

SHOPWATCH MIDLANDS

Millennium sales jump by 30% with Frymax



Since switching to Frymax, Paul Martin has benefited from a crisper product with a consistent light colour and an improved taste

“Over the moon” was Paul Martin’s reaction to the 30% increase in business following the installation of his new Kiremko range and his change of frying fat to Frymax.

Paul and Harlambia Martin opened The Millennium Fish Bar in Leicester in 1999 since when they have steadily and successfully grown their business. That was until about two months ago when Kiremko and Frymax came into the business.

Paul says: “I’ve used many fats over the years but this is the first time I’ve tried Frymax. The results were really impressive. It produced a crisper product, with a consistent light colour and a much improved taste. The results are in my takings – up by over 30%.”

The Millennium is based in the very competitive East Midlands region. It has established a very good local trade and also enjoys passing trade due to its main road location. The shop also attracts trade from the Leicester football, rugby and cricket grounds. This was one of the considerations when Paul looked at the market for his new range. “We needed a range that could cope with the sudden influx of crowds on match days but still be efficient for our on-going trade. I felt that basket frying on a high efficiency range would

be the best solution. I was also looking for ease of operation, economy in use and a top quality end product that would put me ahead of my competition.”

Paul decided that the Kiremko Sonado frying range was best suited to meet his needs. “It’s done all I expected and more. It’s really efficient, saving me oil and gas, it’s easy to operate and the end product is tops. I was also impressed with the efficiency of installation and the speed of the follow up service.”

Paul believes that the future of our trade lies in the resurgence of quality shops. “Over the last few years the expectations of our customers have become higher and this will continue. We must match this with higher standards of hygiene, customer service and, naturally, quality food. The appearance of a shop is critical so in addition to selecting a visually attractive range, we also redesigned our logo and menu boards using an innovative local company called Twin Signs.”

The Millennium has scored the perfect double whammy of attracting new customers with its appearance and retaining them through the quality of its food – and they haven’t yet started their leaflet and promotional campaigns! It’s no wonder then that Paul is over the moon about Kiremko and Frymax.

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FRYMAX 0771 4335464
KIREMKO-KFE 01778 380448
TWIN SIGNS 0116 2811530