

SHOP WATCH SOUTH WEST

NO FRYMAX... SO SHE SHUT THE SHOP!!!

When Elaine Kenyon moved from The Three Fishes in Lytham to open Chip Ahoy in Padstow she carried on with all her previous tried and tested products. She knew the ingredients of success and was determined to bring them with her to Padstow. Then disaster struck....she ran out of Frymax!

"I borrowed another oil from a neighbouring shop and started to use it but I just didn't like the taste of the food," she explains. "As this was a new shop and I was building custom I decided to close the shop early and I re-open the next day when the Frymax arrived."

While the quality of the meal is paramount, Elaine also knew that in today's competitive world you need a quality image. So before Chip Ahoy opened in March 2007 she spent three months totally refurbishing the shop and installing a new range. She chose the Perfecta four-pan counter range, a high efficiency range giving 94% gas efficiency - and she is certain of having made the right choice.

"I knew that in a seasonal location I needed a range with a high level of output. Perfecta has the biggest pan on the market and I am able to produce 20 pounds of chips every six minutes which means I will always be able to keep up with demand."

Elaine has also found the unique built in separate filtration a great benefit as it extends the life of the oil. "The one change I made to my practices when I opened Chip Ahoy was to change to a Perfecta range. It's the best decision I made."

Chip Ahoy has got off to a flying start and new staff have been recruited even before the season has started. As business grows one thing is for certain: "I won't run out of Frymax again!"



TOP: Now up and running fully Helen is determined never again to run short of her preferred frying medium

BELOW LEFT: Helen's new Perfecta range, capable of meeting peak summer demand

BELOW RIGHT: After three months totally refurbishing Chip Ahoy, Helen can now settle in to providing top quality product in a small town with a big reputation for fish

Frymax 020 8349 4645
Perfecta 07921 167320