



PRESS INFORMATION

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MAKE A DATE WITH NATIONAL CHIP WEEK 2009!

The countdown to National Chip Week 2009 has begun and Potato Council is urging pubs, restaurants and cafeterias to use this classic British culinary icon to spice up their menus – and boost sales.

Running from **Monday 9 to Sunday 15 February 2009** National Chip Week is a great opportunity to generate additional value from one of the nation's favourite food.

Universally popular with diners, chips are also hugely important to kitchens that are under increasing pressure to deliver quick, tasty and versatile meals, while maintaining their margins. Potatoes offer fantastic value for money and with nothing more than a little oil or some herbs and spices can be transformed into delicious 'wedges' or 'hand cut chunky chips' and served up as an accompaniment to main meals, a snack or to share.

Kathryn Race, Potato Council marketing director, said: "As a low cost and easy to prepare food, chips are already crucial to many foodservice offerings – and they're a winner with diners too. That's what makes National Chip Week such a great platform for the sector and it is easy to take part in too – for example, why not introduce some new recipes or even offer a different chip for every day of the week?"

"Next year, National Chip Week reaches a real milestone; plans are already underway to celebrate its 18th year and ensure it the most high profile to date. So with consumer awareness at its peak in February, it is a golden opportunity for establishments to participate and capitalise on chip sales."

There are plenty of potato varieties, recipe ideas and cooking methods that chefs can use for inspiration when looking to serve up their next plate of chips. Potato Council recommends experimenting with locally grown varieties and make these a feature on menus – a nice touch particularly when consumers are increasingly interested in the origin of their food.

But whatever type of chip you serve, use good quality potatoes and make sure they are stored correctly. This will deliver a fantastic chip and keep your customers coming back from more.

Potato Council's dedicated website www.potatoesforcaterers.co.uk also offers a range of advice and support, including handling, storage and cooking tips, potato varieties, recipe ideas and more.

For more information on National Chip Week visit www.lovechips.co.uk.

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Notes to editors

Potato Council, supporting the British potato industry, is funded by potato growers and potato trade purchasers and is part of the Agriculture and Horticulture Development Board (www.ahdb.org.uk),

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