



Register now – it's completely free!

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Rewarding Excellence

If you're in the business of great fish and chips then you should enter the 2009 Fish & Chip Shop of the Year Competition.

Why?

Entering this competition gives you:

- An objective view of your business.
- The potential for publicity.
- Up to 40% increase in sales and improved profitability.
- Staff motivation.
- The chance to win a national award.

Our aim is to raise standards in the great British tradition of fish and chips.

Entering the competition has never been simpler – and entry is completely free.

Entry date
extended to
24 July 2009

How to enter

There are eight different categories available including the new HQ category, open to shops with six or more outlets. From product to promotion, every aspect of the fish and chip business is covered.

Visit www.seafish.org and click on the Fish & Chip Shop of the Year link to complete the form online. Or complete the form below, return it to us and we will send you the relevant hard copy entry details.

Award criteria are available on the entry forms and at www.seafish.org

"Local newspapers and TV ran the story of my participation in the competition week to week and helped promote the shop much more than we ever could have by paying for advertising."

Derek O'Hanlon, owner of Frydays in Radcliffe, Manchester.

If you're successful ...

All shortlisted entries will be visited by judges. Finalists will then be invited to attend the awards luncheon, where all winners will be announced.

After registration, participants will be provided with all the materials required to run the first round of the main competition. Dawn Sneddon, 2009 F&C Competition, Seafish, 18 Logie Mill, Logie Green Road, Edinburgh EH7 4HS t: 0131 524 8641 f: 0131 524 8696 e: fishandchips@seafish.co.uk w: www.seafish.org



Drywite/NFFF 2008/09 Young Fish Frier of the Year Award

Raymond Fusco of Royal Fisheries, Whitby, 2008/09 National Champion at 20 years of age! Would you like to be a champion too?

Free publicity... enter now!

Fish & Chip Shop of the Year Awards Luncheon

Date
January 2010

Venue
Central London



Registration Form

Please enter my business in the
2009 Fish & Chip Shop of the Year Competition

- Fish & Chip Shop of the Year Competition**
(84 'Top 5' area awards, 21 area finalist awards, 10 regional finalist awards and 3 national awards)

Please send me further details about:

- Contribution to the Local Community Award
 PleazMe Award (Customer Service)
 The Good Catch Award (Sustainability)
 Staff Training & Development Award
 Young Fish Frier of the Year Award
 Multiple Fish and Chip Retailer Award

Criteria will be sent with entry forms, or visit www.seafish.org

Please send me further details on:

- Sponsorship Packages for 2009
 Awards ceremony, table and ticket sales

Contact Name:

Business Name:

Full address:

County:

Postcode:

Tel:

Mobile:

Email:

On completion of the above form, please detach, insert in an envelope and post to Seafish at the address below:

Dawn Sneddon, 2009 F&C Competition, Seafish, 18 Logie Mill, Logie Green Road, Edinburgh EH7 4HS or fax to 0131 524 8696