

fryit.online



**Online Trade Show for Fish & Chip,  
Takeaway & Food Service Industry**

**LIVE ONLINE FROM 22ND APRIL 2024**

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marketing@friarspride.com



HEAD OFFICE: Peterborough 01733 316400

Bristol 0117 971 4331 | Norwich 01603 721127 | Nottingham 0115 9381860 | London 01268 720140 | Plymouth 01752 262323 | Poole 01202 743177

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fryit.online



# FRY I.T. BACK FOR 2024! Online Trade Show for Fish & Chip Takeaway & Food Service Industry

Don't miss out on a chance to try the latest products and innovations in the fast-food industry! We look forward to seeing you there, whether that is in person or online!

**FRY I.T. is back for 2024! This year we are introducing a new FRY I.T. platform – alongside our depot open days, we are also going digital!**

Our Depot Open Days include:

**Plymouth (21st April)**

**Norwich (21st April)**

**Bristol (28th April)**

Our Digital FRY I.T. will be accessible for one week on a dedicated website, 22nd April–26th April 2024. Each attendee will receive a password via email to gain access to the website during this time.

### What is FRY I.T.?

FRY I.T. is the Fish & Chip, Takeaway & Food Service Industries' incredibly popular annual exhibition, hosted by Friars Pride. Moreover, FRY I.T. is a chance for local chippies, restaurants, and pubs to access new deals and innovations.

This year, we are doing things a little differently by having a Digital FRY I.T. option. We want to put our customers and suppliers first, which is why we are going to an online platform this year! By going digital, we are making it easy and convenient for shops and businesses within the Friars Pride service area to participate. You won't have to worry about transport, simply login on the website during the week from the comfort of your home! The Digital FRY I.T. gives you the benefit of focusing more on the great deals that will be available to you rather than worrying where you're going to park!

FRY I.T. provides an opportunity for businesses to consider new opportunities and be in the know of the latest industry innovations. It is also a chance for businesses to expand their menu offerings and try new products – while also making the most of the great special offers that will be available!

### FRY I.T. Online

FRY I.T. Online will be hosted on a brand new, dedicated website.

The website can be accessed on the week Digital FRY I.T. goes live (22nd April to 26th April), with suppliers and brands being showcased. The website for FRY I.T. 2024 will include information about exhibitors and useful hints and tips.

You will be able to order samples and place orders online via the website as well as find out information about suppliers and their offerings. Plus, you will also be able to see industry hints & tips, news, and the latest innovations in the trade – everything that you have come to expect from FRY I.T. just in a digital format!

### FRY I.T. Depot Open Days

We will be hosting Depot Open Days in Plymouth (21st April), Norwich (21st April), and Bristol (28th April). All Depot Open Days offer an excellent opportunity to meet us, try products and samples, learn about the latest innovations and place orders!

Attending your local Depot Open Day can be a great way of getting access to great offers and fantastic information!

### Register Your Interest Now!

If you wish to attend the Depot Open Days and/or the Digital FRY I.T. this 2024, please register your interest here:

[tinyurl.com/fry-it-2024-register](https://tinyurl.com/fry-it-2024-register)

**LIVE ONLINE FROM 22ND APRIL 2024**  
follow us for the latest information

SUPPORTED BY





## PACKAGING



### Greaseproof Doughnut Bags

125x50x240mm x 1000 | **PBID097**

**£18.49** each

### Greaseproof Doughnut Bags

215x215mm x 1000 | **PBID0208**

**£18.49** each

Offers run for orders delivered from 04/03/2024 to 26/04/2024.  
While promotional stocks last.

## DOUGHNUTS



### Middleton Foods American Style Doughnut 123 Mix

12.5kg | **MIXD012M**

**Buy 3 at £25.50** each

Offers run for orders delivered from 04/03/2024 to 26/04/2024.  
While promotional stocks last.

## PACKAGING



### Bleached Kraft Hook & Fish Bags (355x280mm)

500qty | **PBS141HF**

**Buy 2 at £10.99** each



### Hook & Fish Card Cup Pots & Lids

4oz Cup 1000qty | **FC4CCHFHU** | £44.99 each

4oz Lids 1000qty | **FC4CLHFHU** | £18.99 each

7oz Cup 1000qty | **FC7CHFHU** | £45.99 each

7oz Lids 1000qty | **FC7LHFHU** | £24.99 each



### Taste of the Sea Lite Bite Box

100qty | **FTFTOTSLB**

**£9.49** each

**WHILE STOCKS LAST**

Offers run for orders delivered from 04/03/2024 to 26/04/2024.  
While promotional stocks last.

## ATLANTIC FISH



### ATLANTIC CAUGHT COD Skinless Boneless (20% Glaze)

8-10oz | 4.54kg | FFCSBA810W

Buy 2 at **£32.99** each

10-12oz | 4.54kg | FFCSBA101W

Buy 2 at **£32.99** each

Offers run for orders delivered from 04/03/2024 to 26/04/2024.  
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

Offers run for orders delivered from 04/03/2024 to 26/04/2024.  
While promotional stocks last.

## INNOVATE FOODS

CONCEPT TO PLATE  
innovate



### Chilli Cheese Nuggets

1kg | FGVCN

**£7.69** each



### Margherita Pizza Bites

1kg | FGVMPB

**£9.29** each



### Cheesos 22 Bag

1kg (22x45g) | FGVCOS

**£7.49** each



### Battered Cauliflower Florets

1kg | FGVCF

**£5.49** each

Offers run for orders delivered from 04/03/2024 to 26/04/2024.  
While promotional stocks last.







# 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 £8.79 each**

36x85g | FFFCKL



**Jumbo**

**Buy 2 at £8.49 each**

24x113g | FFFCKL4



Offers run for orders delivered from 04/03/2024 to 29/03/2024.  
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

**£43.99 each**

\*only sold in cases of 10

EQUIVALENT  
**£4.39**  
PER BAG\*



**FREE**  
POSTER  
AVAILABLE

Golden  
Wholetail Scampi  
In a crispy breaded coating  
Ask for yours  
today!

Perfect Partner  
**LION**

**Lion Tartare Sauce**

2.27ltr | SAULTS

**£6.99 each**

Offers run for orders delivered from 04/03/2024 to 29/03/2024.  
While promotional stocks last.





**Contact**  
**01733 316400**  
**for the latest prices**

## Fantastic Quality Cod Fillets From Rammi

Rammi Frozen at Sea Cod, caught by The Solberg, are high quality fillets that are frozen upon the trawler within two hours of the catch – this seals in the flavour and freshness of the cod. All Rammi fish is sustainably caught and is MSC certified, so you know you are serving your customers top quality and great tasting fish with a clear conscience.

While stocks last.

## BEST PORK SAUSAGES IN EUROPE

Awarded the "Best Pork Sausage Manufacturers in Europe"  
at the 2021 LuxLife Food & Drink Awards



**Premium Sausages**  
**4's FGSA4W / 8's FGSA8W**  
4.54kg **Buy 2 at**  
**£19.29 each**

Offers run for orders delivered from 04/03/2024 to 26/04/2024.  
While promotional stocks last.



**Bigfoot Sausages**  
**FGSAWBF**  
case qty 30 **Buy 2 at**  
**£22.99 each**

For more information visit [www.mcwhinneys.com](http://www.mcwhinneys.com) or call 028 9127 1811

NBC *SPECIAL OFFER:*

**BUY 2 CASES FOR**

**£7.60**

Each

NBC - Original Flavour  
12X315ML | VINC9

**£9.00**

Each

NBC - Original Flavour  
Gluten Free  
12X315ML | VINEGLUF



Since 1933

Essential to  
Top Quality Friers  
for over

**90 Years**



Available in stock at:

**Friars Pride**

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

Offers run for orders delivered from  
04/03/2024 to 26/04/2024.  
While promotional stocks last.





# NATIONAL FISH & CHIP DAY

THURSDAY 6 JUNE 2024

IN COLLABORATION WITH

D-DAY 80  
anniversary



## #NationalFishandChipDay

National Fish and Chip Day was launched in 2015 to celebrate the nation's favourite dish and for 2024 Friars Pride are delighted to support the day by being joint headline sponsors with our fabulous packaging brand Hook & Fish along side our good friends Middleton Foods.

National Fish and Chip Day is about giving fish and chips the recognition it deserves and helping to secure its position as the nation's favourite dish. The event for 2024 will take place on Thursday the 6th of June to honour the 80th anniversary of the D-DAY landings, the largest naval, land and air operation in history.

National Fish and Chip Day brings together everyone involved in creating this iconic British dish; from fish and chip shops, pub chains, restaurants, retailers, celebrity chefs, to the fishermen and farmers who provide the sustainable and natural ingredients needed to create this nutritionally-balanced family favourite.

The popularity of this awareness day has grown considerably since its conception and in recent years has reached 10s of millions of people nationwide!

We hope you enjoy the day and choose to participate and celebrate to the fullest.

**COMPETITIONS AND PRIZES COMING SOON**  
**KEEP AN EYE ON OUR SOCIAL MEDIA FOR MORE INFO**

To help you celebrate to the upmost NEODA have created an amazing toolkit and lots of helpful downloadable National Fish and Chip Day material, find it all by scanning the QR code or visit;

[www.neoda.org.uk/national-fish-and-chip-day](http://www.neoda.org.uk/national-fish-and-chip-day)



Download  
NF&CD material







# IT'S BACK!

## GET YOUR SHARE OF £20,000

Buy a case for a chance to win  
one of our **£1,000** or **£500** prizes\*



Each case  
purchased of  
**Heinz SqueezMe!**  
products will equal  
one (1) entry into the  
Promotion. The more  
SqueezMe's you buy,  
the more entries  
you get.

**Valid from 25th March to 31st May 2024.**

Open to UK customers of Friars Pride and other participating wholesalers. Participants will automatically be entered into the prize draw when they purchase (one) 1 Heinz SqueezMe! case of any flavour between 25th March 2024 - 31st May 2024. Each case purchased of Heinz SqueezMe! is equivalent to one entry into the promotion. There is no limit on the number of times each participant can enter. Entrants may purchase cases from any of the participating wholesalers. Participants enter for their chance to win one (1) prize of either £500 or £1000 worth of credit to be spent at the wholesaler that the winner purchased from. A total of 30 number of prizes are available to be won. Each winner can only win once during the promotional period. This is a non-transferable prize and cannot be exchanged for cash or any other alternative. Winners will be contacted by their sales representative within (eight) 8 weeks of the competition closing date. To see full T&Cs go to [www.frymagazine.com/heinz20kgiveaway](http://www.frymagazine.com/heinz20kgiveaway).



12x1litre | DRICV  
**ONLY**  
**£19.99 each**

Offers run for orders delivered  
from 04/03/2024 to 26/04/2024.  
While promotional stocks last.

KERRYMAID  
**Angelito**



**THE NO. 1  
BASE  
FOR TASTE...**

*with 40% more yield  
than other soft serve mixes!\**



**CREAMIER**  
TASTE & TEXTURE



**HALAL**  
CERTIFIED

**STOCK UP  
NOW**



To create the complete dessert solution for  
your customers, call **0800 783 4321** or visit  
**[www.kerrymaid.com](http://www.kerrymaid.com)**

\* Source: Consumer Testing, Base 100 - Date 12.23, † Based on a 143g serving, 7 servings per 1ltr carton.



Rio Tropical



**Rio Tropical Light**

24x330ml | CDR10L

**£9.99 each**

**Rio Tropical**

24x330ml | CDR10

**£10.75 each**

12x500ml | DRRI0512

**£9.99 each**



Offers run for orders delivered from 04/03/2024 to 26/04/2024.  
While promotional stocks last.

FRUIT SHOOT



**Robinsons Fruit Shoot**

Case: 24x200ml

Blackcurrant & Apple | DRRFSA

Orange | DRRFSA

**Buy 2 at £5.99 each**

Offers run for orders delivered from 04/03/2024 to 26/04/2024.  
While promotional stocks last.

# STOCK UP FOR SPRING

Call customer services  
on 01733 316400  
for the latest deals...

**BUY  
NOW**



**Coca-Cola**  
ZERO SUGAR



# KFE OPEN DAY

Sunday 17 March | 10am – 3pm

Update your knowledge and learn trade secrets from your industry peers and KFE's award winning trainers with live demonstrations and presentations

- **NEW Focus on vegan food** – with an ever-increasing demand for vegan food to be a standard feature of fish and chip shops menus, we'll be discussing ideas to make sure you are vegan inclusive in your cooking.
- **Test fry the Kiremko High Efficiency range** – saving on energy is a priority right now, see how you can reduce your gas bills and hear how people have secured carbon grants from their local councils when buying a new HE Kiremko range.
- **Chat to representatives from Tower Leasing** – find out how many extra portions of fish and chips you need to sell each day to pay for a new range!
- **Live demonstrations** – from award winning trainers Gordon Hillan and Mark Petrou.
- **Networking** – meet and discuss ideas with other shop owners and leading suppliers.
- **FREE goody bag for all attendees**

Find out how we can help you reduce gas and increase profits!

To book your spaces call **01778 380 448**  
or email [sales@kfeltd.co.uk](mailto:sales@kfeltd.co.uk)



Focus  
on vegan  
cooking

