



Brought to you by:



We're celebrating



NATIONAL FISH & CHIP DAY

THURSDAY 6 JUNE 2024

IN COLLABORATION WITH

D-DAY 80

anniversary



WIN A RANGE OF HOOK & FISH PACKAGING FROM YOUR LOCAL Q PARTNERSHIP SUPPLIER. CHECK RESPECTIVE SOCIALS FOR MORE...

For even more special offers follow us on social media or sign up to receive emails at friarspride.com/info/gh/



/FriarsPrideLtd



marketing@friarspride.com





To honour all those involved in the D-Day landings, the largest naval, land and air operation in history, National Fish & Chip Day will be moving from its traditional Friday slot in 2024 and will be celebrating the nation's favourite dish on Thursday 6th June, which marks the 80th anniversary of this momentous day.

The event has gone from strength to strength since its inception in 2015 and National Fish & Chip Day will recognise the huge importance of fish and chips during WWI and WWII, on D-Day in particular. Fish & Chips were often considered the British national dish and this humble meal was a vital ingredient of the war effort in both the first and second world wars. The British Government safeguarded the supply of fish and potatoes during both world wars to keep up morale.

In celebration of this day, our own Fish & Chip inspired packaging, the 'Hook & Fish' range is proud to be joint principal sponsor for National Fish & Chip Day.

Hook & Fish is at the forefront of innovative and sustainable packaging within the fish and chip sector, with innovative products such as the Fold It, Bin It box which helps reduce the amount of space packaging waste takes up. On top of this, the range continues to support shops with portion controlled sized boxes and the two compartment boxes which are perfect for deliveries. The full range gives fish and chip shops a professional and uniformed look, and includes bags, pots, greaseproof and napkins to name just a few of the products.

To celebrate National Fish and Chip Day, Hook & Fish will be releasing a new National Fish and Chip Day Corrugated Box to celebrate. This brand new box allows everyone within the fish and chip industry to promote National Fish and Chip Day to their customers in advance of the day and on the day itself! The box also offers a controlled portion size within a recyclable form of packaging and will be exclusively available from Friars Pride and the Q Partnership.

'The Hook & Fish brand has become Friars Pride's most well-known packaging brands and is used across the country. With the popularity of this brand, it made sense for it to partner with National Fish and Chip Day to promote positive messaging throughout the industry and to the public – to help increase awareness of the benefits of fish and chips! Supporting National Fish and Chip Day has always been key for Friars Pride as it offers a unique opportunity for the industry to all come together and promote what we are all passionate about, fish and chips! So, let's all shout about this great industry and make sure the consumers can continue to enjoy sustainable fish and chips forever', Rebecca Lord, Managing Director of Friars Pride.

We want to give thanks to every person and business in this amazing industry that made National Fish & Chip Day 2023 the best yet with a reach of over 140 million people, and we hope we can achieve such great results this year! Don't miss your chance to get involved and support this momentous day – start posting and promoting with the hashtag #nationalfishandchipday now!



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;



Download NF&CD material

www.neoda.org.uk/national-fish-and-chip-day

#NationalFishandChipDay
www.nationalfishandchipday.co.uk



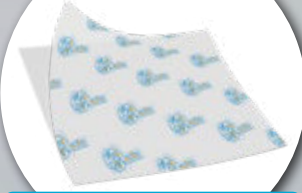
NATIONAL FISH & CHIP DAY WITH HOOK & FISH BOX



Hook & Fish
National Fish & Chip Day
Lite Bite Corrugated Box
 (assembled internal dimensions
 203x127x50mm)
 Qty: 100 | FTHFLBNFCD
£10.49 each



AVAILABLE SOON



Hook & Fish and NF&CD
Greaseproof Paper 300x200mm
 Qty: 1000 | WRNFCD

NEW SPECIAL EDITION
Hook & Fish BOX

Get the most out of National Fish and Chip Day with this exclusive Hook & Fish special edition box!
 Perfect to use to promote National Fish and Chip Day to your customers in the build-up and on the day itself.
 You could even offer a special deal for National Fish and Chip Day and serve it up in this exclusive box.

Exclusively available through the Q Partnership



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

Offers run for orders delivered from 29/04/2024 to 28/06/2023.
 While promotional stocks last.

MIDDLETON FOODS BATTERS & CURRY



Kings Heritage
Blend 30 Batter Mix
 16kg | FLBMKH16 | **£21.95** each
 6x1.5kg | FLBMKH9 | **£13.99** each
Premium Curry Sauce
 5kg | DGCSKH5 | **£17.99** each



one month only

Offers run for orders delivered from 29/04/2024 to 31/05/2023.
 While promotional stocks last.



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

Ocean Sound Wholetail Scampi

Case of 10x454g

FFCOS

£43.99 each

*only sold in cases of 10

EQUIVALENT
£4.39
PER BAG*

FREE
POSTER
AVAILABLE

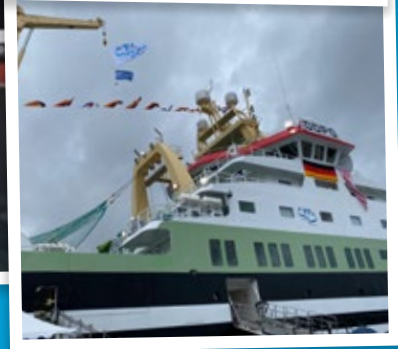
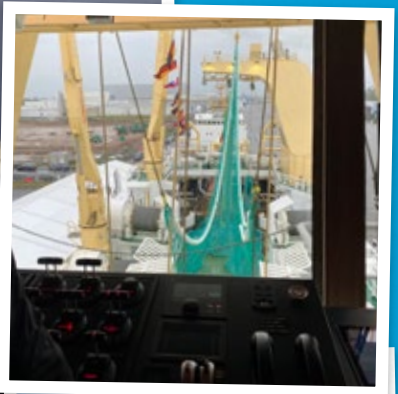


Perfect Partner
LION
Lion Tartare Sauce
2.27ltr | SAULTS
£6.99 each

Offers run for orders delivered from 29/04/2024 to 31/05/2024. While promotional stocks last.



Congratulations PARLEVLIENT & VAN DER PLAS on the launch of the new trawler 'JAN MARIA'



PARLEVLIENT & VAN DER PLAS
The PP Group (PARLEVLIENT & VAN DER PLAS) consists of seafood businesses and processing companies around Europe, the Faroes, and North Africa. All facets of the group – with their own specific knowledge & technology – together contribute to the strength of the whole family business. Recently our MD **Rebecca Lord** was honoured to attend the launch of the stunning new shrimp and white fish trawler **JAN MARIA** in Germany. An 88+ meters long trawler, accommodating 43 crew, 32 cabins and outfitted with fully integrated on board grading, filleting, processing and freezing systems.



42ND STREET CHICKEN



STAR BUY

£7.25 PER KG

£7.29 PER KG

FREE POSTERS AVAILABLE



- Unique recipe
- 100% whole muscle chicken breast meat
- Grain fed and welfare audited
- Golden crispy coating
- Succulent & tender

42ND STREET Battered Chicken Fillet Bites
2kg | FGCH42B
Buy 2 at £14.49 each

42ND STREET Battered Chicken Breast Fillets
2.4kg | FGCH42CBF
Buy 2 at £17.49 each



Offers run for orders delivered from 29/04/2024 to 28/06/2024. While promotional stocks last.

RICE CONES



96P PER KG

Q BRAND RICE CONES FINE GRADE
12.5kg | CON12 | **£11.95 each**

ATLANTIC FISH



ATLANTIC CAUGHT COD
Skinless Boneless (20% Glaze)
8-10oz | 4.54kg | FFCSSA810W
£31.99 each
10-12oz | 4.54kg | FFCSSA101W
£32.99 each

Offers run for orders delivered from 29/04/2024 to 31/05/2024. While promotional stocks last.

Offers run for orders delivered from 29/04/2024 to 28/06/2024. While promotional stocks last.



Equipment SOS



Need to replace your **DRYWITE** equipment fast?

Call the Friars Pride **Equipment SOS Hotline!**

When your equipment needs replacing and you need it quickly, it can be a real hassle. Friars Pride are proud to offer **'Stock On Site'** for all Drywite products featured in its SOS brochure, which you can purchase with your next Friars Pride delivery.

What you need to do:

- 1** Place your order, call the Friars Pride **SOS Hotline: 01733 316400**
- 2** Sit back, relax and let Friars Pride **deliver your SOS**

This service is available on the Drywite items listed in the SOS brochure only. Equipment prices will be quoted at the point of order and will always be the current Drywite pricing of that day. All prices are subject to VAT. Stock will be available at all Friars Pride sites. Please note - during peak times stock will be delivered on a first come, first served basis. We will always endeavour to hold stock to meet demand.



SEE THE LATEST BROCHURE



[friarspride.com/
wp-content/up-
loads/2023/12/dw-
SOS-2023.pdf](https://friarspride.com/wp-content/uploads/2023/12/dw-SOS-2023.pdf)



*You can rely on
Friars Pride!*



CURRY ON... GO ON JUST POUR IT ON!



WIN A LONDON WEEKEND WITH KEEJAYS!

2 nights in the 4 star Tower Hotel next to Tower Bridge, plus dinner on 1 night at the renowned fish restaurant Smiths of Wapping.

Simply buy any Keejays product from Friars Pride between May 1st and June 30th and for every purchase we'll enter your account into our competition.

Good Luck!



**GOLDFISH
CHINESE CURRY
SAUCE PASTE**
4.5kg | DGCUPK



CROWD PLEASING, PROFIT INCREASING GOLDFISH BRAND SAUCES

WWW.GOLDFISHBRANDPROFESSIONAL.COM

Loaded Chips

ADD TO
YOUR
MENU
TODAY



The Original
American Chip Spice
8x85g | SUNACS85
£9.25 each



Crucials Sauces 1ltr

BBQ | SAUCBBQ1L Smooth Mayo | SAUCMA1L Sriracha | SAUCSR1L
Sweet Chilli | SAUCSC1L Garlic Mayo | SAUCGM1L Garlic & Herb | SAUCGH1L
Buy 2 at £2.09 each Buy 2 at £2.29 each £1.99 each

Meadow Vale Homestyle 1KG Crispy Shredded Chicken

Salt & Chilli | FGCHSC / Salt & Pepper | FGCHMSP / Plain | FGCHPS1
£9.49 each

Offers run for orders delivered from 29/04/2024 to 28/06/2024. While promotional stocks last.



THE GLUTEN FREE SOLUTION



WITH THE GLUTEN FREE SOLUTION YOU CAN BE CONFIDENT IN OFFERING TOP QUALITY MEALS THAT EVERYONE CAN ENJOY.

WHETHER COELIAC OR HEALTH CONSCIOUS, WITH THE GLUTEN FREE SOLUTION THERE'S NO COMPROMISE ON TASTE, QUALITY OR CUSTOMER SATISFACTION.

GOLDENSHEAF GLUTEN FREE BATTER | 2x2.5KG | GSGF5 | £18.50 each 

DINACLASS GLUTEN FREE CURRY | 4.54KG | DGCSDF | £19.50 each 

Offers run for orders delivered from 06/05/2024 to 17/05/2024. While promotional stocks last.

**TWO
WEEKS
ONLY**

**CONTACT US ON 0800 138 1938
TO FIND OUT HOW WE CAN SUPPORT YOUR BUSINESS**



KERRY

ESTD 1964
Dinaclass

Coca-Cola

The perfect pairing



Coca-Cola Cans (Irish)
Case: 24 x 330ml

Diet Coca-Cola Cans (Irish)
Case: 24 x 330ml

CDCCEURO

CDCDEURO

Buy 3 at **£10.49** each

Buy 3 at **£8.69** each

one month only

STOCK UP NOW

Offers run for orders delivered from 29/04/2024 to 31/05/2024. While promotional stocks last.

BRITVIC SOFT DRINKS



SAUSAGES



All 24 x 330ml cases

PEPSI

Pepsi Original | CDPEP | Buy 2 at **£8.49** each

Pepsi Max | CDPEM | Buy 2 at **£7.79** each

Diet Max | CDPED | **£7.79** each

7UP

7UP Original | CD7UP | Buy 2 at **£7.79** each

7UP Free | CD7UPF | **£7.79** each

TANGO

Apple | CDTAP | Buy 2 at **£7.69** each

Orange | CDTOR | Buy 2 at **£7.69** each

STAR BUY



Friars Pride Sausages 4's
4.54kg | FGSA4F
£10.99 each

Friars Pride Sausages 8's
4.54kg | FGSA8F
£10.99 each

Offers run for orders delivered from 29/04/2024 to 28/06/2024. While promotional stocks last.

Offers run for orders delivered from 29/04/2024 to 31/05/2024. While promotional stocks last.



FRY AWARDS NAME UK'S TOP FISH & CHIP TAKEAWAYS AND RESTAURANTS

The results are in for Fry Magazine's 50 Best Fish & Chip Takeaways and 10 Best Fish & Chip Restaurants 2024. Recognising operators setting the gold standard in food quality, customer service & marketing.

visit: friarspride.com/info/uk-top-fish-and-chips/



Scan the QR code for results



FriWite
for a pure and light fry

**100% CERTIFIED
SUSTAINABLE
PALM OIL**

12.5kg Box | FPFT



A premium quality solid palm oil made from sustainable, palm fruits. FriWite is a solid vegetable oil that offers a pure and light fry.

**GET IN TOUCH FOR
OUR BEST PRICES**



FriWite Quality Palm Oil – FriRite For Longer



Looking for an oil that withstands the pressures of a busy fish and chip shop or takeaway? FriWite offers a longer lasting palm frying medium and delivers top results constantly, even under the pressures of high temperature. On top of this FriWite gives a pure and light fry – and it is 100% RSPO certified sustainable!

FriWite was designed for the busy fish and chip shop, designed to last longer, while not sacrificing quality, so you save oil and go through less boxes throughout the week. FriWite has become one of the leading palm oils within the fish & chip industry, since its launch in 2010, and is renowned for being one of the finest oils to cook your great tasting fish and chips in!

Features and Benefits:

- Easy to use.
- Fries light in colour.
- Higher specification of palm oil.
- Extended frying life, offering better cost in use.
- No hydrogenated fats.
- Less than 1% trans fat.
- 100% vegetable oil.
- RSPO – Certified sustainable palm oil.
- Suitable for vegetarians and vegans.

Why Use Palm Oil? Unlike other oils, palm oil doesn't break down at high frying temperature. With its high smoke point, it's a smarter choice than many other fats and oils. Its neutral flavour also doesn't detract from the food you're cooking.



25 boxes gives you a £10 Save + Select voucher! (with the 10 points per box)

exclusively available from the Q Partnership



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

HOOK & FISH FISH AND CHIPS[®] PACKAGING

THE NATION'S MOST TREASURED DISH



11p
PER UNIT

12p
PER UNIT

13p
PER UNIT



Hook & Fish Blue Corrugated Box - Small 250mm(w)x155mm(d)x55mm(h) | Qty: 100 | FTHFB3
Buy 2 at **£10.99** each

Corrugated Box - Medium 280mm(w)x155mm(d)x55mm(h) | Qty: 100 | FTHFBM
Buy 2 at **£11.99** each

Corrugated Box - Large 315mm(w)x155mm(d)x55mm(h) | Qty: 100 | FTHFBL
Buy 2 at **£12.99** each



10p
PER UNIT



Hook & Fish Blue Corrugated Box - Mini
Qty: 100 | FTHFBMIN
Size: 215mm(w)x145mm(d)x60mm(h)
Buy 2 at **£10.49** each



8p
PER UNIT



Hook & Fish Blue Corrugated Box - Chip
Qty: 100 | FTHFBFC
Size: 150mm(w)x150mm(d)x55mm(h)
Buy 2 at **£7.99** each



11p
PER UNIT



Large Paper Carryout Bag
Qty: 125 | WRSOSHFL
Size: 320mm(w)x170mm(d)x440mm(h)
Buy 2 at **£13.49** each



UNDER 13p
PER UNIT



Jumbo Paper Box Bag - Twi/Hand
Qty: 125 | WRSOSBBHF
Size: 350mm(w)x170mm(d)x310mm(h)
Buy 2 at **£15.99** each



8p
PER UNIT



SOS Paper Bag - Tape Handles
Qty: 100 | WRSOSFCHAHF
Size: 260mm(w)x390mm(d)x305mm(h)
+85mm handles
Buy 2 at **£7.99** each



8p
PER UNIT



Small Paper Carryout Bag
Qty: 100 | WRSOSHFS
Size: 260mm(w)x125mm(d)x405mm(h)
Buy 2 at **£7.99** each



2p
PER UNIT



Bleached Kraft Fish & Chip Bag
Qty: 500 | PBS141HF
Size: 355x280mm
Buy 2 at **£10.75** each



Greaseproof Paper
Qty: 1000 sheets | WRHF32
Size: 300x200mm
£12.99 each

AVAILABLE FROM JUNE

Oakshire

Premium Sauces

PREMIUM SAUCE WITH A DIFFERENCE...

Say hello to **delicious sauces**
packaged in **recycle ready** sachets.



Real Mayonnaise
100x28g | **PCOAKM**

Tomato Ketchup
100x28g | **PCOAKTK**

Tartare Sauce
100x28g | **PCOAKTS**

for our planet, our homes and our meals...

from our family to yours, exclusively available from



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