



KFE

THE SCHOOL OF
FRYING
EXCELLENCE

Award
Winning
Training



The Frying School of Excellence

Welcome to The KFE School of Frying Excellence. Our training team are National Fish and Chip Award Winners and our premises incorporate only the very best in equipment and ingredients.

First established in 2010, KFE's School of Frying Excellence has quickly become an expert provider of training courses for those new to the fish and chip business and also for more experienced fryers looking to refresh their skills or to diversify.

Each year our expert trainers evaluate the School's training portfolio and introduce new courses designed to keep abreast of industry trends.





Our 2 day courses

Fish & Chip Training Course

Award winning trainers Mark Petrou and Gordon Hillan lead this 2 day course designed to give newcomers to the industry a thorough grounding in the fundamentals of managing or running a successful fish and chip shop.

Approved by Seafish, the public authority set up to improve efficiency and raise standards across the seafood industry, the course also gives delegates the option to sit for the Level 2 Elementary Food Safety qualification, at no extra cost.

This course will give you an opportunity to quickly gain an exceptional understanding of the fish and chip business.

Champions Course

On each of these 2 day master-classes, award winning trainer Gordon Hillan is joined by two of his fellow champion fryers – Calum Richardson (The Bay, Stonehaven), Fred Capel (Chez Fred, Bournemouth), Stuart Fusco (Quayside, Whitby) and Richard Ord, (Colmans, South Shields).

Delegates will be tutored by three of the UK's best fryers, who will all share their experiences of managing and running successful fish and chip businesses.

This is a rare opportunity to gain access and learn from three industry leaders in the fish and chip trade.

Mark, Gordon and Nigel Hogdsons have been running courses at the School of Frying Excellence since we began 9 years ago. Both highly experienced trainers, they are masters at understanding how to meet student requirements, how to pace a course effectively and last but by no means least; the rapport between them makes for an entertaining and enjoyable learning experience.

On all 2 day KFE School of Frying Excellence courses you will learn and experience:

- Potato sourcing and preparation
- Fish sourcing and preparation
- Batter options and preparation
- Accompaniment preparation
- Frying techniques and options
- Management of the frying medium
- HACCAP (Hazard analysis and critical control points)
- Marketing, customer care, advertising and sponsorship
- Packaging, sundries and sauces



Informative, interesting and all within a relaxed and professional atmosphere. Great basics for anyone new to the trade but many tips that I think the most experienced frier can benefit from



Reece Head, Fry Monthly



Our 1 day courses

Expand Your Menu

National Fish and Chip Restaurant of the Year Winner and fishmonger Gary Rosser teams with John Molnar of the Cod's Scallop winner of the prestigious Fish and Chip Quality Award, to present this engaging course that will inspire you with ideas on how to expand your menu.

Featuring a fresh fish counter display with a variety of species for you to work with, this practical course will also look at a wider variety of homemade accompaniments and salads along with grilling and shallow pan frying.

The trainers will cover sustainability, different species and where to source them, as well as ideas for grilling and creating dishes.

This 1-day course is ideal for established fish and chip shop managers or owners seeking new ideas or those new to the trade but interested in offering a more extensive menu than the traditional offering.

Marketing & Advertising

Today's digital world has created a new pressure for fish and chip shop owners and managers to take a more hands-on approach to marketing their businesses.

With so much focus on and interest in social media, it's becoming increasingly important to know how to master and exploit the leading social platforms of Facebook, Instagram and Twitter.

Our industry specialists from local design and marketing agency Direct Approach will help delegates to understand how the different platforms work, how to create effective posts and really engage with and attract customers.

On this 1-day course you will learn how to use social media to build your brand, promote offers and gain a competitive edge.

Future Proofing your Business

As customers begin to expect a wider choice of delivery options than just standing in a queue, waiting to buy their fish and chip supper; how do business owners and managers adapt to embrace new digital technologies and keep up with the trends?

Hear from Tim and Kelly Barnes of Krispies, 2019 National Fish & Chip Award winners who, at the time of writing, are about to open the first 'click and collect' fish and chip shop. Find out how offering a delivery service can boost business and learn about the benefits and challenges of having your own online app as Dan Rosser of The Oyster Shell shares his experiences.


Just Eat will be attending giving their insight. We will also look at the best ways to transport your product with hints and tips from industry suppliers.

This forward-thinking course will also address the challenges and opportunities of providing gluten-free food.

1-day course for all business owners and managers.

Excellence Course

We are able to offer two options for the 1-day training course. The first being taught at the KFE School of Frying Excellence in Market Deeping or alternatively an on-site Fish and Chip Training Course held at your own premises. These Fish and Chip courses are tailor made to your own specific requirements and will be a 1-2-1 with one of our award-winning trainers along with yourself and your staff to ensure you have the dedicated teaching requirements to suit your needs. Both courses will be booked at a date and time to suit you and the day's agenda agreed directly between you and your trainer. Training courses at the KFE School of Excellence benefit from using the highest level of equipment and ingredients and are ideal for those about to enter the trade. The on-site courses are an alternative to this if you would prefer not to travel and use your own equipment, the advantage of this is that the trainer can be on hand during your opening day if required to give you the peace of mind required. Prices for 1-day courses are available upon request.



“ All of the trainers had great humour to make the course interesting and easy to follow which in turn made it more enjoyable ”

Julie McLauchlan, Cornwall

Our national award winning friers

Learn from experts in a professional, but relaxed environment.
On your course you'll make contacts and forge new friendships
that will provide you with ongoing support in years to come.



Kelly and Tim Barnes

Winners of the National Fish and Chips Awards 2019, husband and wife team Kelly and Tim, from Krispies in Exmouth, join our training team to share their expertise and passion for cooking excellent fish and chips. Tim and Kelly started their business in 1997 and haven't looked back, winning many awards over the years and growing their business with great success.



Gordon Hillan

Gordon won Fish and Chip Shop of the Year in 2007/8 with his site in the border town of Bigger, he is now our KFE Area Sales Manager for Scotland. Gordon is an accredited assessor for all Seafish training initiatives.



Mark Petrou

Mark began as a potato boy at 13 and he went on to win Fish and Chip Shop of the Year in 2006/7 with brother Pete at their shop in Chatteris, Petrou Brothers. In 2010 he wrote his first book about the fish and chip industry as well as setting up and running Chippy Chat. At the 2013 National Fish and Chip Awards Mark won the Outstanding Achievement Award.



Garry Rosser

Garry Rosser has over 30 years' experience cooking as a chef and has worked alongside celebrity chef Mitch Tonks. For the past 20 years he has specialised in fish which lead him to opening his own fish and chip restaurant and seafood grill, The Scallop Shell in the historic town of Bath. Shortly after opening Garry won National Fish and Chip Restaurant of the Year in 2016.



Stuart Fusco

Owner and chef at Quayside fish and chip restaurant in Whitby, Stuart Fusco is the third generation in his family to go into the food industry. The family business still thrives today with 3 other shops and a fish and chip catering trailer for festivals and outside events.

Stuart's rock star credentials include winning 'Young Fish Fryer of the Year' in 2004 and 'Fish and Chip Shop of the Year' in 2014.



Calum Richardson

Calum owns The Bay fish and chip restaurant in Stonehaven. His fish & chip credentials include winning Fish and Chip Shop of the Year in 2013 and being voted the UK's best foodie experience by Lonely Planet, in 2018. He recently received two well-deserved SRA awards from French chef Raymond Blanc, voting The Bay as one of the UK's top 20 sustainable restaurants.

As an NFFF assessor, Calum is passionate about using fresh quality ingredients and sharing his knowledge with others.



Fred Capel

Fred trained in Bournemouth and London, spending part of that time in a Michelin starred restaurant honing his craft.

Owner of renowned Bournemouth chip shop Chez Fred, he took the Caterway Award For Outstanding Achievement at the 2014 National Fish & Chip Awards, organised by Seafish, the authority on seafood.

Owning the restaurant since 1988 he has worked in the fish frying industry for over 30 years. Chez Fred is run with a focus on sustainability whilst offering great food prepared to the highest standards.



Richard Ord

From a family with over 100 years' experience in the fish and chip industry, Richard richly deserves his place in our hall of fame. Owner of the celebrated fish and chip shop Colmans in South Shields and Colmans Seafood Temple, Richard is particularly interested in sustainability and good management.

Being the first winners of NFCA Independent Restaurant of the Year, his business has won many National and Regional awards, which have gained Colmans both a National and International following.

Why invest in your **business?**

No matter where you are in your career, the KFE School of Frying Excellence offers a course that will help to raise your game as a business and improve the personal skills of those who work for you.

Book a course at our state-of-the-art premises or ask our trainers to come to you. Attending our expert training courses gives delegates the opportunity to:

- Increased profits
- Greater industry knowledge
- Motivated and knowledgeable staff
- Learn from 'the best in the business'
- Refresh established skills
- Quickly gain a solid understanding of the fish and chip business
- Network with industry peers
- Share knowledge and experience
- Pick up new tips and tricks
- Stay ahead of new trends
- Work with leading frying range technology.

To talk to us today about booking training with the KFE School of Excellence, **call now on 01778 380 448.**

“ We had the privilege of attending KFE’s School of Frying Excellence in Market Deeping which really set us in good stead for commencing our journey into the Fish and chip industry. To have been taught everything to do with running a successful fish and chip business by people who themselves, have run award winning shops and restaurants was invaluable to us. ”

Ross & Tiffany Irvin, FishWorks in Largs

“ Having attended the course and thoroughly enjoyed the experience, I subsequently booked for our staff to attend. It is a fantastic opportunity to learn from a very experienced and knowledgeable team of award winners and what you take away from the course is worth so much more than the course fees. ”

Sarah Lock, Harbourside in Plymouth

“ Informative, interesting and all within a relaxed and professional atmosphere. Great basics for anyone new to the trade but many tips that I think the most experience frier can benefit from. ”

Reece Head, Fry Monthly

Book now

To book your place on one of
The KFE School of Frying Excellence
courses or to find out more please call
01778 380 448 or email training@kfeltd.co.uk

Accommodation

There are several large hotel chains in
Peterborough and some beautiful hotels in
Stamford, both are located about 15 minutes
from The KFE School of Frying Excellence.
Located in Market Deeping is a small hotel,
The Stage along with a couple of Bed and
Breakfasts also.

Location

If you are travelling by train Peterborough and
Stamford are the nearest stations. For those travelling
from abroad East Midlands, Stansted, Luton and
Birmingham airports are all located about 11/2 hours
drive away from us, with Stansted airport having a
direct train service in to Peterborough and Stamford.



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