

SHOP WATCH

NORTH EAST

QUALITY IS KEY FOR THE VILLAGE OPERATOR



Neil Marshall – who says that the village Chippy needs offer the very best in quality at all times

Neil Marshall of Chips & Things at Moorends near Doncaster identifies a key problem faced by many a village Chippy when he says: “We have a local market with no passing trade and a lot of competition from nearby villages.

“We know that to be successful we must rely on customer retention and word-of-mouth to bring in new customers – and this means we must offer a meal of a consistently high standard.”

Neil and wife Lydia have set all round quality as their benchmark. They are one of just two shops in the area to hold the Seafish Quality Award. “We would encourage fryers to go for this quality award,” adds Lydia. “It offers a great opportunity for local PR to promote your shop as being recognised by a national organisation as one of the best frying businesses in the country.”

Chips & Things is also the only takeaway in the area to receive 5 stars for Environmental Health in the Scores on Doors system run by local authorities.

Neil buys the best ingredients he can to keep the standard of food as high as possible. He has recently moved from an hydrogenated oil to Frymax and both he and his customers have appreciated the difference: “Changing to Frymax is the best thing I’ve done. Our food has always been good but now my customers are telling me its excellent. The taste is amazing, the fish is crispier and tastier and the chips are outstanding. Business is up by 15 percent.”

To maintain their high standards the Marshalls have just invested in a Mallinson’s three-pan counter range featuring heat re-cycling pans for extra recovery speed and gas efficiency. “We looked at a number of ranges but choose Mallinson’s because it best reflected the needs of our shop,” says Neil. “They were very helpful to us throughout the process. The installation was excellent; very efficient and completed within the time promised.”

The couple remain concerned about standards however, feeling that some new entrants to the trade have lowered standards

along with prices and that this has created problems for the better traditional fryer. Neil has a simple answer to this: “We believe it is all about quality and if we invest in the best equipment and products to produce great tasting food for our customers then they will enjoy their meal and continue to visit our shop.”

**Frymax 01322 444836
Mallinson’s 01706 299000**



Neil and Lydia agree that switching to Frymax has helped them improve the quality of the food – a belief backed up by customer feedback