

# SHOP WATCH MIDLANDS

## CHANGES BOOST BUSINESS AT PETE'S CHIPPERY



George with a service of Fish & Chips – now made using Frymax and Natural Batter



In-store promotion at Pete's. "We recognise that we need to invest in marketing to bring customers into the shops," says George. "We advertise extensively and regularly and look to keep our offers fresh by linking them to events or product benefits."

"We believe it is a false economy to use cheaper ingredients which lower the standard of food we serve"

**The well-known Pete's Chippery business – with branches in Nuneaton and Bedworth – is going from strength to strength spurred on by two important changes of ingredient.**

Both shops have made the change from beef dripping to Frymax. "We knew this was a significant move so we gave a lot of thought to it over a few months," says George Theocharous, who runs the shops. "The results have been beneficial both for our customers and ourselves. Customers like the clean taste of Fish and Chips cooked in Frymax and we are enjoying the benefits of a longer lasting oil. Our business has grown."

The second important change was to move from a traditional to a natural batter. Adds George: "In May we introduced a natural batter into our shops. This batter has no salt, colouring or artificial additives and our customers love the

improved taste. Word-of-mouth spread quickly and we've never been busier."

George identifies a number of requirements for a successful fryer, saying: "You can't isolate one area. Quality food, customer service, hygiene and strong marketing are all important elements. Quality food comes from using the top quality ingredients. We constantly review our ingredients to ensure we are using the best. We believe it is a false economy to use cheaper ingredients which lower the standard of food we serve."

Along with good food comes a clean, hygienic environment and both shops excel in these areas. Gleaming tiles, spotless serving counters, clear menus and attractive signage greet customers as they enter. The popularity of Pete's means there are always queues, "Nowadays people expect to be served in a

bright, clean, hygienic shop and that is our aim," says George. "And all our staff must obtain their Health and Hygiene Awards within three months of joining us."

Customer service is another cornerstone of the Pete's Chippery operation according to George. "Our customers choose to buy their food in our shops and often they are willing to queue and wait for it. They therefore expect to be greeted with a smile, some conversation and an efficient service. Our staff are personally trained by the family to ensure that the qualities of front line service established by Pete are maintained.

"There is definitely a place and a future for shops that offer good quality food and service in the right environment at a reasonable price."

**Frymax 01322 444836**