Oh My Cod! It’s National Fish and Chip Day!

Friday 14 April, 2023

The biggest food awareness day of the year, National Fish and Chip Day, is back for its 8th year!

On Friday 2nd June 2023 the nation will come together to celebrate this iconic, and still the nation’s Number 1 dish....fish and chips!

In 2023 we want to thank everyone involved in bringing fish and chips to the centre of every community; from the fishers who go in all weathers to catch the delicious fish, and the farmers who grow and harvest the perfect potatoes, to the fish and chip shops and restaurants who take those fresh ingredients and create our family favourite.

National Fish & Chip Day is about giving fish and chips the recognition it deserves as it continues to be one of the most affordable family favourites. Even in the face of their own crippling price rises, the fish and chip industry has adapted to create menus that suit the stretched budgets of customers who are facing this cost of living crises. Fish and chip shops are going one step further and are now providing more varied menus to give a wide choice of healthy options as well as the family favourites.

This year members of the public have a chance to win some amazing prizes as many shops across the country will be running an instore competition. Customers can scan a QR code for a chance to win amazing tech prizes worth £1,000 while they wait for their delicious chippy tea to be cooked at their local shop or van.

This is the biggest food awareness day of the year and we would be delighted to help you generate some fabulous features. Get in touch and we can hook (excuse the pun!) you up with fish and chip shops, industry executives, and chefs to create some great content.

The national event is once again being championed and run by the trade organisation, **The National Edible Oil Distributors’ Association**, who founded National Fish and Chip Day in 2015. As well as continued support from its members, NEODA has been joined by two leading lights in the Fish & Chip industry. **The Q Partnership**, made up of 3 family wholesalers, comprising of **Friars Pride, Henry Colbeck and V A Whitley** who are major national suppliers, and **Middleton Foods,** a leading producer and supplier of loved and trusted batter mixes, sauces and breadings. Both sponsors are proud to support and supply Fish & Chip takeaways, restaurants, ‘food to go’ and mobile caterers nationwide.

Gary Lewis, President of NEODA, who represent all the major refiners, key packers and distributors of edible oils as well as suppliers of non-oil products (such as batter mix, sausages, range manufacturers and potato preservatives) in the UK, said, “We are always impressed with the way some shops embrace the day - we love it when they just ‘get it’ and know that the purpose of the day is to celebrate the nation’s favourite dish and, just in case anyone has forgotten about Fish & Chips, re-ignite their love of it on National Fish & Chip Day. This PR generates some excellent interest and interaction and consumers often find themselves thinking about Fish & Chips after the day and then revisiting the shops or restaurants for more”.

Ryan Baker, Sales Manager for The Middleton Group said they are extremely proud to be joint headline sponsor for this years’ National Fish & Chip Day. “We have always seen the day as a fabulous way to showcase the amazing product the Fish & Chip industry has and the special people that work so hard to produce it. Now, more than ever, we want to do all we can to help everyone get as much out of the day as possible and to attract new customers to the Nation’s best takeaway.”

Georgina Colbeck (on behalf of The Q Partnership) said “Our 3 family businesses have jointly been supplying Fish & Chip shops across the UK for a combined total of almost 300 years and supporting the industry is in our blood and it’s our passion – to us it’s personal. We know how challenging the past few years have been for everyone so we are putting extra support in to be joint headline sponsors for National Fish & Chip Day. We also want to champion Team Fish & Chips throughout the year to drive footfall and raise awareness of the fantastic food that our industry is producing, especially amongst the younger generation. We’re family businesses supporting family businesses feeding the nations’ families.”

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Also involved is Seafood from Norway, from The Norwegian Seafood Council, who work with Norwegian fisheries and aquaculture industries to develop markets for Norwegian seafood. As well as Blakemans, a leading manufacturer of sausage and meat products, returning as sponsors in 2023 and who, along with all the sponsors, would love to see shops who haven't already embraced the day getting involved. Pukka Pies are also behind NEODA supporting the day.

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