

# WHITLEY news

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## TURN UP THE TASTE!!

We've added to the CLASSIC range  
NEW 70% - available in 4s and 8s

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All packaged up with the  
Hook & Fish Range

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## GOT TO BE IN IT TO WIN IT!!

National Fish and Chip Awards  
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*It's all about the ingredients*



## Turn up the Taste!

**Choose 42ND STREET Classic Pork Sausages...**

**Introducing the new 42ND STREET Classic Deluxe 70% Pork Sausages.**

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.*



# Tony's TALK



A Personal Opinion  
from Tony Rogers

Chairman VAW

**"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 (Stokes' 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

# Stokes™

SAUCES FOR FOOD LOVERS



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



### 4OZ AND 7OZ POTS & LIDS

Perfect for portion control and presentation



### CARRYOUT BAGS

Great for takeaway and delivery



### GREASEPROOF, NAPKINS AND WOODEN FORKS

Add that finishing touch

**NEW  
TO THE  
RANGE**



CHECK OUT THE FULL RANGE ON OUR WEBSITE  
[WWW.VAWHITLEY.CO.UK](http://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.



## 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

## Meadowvale Shredded Chicken Range

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

Choose From:  
Crispy | Salt & Chilli |  
Salt & Pepper | Peri Peri



**CHECK OUT OUR FULL RANGE OF CHICKEN PRODUCTS HERE**





PROUD SPONSORS OF

# NATIONAL FISH & CHIP DAY

FRIDAY 6 JUNE 2025

10 YEARS  
2015-2025



## 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 representatives from 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!!





IT HAS TO BE  
**HEINZ**  
ESTD 1869

**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 £1000  
ALLPORTS, NORTH WALES**



**WINNING £500  
CAFE ON THE PIER, LYTHAM ST-ANNES**



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



# KERRYMAID Angelito

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

Sauces &  
Drizzles?



We've Got  
You Covered



**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**



**DELICIOUSLY  
SWEET**



**CREAMIER  
TASTE & TEXTURE**



**HALAL  
CERTIFIED**



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



Suitable for Coeliacs  
**GLUTEN  
FREE**



Made from 100%  
**RECYCLABLE  
MATERIAL**



Suitable for  
**VEGETARIANS  
& VEGANS**

**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**



# THE NATIONAL FISH & CHIP AWARDS by 2026

**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](http://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](http://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 category 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](http://thefishandchipawards.com)) and give it a go.

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



# Stokes™

TASTE WITHOUT COMPROMISE

## SAUCES FOR FOOD LOVERS

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!



**SAMPLES AVAILABLE**  
Code Ref: CS100



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

Check out the full range on our website or scan the QR Code





TRADITIONAL CHIP SHOP **CHIPS**

# AYE AYE

CUT TIME, COSTS & HASSLE - NOT QUALITY

SAMPLES  
AVAILABLE



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](http://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

<b>MEAL BOX</b>	Fun, colourful and ready to serve	<b>£0.15</b>
<b>5 x CHICKEN NUGGETS</b>	Crispy and crowd pleasing	<b>£0.70</b>
<b>OR 2 x SML SAUSAGES</b>	Delicious, quality sausages	<b>£0.40</b>
<b>SIMPLY FRUITY</b>	Child approved drinks with no nasties	<b>£0.50</b>
<b>A SWEET TREAT</b>	Lollipop or Haribos	<b>£0.10</b>
<b>CHIPS</b>	Portion controlled at 2oz	<b>£0.40</b>
<b>COST TO MAKE</b>	<b>SUGGESTED SELLING PRICE</b>	<b>BIG PROFITS ON RETURN</b>
<b>£1.95</b>	<b>£4.70</b>	<b>59%</b>



**42nd STREET  
CLASSIC SAUSAGES**

Quantity: 80 | Code Ref: FR181

Price: **£15.49**



**Q CHICKEN NUGGETS**

Quantity: 1kg | Code Ref: FR21

Price: **£5.49**



**MIXED CHILDREN'S MEAL BOXES**

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**





# Holland's

A PROPER British Baker Since 1851

## 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**







# BLUE ICE MACHINES

## SAVE OVER £400!

## WHEN YOU BUY A BLUE ICE MILKSHAKE MACHINE

## Make £££'s & Save £££'s!

### WHAT'S THE DEAL?

Buy a featured 75 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](mailto:info@blueicecreammachine.co.uk) to take advantage of this exclusive **Save + Select Rewards Club Offer**.



ANGELITO  
ICE CREAM  
MIX



Angelito is well-renowned as a most loved soft serve ice cream brand – **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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In line with our Consumer Obligation under the Packaging Waste Regulations, many products we offer are distributed in recyclable packaging.