET Sausage Patties**  
60x75g 4.54kg | FGSAP42  
**£20.49 each**



**Kerrymaid  
Cheese Slices**  
1.4kg | PRKMBS1  
**£8.49 each**

Offers run for orders delivered from 13/03/2023 to 28/04/2023.  
While promotional stocks last.



**Pukka Chip Shop Chicken Curry Pie**  
Individually Wrapped Case Qty 12 | FGPPCCP  
**£13.09** each



PUKKA

the nation's no.1 pie brand, is celebrating 60 years of serving its bestselling pies in Britain's chip shops with the launch of this limited-edition pie, inspired by another of the nation's chip shop favourites: **Pukka Chip Shop Chicken Curry pie**. Blending two of the best-loved dishes on chippy menus across the UK – The People's Pie and curry sauce.

Offers run for orders delivered from 13/03/2023 to 07/04/2023.  
While promotional stocks last.



## MUSHY PEAS



One Bag =  
1,300oz of  
mushy peas  
'325' 4oz  
portions



**Q Brand  
Marrowfat Peas**  
12.5kg bag | DGMA25  
**Buy 2 at £16.99** each

One Bag =  
1,300oz of  
mushy peas  
'325' 4oz  
portions



**Great Greens  
Marrowfat Peas**  
12.5kg bag | DGMAGG  
**Buy 2 at £17.99** each

**STAR  
BUY**

One Can =  
35 x 85g  
portions



**Great Greens  
Chip Shop Mushy Peas**  
6x3kg cans | CVMPGG  
**Buy 2 at £21.99** each

**One  
of your  
5<sup>a</sup> day**

Offers run for orders delivered from 13/03/2023 to 07/04/2023.  
While promotional stocks last.

## PROMENADE

*Promenade  
Sauces*

**10.9p**  
per sachet

**Promenade Mayonnaise**  
100x28gm | PCJGJM  
**Buy 2 at £10.99** each

**13.9p**  
per sachet

**Promenade Tartare Sauce**  
100x28gm | PCJGJTS  
**Buy 2 at £13.99** each

**9.9p**  
per sachet

**Promenade Tomato Ketchup**  
100x28gm | PCJGJTK  
**Buy 2 at £9.99** each

**BIG FILL  
SACHETS**



Offers run for orders delivered from 13/03/2023 to 28/04/2023.  
While promotional stocks last.

## OCEAN SOUND WHOLETAIL SCAMPI



- Light crispy breadcrumb
- Unique golden crumb
- Fantastic product to add to menus to offer to your customers

### Ocean Sound Wholetail Scampi

Case of 10x454g

FFFCOS

**£41.99** each

\*only sold in cases of 10

EQUIVALENT  
**£4.19**  
PER BAG\*

**FREE**  
POSTER  
AVAILABLE



Offers run for orders delivered from 13/03/2023 to 07/04/2023.  
While promotional stocks last.

## ROYAL GREENLAND



### Atlantic Caught Cod Skinless & Boneless 20% Glaze 4.54kg

6-7oz 4.54kg | FFCsBA067

**£40.99** each

7-8oz 4.54kg | FFCsBA078

**£40.99** each

8-10oz 4.54kg | FFCsBA810

**£41.99** each

10-12oz 4.54kg | FFCsBA101

**£41.99** each



Offers run for orders delivered from 13/03/2023 to 28/04/2023.  
While promotional stocks last.





# RAMMI



**Serve Up the Sea**  
 from the **RAMMI** family to **YOURS**  
**Taste • Sustainable • Finest • Portion Control**

*The finest Icelandic chunky white fillets. Frozen within two hours to lock in the freshness.*  
*High-quality fish, full of flavour and white flakes. A fresh tasting cod fillet.*  
*Rammi catches MSC certified fillets. This allows them to continue to care and protect the ocean.*  
*Control portion sizes with a range of available sizes! All sustainability caught and full of flavour!*



RAMMI FISH IS SUPPLIED EXCLUSIVELY BY FRIARS PRIDE AND THE 'Q PARTNERSHIP'  
 tel: 01733 316 400 | [www.friarspride.com](http://www.friarspride.com)



## FISH CAKES



# King Frost Fish Cakes

The original fish & chip shop fish cakes are made from a secret blend of fish, potato, herbs and spices.

**Large**  
**Buy 2 at £8.10** each   
36x85g | FFFCKL

**Jumbo**  
**Buy 2 at £7.90** each   
24x113g | FFFCKL4



Offers run for orders delivered from 13/03/2023 to 07/04/2023.  
While promotional stocks last.

## Q CHICKEN



**Q Battered Chicken Nuggets**  
1kg bag | FGCHBCN  
**Buy 2 at £4.69** each



**Q Battered Chicken Steaks**  
12x85g(1kg) | FGCHBCS  
**Buy 2 at £4.69** each

**FREE**  
POSTERS  
AVAILABLE

Offers run for orders delivered from 13/03/2023 to 28/04/2023.  
While promotional stocks last.





**Tyson Battered 30g Chicken Chunks**  
1kg bag | FGCHTCC  
**Buy 2 at £7.49 each**



**Tyson Southern Fried 53g Mini Fillets**  
1kg bag | FGCHTSF1  
**£7.99 each**



**Tyson Battered 120g Flattened Chicken Fillets**  
2.4kg | FGCHTCB  
**£16.99 each**

Offers run for orders delivered from 13/03/2023 to 28/04/2023. While promotional stocks last.

BREADING



**Rooster's Regular Breeding**  
12.5kg Bag | SUNFSRR12  
**£21.50 each**



Offers run for orders delivered from 13/03/2023 to 07/04/2023. While promotional stocks last.

**Major B's Tomato Ketchup**  
12x218g | SAUMBTK  
**£8.49 each**

**Major Flavour with 70% tomatoes**

Offers run for orders delivered from 13/03/2023 to 28/04/2023. While promotional stocks last.

# 100% Chicken Breast Bites & Fillets!



## Chicken with no compromise on Taste & Value

### Chicken Breast Fillets & Fillet Bites

Look no further for premium chicken products. Using 100% breast chicken, the fillet bites are perfect with chips, or in a kids meal & the chicken fillet makes for a great tasting chicken burger.

These great tasting 42nd STREET products are a popular choice in takeaways across the country, don't get left behind on quality and make sure you are using these succulent chicken products.

## *It's all about the ingredients!*

- ★ 100% Chicken Breast Meat Grain Fed
- ★ Welfare Audited
- ★ Succulent & Tender
- ★ Golden Crispy Coating

Bagged in sizes of 2.4kg and 2kg: Chicken Breast Fillets (2.4kg) | Chicken Fillet Bites (2kg)

Also available

**Burgers | Pork Patties | Sausages**

As part of a comprehensive range for your takeaway we also offer 42nd STREET Classic Sausages, Burgers and Pork Patties, helping you cater for more customers!



exclusively available from the Q Partnership



Friars Pride Ltd | Tel: 01733 316 400 | friarspride.com



Running for over thirty years now, the National Fish & Chip Awards is one of the largest UK wide events that raises standards across the industry and supports the fish and chip related businesses. The 28th of February 2023 saw industry leaders – shop owners and suppliers alike – from across the nation come together in the heart of England to celebrate the very best of their respective categories.

'2023 saw industry leaders – shop owners and suppliers alike – from across the nation come together'

The NFFF (National Federation of Fish Friers), founded in 1913 to proudly represent the fish and chip shop industry, hosted this year's prestigious awards ceremony as new custodians, and certainly did not disappoint. Over the past year, entrants to each respective award were subject to a rigorous judging process by the team of judges, whittling down the shortlist of each award to only those that demonstrated the most exceptional of expertise in their respective field.

The day itself brought 600 renowned guests from across the sector to The Park Plaza, Westminster to acknowledge and celebrate the winners. Jason Manford brought an air of joy and laughter to the afternoon's ceremony as host – honouring the legacy of incredible

hosting talent synonymous with the National Fish & Chip Awards.

Now to the winners. The adjacent list is of those that took first place in their respective category; however, a comprehensive list of runners up can be found on the NFFF Facebook and Twitter page, or at the National Fish & Chip Day website; (<https://thefishandchipawards.com/>)

These businesses exemplified their skill and talent in their craft and should truly be held in high regard for consistently elevating the standards of our industry. For us here at Friars Pride, it was an incredible moment to see our fellow Q Partnership member, Henry Colbeck, earn the title of Supplier of the Year. However, the true highlight of the award ceremony was Whitehead's Fish & Chips, Hornsea; they truly stole the show with the prestigious honour of being crowned the Fish & Chip Takeaway of the Year, sponsored by Friars Pride.

We here at Friars Pride would like to congratulate all the winners & runners up of each respective award. A special thank you must go to NFFF for hosting such an incredible award ceremony and prior to which, rigorously judging each individual award entry with a panel of expert judges. A true highlight of our industry, we now look to next year with excited anticipation for the National Fish & Chip Awards 2024.

## The Category Winners

Takeaway of the Year Award  
Sponsored by



### Whitehead's Fish & Chips, Hornsea



**WHITEHEAD'S  
HORNSEA  
WINNER  
TAKEAWAY OF THE YEAR**

Restaurant of the Year Award  
**Fish City, Belfast**

Best Newcomer Award  
**Lighthouse Fisheries of Flamborough,  
Flamborough**

Field to Frier Award  
**The Real Food Café, Tyntrum**

Best Mobile Operator Award  
**Pimp My Fish, Burwell**

Best Multiple Operator Award  
**Harlees Fish & Chips**

Staff Training and Development Award  
**The Chesterford Group, Bishop's Stortford**  
NFFF Quality Accreditation Champion Award  
**The Fish Works, Largs**

Environment & Sustainability Award  
**Fish City, Belfast**

Supplier of the Year Award  
**Henry Colbeck Ltd**  
(Our Q Partnership partner)

Outstanding Achievement Award  
**Hugh Lipscombe - The Chesterford Group**



equivalent  
price per case  
**£7.71**  
or 64p  
per bottle

NBC SPECIAL OFFER:

# BUY 5 CASES GET 1 FREE

(Free case = NBC - Original Flavour)



Since 1933

Essential to  
Top Quality Friers  
for over  
**90 Years**



Make  
**£7.80**  
PROFIT  
if your RRP is  
£1.29  
(ex VAT)

## MIX & MATCH

NBC - Original Flavour  
12X315ML | VINC9

NBC - Onion Flavour  
12X315ML | VINCO11

NBC - Original Flavour  
Gluten Free  
12X315ML | VINEGLUF



Available in stock at:  
**Friars Pride**

Offers run for orders delivered from  
06/03/2023 to 28/04/2023.  
While promotional stocks last.

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



Use FriWite in your shop in 2023 & together we'll plant

# 10,000 trees



This means...



## 100+

Football pitches worth of trees will be planted

based on 60 trees per acre



## 2 Over million

Tons of CO<sub>2</sub> extracted from the atmosphere

approx in 10 years based on mature trees



Potentially

## 1717

Species of wildlife given food or habitat

based on Indonesia, region for tree planting



All kinds of other benefits like better air quality, flood protection, urban regeneration and lots lots more...

# PLANTING TREES

By using FriWite you are contributing towards tree planting for a brighter future. Every box contributes. The Q Partnership aims to plant 10,000 trees in 2023!



Friars Pride Ltd  
Tel: 01733 316 400  
www.friarspride.com



Henry Colbeck Ltd  
Tel: 0191 482 4242  
www.colbeck.co.uk

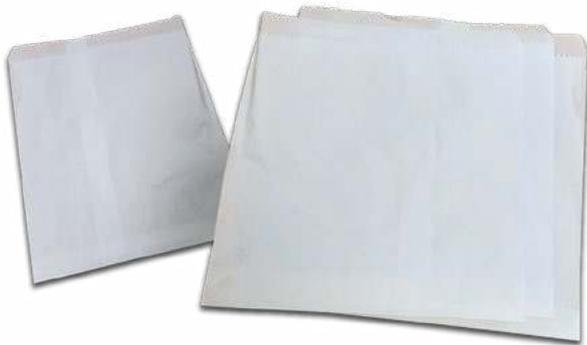


V.A. Whitley & Co Ltd  
Tel: 01706 364 211  
www.vawhitley.co.uk

TREE PLANTING



## PACKAGING



### Grease Proof Doughnut Bags

125x50x240mm

Case: 1000 | PBID097

**£17.99** each

215x215mm (8.5x8.5)

Case: 1000 | PBID0208

**£17.99** each

Offers run for orders delivered from 13/03/2023 to 28/04/2023.  
While promotional stocks last.

## DOUGHNUTS & WAFFLES



Middleton Foods  
American Style  
Doughnut 123 Mix  
12.5kg | MIXD012M  
**Buy 5 at  
£25.99** each

Middleton Foods  
Waffle Mix  
12.5kg | MIXWA12  
**Buy 3 at  
£29.99** each

Offers run for orders delivered from 13/03/2023 to 07/04/2023.  
While promotional stocks last.

## ROSSI ICE CREAM

the original  
**Rossi**  
Ice cream



**£10.99** each

Cookie & Cream..... 6x500ml | FGRICCD  
Lemon..... 6x500ml | FGRICL  
Vanilla..... 6x500ml | FGRICV

**£1.83**  
per tub

**£8.99** each

Chocolate Flavour..... 6x500ml | FGRICC  
Mint Choc Chip..... 6x500ml | FGRICMC  
Raspberry Ripple..... 6x500ml | FGRICRR  
Strawberry..... 6x500ml | FGRICS  
Salted Caramel..... 6x500ml | FGRICSC

**£1.49**  
per tub

Offers run for orders delivered from 13/03/2023 to 28/04/2023.  
While promotional stocks last.

## ANGELITO ICE CREAM

ESTD 1989  
**KERRYMAID**



Kerrymaid Angelito  
Vanilla Flavour Ice  
Cream Mix

12x1litre | DRICV

**Buy 6 at  
£20.99** each



**NO  
HYDROGENATED  
FAT  
GLUTEN FREE  
CREAMY  
VANILLA  
FLAVOUR**



Offers run for orders delivered from 13/03/2023 to 28/04/2023.  
While promotional stocks last.



# WIN A TRIP TO SEE 42<sup>ND</sup> STREET!

In our exclusive Rewards  
Club prize draw for  
March & April 2023!

Following on from the success of our recent 'Luxury Weekend Break for two', our latest prize is to 'Win a 42<sup>ND</sup> STREET Experience', courtesy of our Save + Select Rewards Club.

This fantastic prize this time around is two tickets to the **Hit Broadway Musical 42nd Street in London's West End** and **£100 Love2Shop** rewards to spend on dinner or shopping. There will be 5 runner up prizes to win a case of 42<sup>ND</sup> STREET Classic Sausages too!

## ABOUT SAVE + SELECT & HOW TO WIN

Save + Select is our exclusive customer loyalty rewards club and it's one of our ways of rewarding you throughout the year. Friars Pride really value your business and look forward to a long and fruitful relationship with you! Points are automatically credited to your account when you order qualifying products.

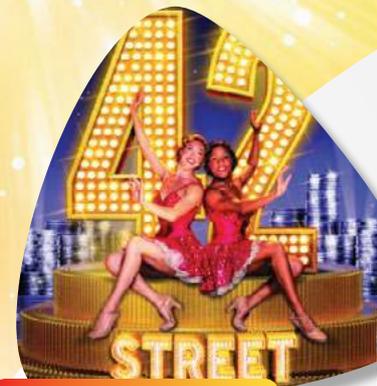
All competitions and Save + Select news will be announced in future issues of Good Habits, throughout the year you will have the chance to accrue your points but also as part of the club you could win great prizes, including experiences, goods and more!

The more save + select points you accrue during a Good Habits issue the more entries you'll have into a random prize draw for the given periods.

Good luck and happy shopping!



## Prizes Include:



Tickets to the hit  
musical 42nd Street



Enjoy a trip to the West End



£100 Love2Shop Vouchers –  
to use for dining or shopping



42<sup>ND</sup> STREET CLASSIC Sausages



4 DEALS MAX per shop

Get £1 off per case

All 12 x 500ml cases



GET THE

BEST DEALS

WITH



& MORE...

Coca-Cola

The perfect pairing



Offers run for orders delivered from 13/03/2023 to 28/04/2023. While promotional stocks last.

\*fish and chips image courtesy of 'seafish.org'

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