WHITLEY News

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THE BIGGEST AND BEST MET? We take a look back at the 10th Anniversary of National Fish and Chip Day - Page 6

























ORIGINAL 42ND STREET Classic Sausages continue to be chosen by fish & chip shops and takeaways across the country for a reason. They keep customers coming back for more! And now introducing the brand new 42ND STREET Classic Deluxe Sausages, the sausage you know and love but now with 70% pork.

Produced from the highest quality, prime cuts of pork shoulder, 42ND STREET Classic Deluxe Sausages have a unique seasoning blend and a 70% meat content, to ensure their fantastic flavour is coupled with a succulent yet firm bite. These versatile sausages will appeal to any shop wanting to offer everything from traditional sausage and chips meals to battered sausages and sausage baps, and are also a staple, proven favourite in kids' meals too - and they are convenient to offer as they can be cooked straight from frozen.

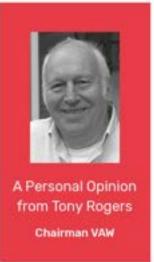
These unique, high-quality pork sausages are available in a range of sizes, including for the original Classics – 8s (2oz), 6s (3oz) and 4s (4oz), the Deluxe 70% 8s (2oz), and 4s (4oz) and there's an original Classic gluten free version in 4s (4oz) available too. All come in 4.45kg packs.



finest cuts of pork · firm meaty bite · 4s, 6s & 8s available unique flavour profile · fry or grill from frozen

All part of the 42ND STREET range of quality frozen meat products including a selection of chicken products and beef burgers as well as our famous sausages.







"Quality is never an accident. It is always the result of intelligent effort" - John Ruskin

In these days where we all suffer from punitive increasing overheads, it can be tempting to switch to cheaper products. However, in the vast majority of instances where customers have seemingly 'bought a bargain', sales and profit have diminished.

Examples abound, but a case in point is one regarding Sauce Portions.

Many Customers still buy 10gm portions because they are cheap – so cheap that most do not charge for them. However, many consumers using them find 10gms being somewhat parsimonious and will take two or even three sachets to adorn their meals. Over twelve months that constitutes a considerable loss to a business's bottom line. It is a totally unnecessary 'loss leader'.

You may or may not have heard of Stokes Sauces, but this Family firm makes absolutely superb sauces and packs them in sachets containing 40gms for Tomato Ketchup and 32gms for the rest of the range.

People have long accepted that they pay for a decent-sized portion of sauce and converting your customers is far easier than you may think.

In 2023 Kate Mills (Stoke' Sales Manager) approached The Flora Tea Room and Fish 'n Chip Restaurant in Dunwich. The Owner had long been using 10gm sachets but on tasting the samples Kate left, he was so impressed that he took them on board and started charging for them. He found that his customers really appreciated the far superior quality and the convenience of a sensibly sized portion. Out of 2,000 people who paid for the portions with their orders he only had one complaint so he gave the person a free portion - and has never heard another word!

As his customers commented so often on how they loved Stokes' he now stocks a range of their retail bottled sauces so that they can now carry on enjoying Stokes' at home!

He has turned an annual loss to his bottom line into a very healthy profit which continues to grow - as do his contented Customers.



Ask our Sales Team for samples and grow your own 'quality profit'



STAND OUT FROM THE CROWD

Make an impact with the Hook & Fish packaging range - environmentally friendly packaging.

Hook & Fish packaging has been specially created as your complete branding solution.

From boxes to bags, finished off with point of sale, the range provides a contemporary and fresh look, while ensuring perfect portion control.

THE FULL RANGE



TWO COMPARTMENT BOXES

Perfect for portion control and presentation



'FOLD IT, BIN IT' CORRUGATED BOXES

For standard fish and chips



MK CARD BOXES

Convenient assembly and high standards of presentation



40Z AND 70Z POTS & LIDS

Perfect for portion control and presentation



CARRYOUT BAGS

Great for takeaway and delivery



GREASEPROOF, NAPKINS AND WOODEN FORKS

Add that finishing touch





CHECK OUT THE FULL RANGE ON OUR WEBSITE WWW.VAWHITLEY.CO.UK OR SCAN THE QR CODE



Choose your Chicken!!

Whether it's fillets, strips, wings or bites...
Whether it's plain, coated or hot, Hot, HOT...
WE'VE GOT THE PRODUCTS FOR YOU!!

With our extensive range of coated chicken products we have everything you need... and more.

第四次第四位的



Meadowvale Mini Chicken Bites

Code Ref: FR13 Quantity: 1kg List Price: £9.99



Tyson Hot & Kickin' Chicken Strips

Code Ref: FR93 Quantity: 1kg List Price: £9.49



Tyson Nashville Chicken Fillets

Code Ref: FR94 Quantity: 8 x 120g List Price: £10.49



Q SF Chicken Goujons 60g Fillets!!

Code Ref: FT100 Quantity: 1kg List Price: £7.99



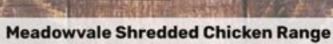
Meadowvale Crunchy Chicken Wings

Code Ref: FR59 Quantity: 1kg List Price: £6.99

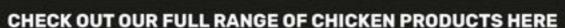


Meadowvale Hot & Spicy Fillets

Code Ref: FT53 Quantity: 18 x 110g List Price: £19.99



Code Ref: Various Quantity: 1kg List Price: £9.99 Choose From: Crispy | Salt & Chilli | Salt & Pepper | Peri Peri





PROUD SPONSORS OF







NATIONAL FISH & CHIP DAY 2025 A CELEBRATION TO REMEMBER

The 10th Anniversary of National Fish & Chip Day was nothing short of spectacular, with shops, suppliers and communities across the country getting involved in what has become one of the UK's favourite awareness days.

Errol's Tour of North Wales, Blackpool & The North West

V.A.Whitley celebrated National Fish & Chip Day in style, visiting over 60 Fish and Chip Shops with our mascot, the Happy Fish, Errol!! We sold Limited Edition Hook & Fish Lite Bite Boxes and Greaseproof, FREE Posters, supported organised events and gave away lots of NF&CD Merchandise! It was great to see so many shops getting involved this year!













Q Partnership takes on the Yorkshire Three Peaks

The Q Partnership team - made up of repesentatives fom V.A.Whitley. Henry Colbeck and Friars Pride - took on the mighty Yorkshire Three Peaks the weekend before National Fish & Day. Battling tough terrain and unpredictable weather the team raised an incredible £3,660 for Springhill Hospice, £1,540 for The Fishermen's Mission and £4,300 for The British Heart Foundation. A HUGE well done to everyone who took part and a massive thank you to all who supported and donated!!







EASY TO SQUEEZE, HARD TO RESIST.

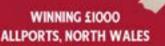
SELL SQUEEZME! PORTIONS FOR 50P TO MAKE 25P PROFIT PER SALE.



MORE THAN HALF OF CONSUMERS ARE HAPPY TO PAY MORE FOR HEINZ.

SQUEEZME \$20,000 CAMPAIGN WINNERS









WINNING £500. TOMMY'S FISH & CHIPS, HEYWOOD









ANGELITO
ICE-CREAM MIX
CODE REF: IC14
QUANTITY: 12 x 1ltr
SPECIAL OFFER PRICE:

£19.99 + VAT

ANGELITO
ICE-CREAM MIX
CODE REF: IC15
QUANTITY: 5ltr
SPECIAL OFFER PRICE:

£8.99 + VAT



Angelito

Angelite





CREAMIER TASTE ± TEXTURE



HALAL



We also stock a great range of creams and custard from Kerrymaid.

Please enquire for more details.



The Drywite NBC Family







The Original & Still the Best Fish & Chip Shop Taste







NON BREWED CONDIMENTS
ORIGINAL
Code Ref: CS22

Quantity: 12 x 315ml SPECIAL OFFER PRICE: £8.99 NON BREWED CONDIMENTS
GLUTEN FREE
Code Ref: CS26
Quantity: 12 x 315ml
SPECIAL OFFER PRICE: £9.99

NON BREWED CONDIMENTS ONION FLAVOUR Code Ref: CS21

Quantity: 12 x 315ml SPECIAL OFFER PRICE: £8.99



V.A.Whitley have been a major sponsor and supporter of the National Fish and Chip Awards from the start!

We believe in investing in the industry that we love.

NATIONAL FISH & CHIP AWARDS OPEN FOR 2026 ENTRIES



Continuing to drive the message of quality Fish & Chips has never been so important. We have seen first-hand the benefits of the awards to those shops and businesses that enter - and to the wider Fish and Chip Industry too.

All in the name of raising the profile of the Nations Favourite - Fish, Chips and Mushy Peas!

WHY ENTER!!

- Winning or being a finalist can significantly increase your sales and the value of your business!
- Raise the profile of you and your business.
- Motivate your team entering the awards is a team sport!
- Champion an Employee of the Year or Young Fish Frier - people are our industry lifeblood
- Get great FREE media attention massive marketing opportunity

FIND OUT ALL THE LATEST AWARDS NEWS BY VISITING THE WEBSITE



WHICH AWARDS CATEGORIES ARE THERE?

- Fish & Chip Takeaway of the Year
- Fish & Chip Restaurant of the Year
- Best Newcomer Award
- Best Mobile Operator Award
- Training & Development Award
- Field to Frier Award
- NFFF Quality Accreditation Champion
- Environment & Sustainability Award
- Community Engagement Award
- Employee of the Year
- International Fish & Chip Operator of the Year
- Digital Marketing Award
- Drywite Young Fish Frier of the Year
- NEW: Menu Innovation Award

WHO CAN ENTER?

The Awards are open to all bona fide fish & chip and foodservice businesses in the United Kingdom, whether you're an NFFF member or not. Please see the entry website for more details.

How do you enter?

Go online and visit: thefishandchipawards.com

All entrants will be required to complete the online entry form and provide a selection of digital photographs of the business entered and some supporting documentation if and where requested. Details of eligibility for different award categories are highlighted in the description section of respective awards category entry forms.

Entries opened on 30/06/2025.





ENTER TODAY!!

- Go online to thefishandchipawards.com and complete the entry form(s) - keep it concise but informative and consider using bullet points.
- Make sure you read the rules and answer all the relevant questions.
- Include a range of supporting materials via upload to the entry website - such as recent photographs showing your businesses, a scanned copy of your menu(s), media coverage material and evidence, marketing and promotional materials etc.
- Remember to check the closing date for the particular award catergory you are entering.

HOW ARE THE AWARDS JUDGED?

The judging process is led by prominent sector experts, and each category has its own set of rounds, with shortlisted contestants required to complete a combination of interviews, tasks, skills tests, inspections and the make-or-break taste-testing portion of the assessment which happens during a mystery visit.

These stages will decide the successful businesses in each category that will be invited to attend the finals in London, February 2026.

AND IT'S FREE TO ENTER TOO!!

It's never been easier to enter, so why not check out the awards website (thefishandchipawards.com) and give it a go.

After all, you've got to be in it to win it!!



Founded in 2004, Stokes Sauces was created for food lovers who appreciate quality and flavour. Using only the finest ingredients, packing in more of what truly matters - more tomatoes in their ketchup, more eggs in their mayonnaise, more date purée in their brown sauce, and more fruit in their 'extra' jams. What makes Stokes special is the abundance in everything they make, because they refuse to compromise.

At the heart of Stokes Sauces is a dedication to quality, flavour, and sustainability and their goal is simple: to transform everyday meals into something extraordinary.

The Q Partnership - V.A.Whitley, Henry Colbeck and Friars Pride were lucky to be invited to the home of Stokes Sauces recently.

The visit helped our Sales and Marketing teams to gain insightful information about the production facility at Stokes as well as seeing the quality of the ingredients and the process from start to finish of making these great flavourful sauces.

Owner, Rick Sheepshanks, founded Stokes with quality Mayonnaise as his primary goal followed quickly by Tomato Ketchup, which is so good it was the only way he got his daughter to eat vegetables!















V.A.Whitley are proud stockists of Stokes Sauces.

Check out the full range on

our website os scan the QR Code













TRADITIONAL CHIP SHOP CHIPS

AND AND

CUT TIME, COSTS & HASSLE - NOT QUALITY



CONTACT YOUR AREA SALES MANAGER TO SAMPLE
THE AYE AYE TRADITIONAL CHIP SHOP CHIPS TODAY!!



CONSISTENT YEAR ROUND

No more seasonal quality swings or supplier surprises. AYE AYE guarantees the same crispy texture and great taste every time – with a reliable frozen supply that helps you manage busy periods and avoid stock issues.



SAVE TIME, LABOUR & ENERGY

AYE AYE chips are pre-cooked and pre-fried, so they go from freezer to hotbox in just 5 minutes. You reduce prep time, need fewer hands in the kitchen, and cut back on energy use – all while serving traditional chip shop quality.



REDUCE FOOD WASTE

Reduce waste, avoid water pollution, and cut hidden costs like the UK's upcoming water drainage tax. With no added chemicals or colourants, our frozen chips offer a cleaner, more sustainable solution that's better for your business – and the planet.

FIND OUT MORE: AYEAYECHIPS.CO.UK

GEAR UP FOR THE SUMMER HOLIDAYS!!

HIGH PROFIT, LOW COST KIDS' MEALS!

Keep families coming back this School Holidays
with a meal that's BIG on value and
EVEN BIGGER ON PROFIT!!

THE PERFECT KIDS MEAL BUNDLE - WHAT'S INSIDE

MEAL BOX Fun, colourful and ready to serve £0.15

5 x CHICKEN NUGGETS Crispy and crowd pleasing £0.70
OR 2 x SML SAUSAGES Delicious, quality sausages £0.40

SIMPLY FRUITY Child approved drinks with no nasties £0.50

A SWEET TREAT Lollipop or Haribos £0.10

CHIPS Portion controlled at 2oz £0.40

COST TO MAKE | SUGGESTED SELLING | BIG PROFIT

PRICE

PRICE

£4.70

BIG PROFITS ON RETURN

59%



42nd STREET CLASSIC SAUSAGES

£1.95

Quantity: 80 | Code Ref: FR181

Price: £15.49



O CHICKEN NUGGETS

Quantity: 1kg | Code Ref: FR21

Price: £5.49



Quantity: 250 | Code Ref: TR931

Price: £30.99

BARRS SIMPLY FRUITY RANGE

Quantity: 12 x 330ml CHOOSE FROM:

MW130: Apple & Blackcurrant MW131: Orange MW134: Apple

£5.99





OVER 170 YEARS OF SERVING PROPER PIES & PUDS

The No.1 Choice for Chippies Across the North West



ALL HOLLAND'S PIES & PUDDINGS AVAILABLE ON SAVE & SELECT

MEAL DEAL POSTER NOW AVAILABLE

Drive increased footfall & sales instore with our NEW Meal Deal Poster!







Holland's has a long standing history of making the North West's best loved pies & puddings and has been serving quality pastry products to its customers for many years.

THE NO.1 CHIP SHOP PIE BRAND IN THE NORTH WEST.
STOCK UP ON THE NORTH WEST'S NO.1 FAVOURITE PIE.

CHECK OUT THE FULL RANGE OF HOLLAND'S PIES HERE



Make £££'s & Save £££'s!

WHAT'S THE DEAL?

Buy a featured 7.5 litre 2-flavour machine for £1,499 + VAT supplied direct from Blue Ice. Non-promotional price is usually £1,690 + VAT. Plus get FREE goods to kick start your Milkshake journey.

- FREE 60L of Angelito Ice Cream Mix
- FREE Milkshake Pavement Swing Sign
- FREE Cups, Lids & Straws x 1,000

Why Choose Milkshakes?

- Profit per shake: 83%
- RRP from: £2.90
- Cost per shake: 49p
- That's serious margin!
- Use Save + Select Rewards to cover or part-pay for your machine.
- Free UK delivery
- Simple, fast, plug-and-play setup
- No mess. No fuss. All profit.
- Bespoke branding available
- 0% Finance & lease deals available

For more information, or to order your milkshake machine, please call Blue Ice Machines on 020 8801 6919 or email info@blueicecreammachine.co.uk to take advantage of this exclusive Save + Select Rewards Club Offer.



Angelito is well-renowned as a most loved soft serve ice cream brand

MIX

ANGELITO

ICE CREAM

- and it's gluten free!

It's delicious velvety vanilla ice cream mix provide the highest cone yield per case and it's guaranteed to delight your customers!



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