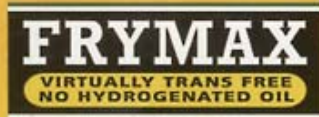


SHOP WATCH SOUTH EAST

TOP FRYER BACKS FRYMAX AWARENESS INITIATIVE




GOOD FRYING GUIDE


Use this guide as a simple reminder of the Do's and Don'ts of good deep frying.

* NO HYDROGENATED FAT * VIRTUALLY TRANS FREE * PURE VEGETABLE
 * PREMIUM QUALITY * ADDITIVE FREE * GREAT TASTING FOOD EVERYTIME


DO'S




Always fry with a top quality medium




Check thermostat weekly for accuracy



Steam pattern on DFC evenly sized & spaced




Gradually heat Frymax to correct temperature




1:6

Fry one part food to 4 parts Frymax




Do not salt food prior to frying




REDUCE to 90°C

Reduce temperature when not in constant use




MAX. LEVEL

Regularly top-up Frymax to correct level



CLEAN 40°C

Clean fryer regularly ensuring it's free of detergent residue and dry before refilling




SAFETY

Safety - wait for oil to cool down to 40°C before disposing of waste


DON'TS

FRYING GUIDE

Chips straight through	190°C	4-5 mins
Chips (blanching)	165°C	4-6 mins
Chips (frenching)	190°C	2-3 mins
Frozen chips (blanching)	180°C	4-5 mins
Fish pieces (battered)	180°C	3-5 mins
Prisms & stamps (battered)	165°C	4-6 mins
Chicken pieces (coated)	170°C	6-12 mins
Fruit fritters (battered)	180°C	2-4 mins




Do not mix with other fats



170°C - 190°C

Do not overheat Frymax

For further information or copies of this guide telephone 01322 443000 and ask for the Customer Care Department


 Your Guarantee of Confidence

Frymax is a registered trademark of ADM Para, Church Manors, Erit, Kent DA8 1DL

THE FRYERS' FAVOURITE SINCE 1954

ABOVE: The new Frymax wall chart; ABOVE RIGHT: David seen behind his wet fish counter; RIGHT: David with a finished service – and with the Frymax P-o-s materials displayed prominently behind

One of Britain's best Fish & Chip shop operators is giving his full backing to the ongoing campaign by Frymax to re-assure customers about the purity of its frying oil.

This is David Henley of Henley's of Wivenhoe in Essex. Earlier this year David and wife Lisa took third place in the Fish & Chip Shop of the Year competition.

Issues like quality, purity and education of customers are of prime importance at Henley's, where the motto on the menu covers reads: 'Quality is our way of Life.'

"Frymax is a great product that I've been using for about ten years now," says David. "First of all the product is a great frying medium – it really can take high temperatures and with proper filtering and looking after it really does last better – and for longer periods – than other oils. Its performance is all I look for, the price is competitive and it's very good value for money.

"And one thing I really appreciate about the company is how they always do their best when it comes to supplying us with things like posters and leaflets to help explain things for customers. The new materials really are very good at communicating all the right messages to customers about purity and content of the oil we are using and this is very important these days with more and more customers taking an interest in what's in their food. Apart from anything else it's just amazing how many people have allergies and

intolerances, particularly as regards nuts.

"We use the Frymax posters and charts – it's all very re-assuring for customers. And it's good for business too. I believe that to get more repeat trade you have to be putting out as much information as possible."

According to Frymax itself, brands that understand such trends in the market and adapt their messages to the changing requirements of customers will do best. And therefore, the Frymax pack has been re-designed to clearly emphasise that the product has no hydrogenated fat and is virtually trans free. All the other product attributes are shown clearly for the customer to see.

This new packaging has given Frymax the opportunity to update its Good Frying Guide with its tips on how to get the best results from the oil and extend its life. The new packaging, Good Frying Guide and advertising are all designed to give information to help the Frymax customer. Cyril Solomons of Frymax says: "We can help the fryer by continuing to supply a consistent and top quality frying medium. But today something more is required. The fryer needs to be able to offer re-assurance to his customers about the oil he is using."


For posters and wall charts contact Frymax on 020 8349 4645/07714335464 or email Frymax@toucansurf.com


We always fry in

FRYMAX

VIRTUALLY TRANS FREE
NO HYDROGENATED OIL

You are constantly being warned about the dangers of hydrogenated fats and trans fatty acids. We fry in Frymax which means you can continue to enjoy the great taste of fish and chips secure in the knowledge that the oil we use is free of hydrogenated fats and has only a trace of trans fats.





THE FRYERS' FAVOURITE SINCE 1954

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