

## Andy's Aims To Be The Best

When Andy's Fish Bar was voted runner up in the Fish & Chip Shop of The Year Awards 2005 this was not seen as a disappointment but as a spur to do better.

"We have 12 Fish & Chip shops within a two mile radius of our shop so to be successful we must one of the best" says Toni Constantinou, who owns the shop with husband George. This means keeping up to date with the latest techniques in management, technology, hygiene and staff training and of course producing great-tasting Fish & Chips.

The current shop was opened in Church Gresley near Swadlincote by George's father Andy, in 1982 and was taken over by George and Toni in 1998. In 2005 there was a total refurbishment and the shop is now a shining example of hygiene and modernity and a credit to the trade. Everything is stainless steel both in

"A very important ingredient is the fat because it effects every portion of Fish & Chips we serve. Since switching to Frymax our food tastes better. The Frymax also lasts longer" - George



the front of shop and the preparation areas which are finished to the same high hygienic standard. The shop is bright, spotlessly clean and most welcoming.

Hygiene, staff development, customer service and top quality food are the keys to success. It all starts of course by using only quality ingredients. George and Toni looked into all these areas and have initiated a number of important developments during the past six months.

- George and Toni have received the Frying Skills & Fish Preparation Award from Seafish...the first shop in Derbyshire to achieve this

- Four members of staff have passed the Health & Safety at Work Intermediate with distinction

- All staff now have the Health & Hygiene Award

- Six staff members are attending a Customer Relations course

- Their fish supplier has been changed to a new merchant who delivers only Grade A fresh fish daily

- They have changed their frying medium to Frymax

Customer service and customer involvement are very important in a shop which relies on regular purchasing by local residents. Andy's supports community projects and last year they raised money that was donated to two local schools. They run children's competitions which have proved to be involving and of interest to the children. A number of entries are displayed in the shop so the children feel very involved with the shop. They also have a children's menu to encourage the customer of the future.

Andy's has come up with the idea of involving their customers by running a video about the preparation of the fish and chips and this has become very popular.

With their focus on quality food, excellent customer service, the highest hygiene standards and staff training plus some very innovative ideas Andy's is setting a great image for the trade of the future.



ABOVE: A display of children's art – part of the customer involvement at Andy's  
TOP: Toni with a service of Fish & Chips at Andy's – the shop that keeps on improving standards