



Price of
FISH AND CHIPS

The timeless allure of fish and chips has made it a national treasure in the UK. A meal loved by many, it has long been celebrated for its affordability and comforting familiarity.

However, recent debates surrounding a 19% rise in inflation have cast shadows of uncertainty over this beloved dish. In this comprehensive e-book, we aim to demystify the controversy, highlight the undeniable value of fish and chips, and shed light on why it remains a top choice for discerning foodies. Join us as we embark on a journey to explore the true cost of popular takeaways, revealing intriguing insights into the world of affordable indulgence.

We've compared what us Brits don't bat an eye lid at spending our hard-earned cash on, and when you look at it, the cost of fish and chips isn't that bad, without discounting the recent price increases, the bigger issue is the mind-set and expectations of the nation that fish and chips should be dirt-cheap when really, Fish and chips have rarely cost more than an hours work on National minimum wage... and you still have change left over, and it has been that way for 30 years+.



Fish and Chips **A TIME-HONOURED TRADITION**

In the heart of British culinary culture lies a beloved tradition that has stood the test of time—fish and chips. It's more than just a meal; it's a cherished institution that has woven itself into the fabric of British life. In this chapter, we embark on a journey through time to explore the fascinating history and cultural significance of this iconic dish, gaining insights into why it remains an enduring favourite among Brits of all ages.



A TASTE OF HISTORY

To understand the present, we must first journey to the past. Fish and chips made their debut on the streets of Victorian London in the 19th century. These humble origins as a working-class meal provided a hot, hearty, and affordable sustenance to the masses. From the very beginning, it was a dish born of necessity, crafted to be accessible to all.

CULTURAL SIGNIFICANCE

Fish and chips became more than just sustenance; they became a cultural emblem. They were there during moments of celebration, marking victories, and providing comfort in times of hardship. The corner fish and chip shop became a community hub—a place where neighbours met, and stories were shared.

ENDURING APPEAL

The charm of fish and chips lies in its simplicity. A perfectly fried piece of fish, paired with crispy, golden chips, all wrapped up in newspaper—this iconic combination continues to captivate taste buds and warm hearts. But what is it about fish and chips that has made it an enduring favourite for generations?



The Perfect Catch **SOURCING FRESHNESS**

Behind every great plate of fish and chips lies the importance of sourcing the finest ingredients. In this chapter, we dive into the deep waters of quality, exploring the significance of fresh fish and top-notch potatoes in creating a dish that's second to none. Discover how Florigo's commitment to excellence shines through in every crispy, flavorful bite.

For centuries, coastal towns and fishing villages along the British coastline have been the lifeblood of fish and chips. These idyllic settings offer unparalleled access to the freshest catches. Regions like Grimsby, Whitby, and Aberdeen have earned legendary status for their seafood. Grimsby, in particular, is renowned as the "Seafood Capital of the UK," where the haddock is a local hero. Whitby's picturesque harbour is home to some of the tastiest cod you'll ever savor. And Aberdeen's North Sea bounty, including hake and haddock, is celebrated by seafood aficionados.

The Facts and Figures **THE COST ANALYSIS**

We embark on a journey to demystify the notion that fish and chips should be dirt-cheap. By comparing it with other popular takeaways and dissecting the economics, we reveal that a portion of fish and chips remains not only affordable but also a well-balanced meal option.

OFFICE FOR NATIONAL STATISTICS ON PRICE RISES AT FOOD AND DRINK OUTLETS

PRODUCT	MARCH 2022	MARCH 2023	ANNUAL RISE
TAKEAWAY FISH & CHIPS	£7.56	£9.00	19%
TAKEAWAY CHICKEN & CHIPS	£5.30	£6.18	17%
TAKEAWAY OR EAT-IN BURGER	£3.71	£4.35	17%
TAKEAWAY OR DELIVERY PIZZA	£8.61	£9.75	13%
INDIAN TAKEAWAY MAIN-COURSE	£8.25	£9.05	10%
CHINESE TAKEAWAY MAIN-COURSE	£6.15	£6.76	10%
TAKEAWAY COFFEE	£2.71	£3.00	11%

Indian Takeaway

On average, you'd typically spend around £9.05 for a single main dish (which is roughly the same as the average cost of fish and chips!). If you decide to add a side, which generally ranges from £3.50 to £5, the total cost for one main and a side would come to approximately £13.75. Indian cuisine often contains concealed levels of fat, salt, and sugar, yet it predominantly features fresh ingredients.



Chinese Takeaway

The average cost for a main dish hovers around £6.76, while sides can cost between £3 and £4.50 each. When you consider one main and a side, the overall expense averages out to roughly £10.82. Chinese takeout is known for being heavily processed and tends to contain elevated levels of sodium, MSG, and fat.



Takeaway Burger and Chips

The cost for an average burger generally hovers around £4.42. However, it's important to note that this cost may vary depending on the type of burger. With the proliferation of street food vendors offering gourmet burgers with all the toppings, prices can range from £7 to £12 for a double patty burger, excluding chips. If you decide to add a side of chips, which typically costs between £3 and £4, the total expense for a standard single patty burger with chips could be around £7.92. Similar to other takeout options, this meal can contain both fresh and processed components, but often features high levels of salt and fat.



Takeaway Pizza

Pizzas, on average, are priced at £9.75. These meals are heavily processed, primarily consisting of bread, cheese, and processed meat toppings. They tend to be high in fat, salt, and gluten content.

Despite fluctuations in costs, fish and chips have consistently provided value for money for over three decades. We delve into the history of affordability, debunking myths and emphasising that tradition doesn't have to come at the cost of quality.



Fresh Unprocessed and Balanced

When you think of fish and chips, “health food” might not be the first thing that comes to mind. But prepare to be pleasantly surprised. This iconic British dish isn’t just about deliciousness; it’s packed with culinary virtues and health benefits that are worth unmasking.

THE POWER OF OMEGA-3

At the heart of fish and chips’ health profile is the star ingredient: fish. Fish, particularly varieties like cod and haddock, are brimming with omega-3 fatty acids. These essential fats are celebrated for their ability to support heart health, reduce inflammation, and boost brain function. So, while you’re savouring that crispy batter, you’re also giving your body a dose of these powerful nutrients.

A BALANCED MEAL IN EVERY BITE

Fish and chips isn’t just about the fish; it’s the perfect marriage of protein and carbohydrates. The substantial protein content in the fish helps keep you feeling full and satisfied. Meanwhile, the golden, hand-cut chips offer a comforting source of energy. It’s a balanced meal that’s stood the test of time for a reason.

LOW IN SALT UNTIL YOU SAY SO

One of the secrets to the healthiness of fish and chips is its versatility. You have control over how much salt you add. So, if you’re watching your sodium intake, you can enjoy this dish with a lighter sprinkle of salt and still relish the flavours.

THE VEGETABLE COMPANION

Fish and chips isn’t complete without its trusty sidekick—peas. Whether you opt for garden peas or mushy peas, you’re adding a generous serving of vegetables to your meal. Peas are rich in vitamins, fibre, and antioxidants, making them the ideal complement to the main event.

A TRADITION OF WELL-BEING

Fish and chips is more than just food; it’s a cherished tradition. Families have been bonding over this meal for generations. Sharing good food with loved ones has its own set of health benefits, from reducing stress to enhancing well-being.

THE JOY OF MODERATION

Like any culinary delight, moderation is key. Enjoying fish and chips as an occasional treat is a delightful part of a balanced diet. It’s a reminder that food isn’t just nourishment; it’s a celebration of culture and flavour.



The Inflation Saga

In recent times, the landscape of food costs in the UK has experienced a notable transformation, particularly concerning some of the core ingredients of our beloved fish and chips. The price surge has been nothing short of eye-opening.

FISH AT A PREMIUM

Let's start with fish, the star of our favourite dish. In the past year alone, the cost of this essential component has skyrocketed by a staggering 50%. Whether you prefer the flakiness of cod or the tenderness of haddock, you've likely noticed that your wallet feels a bit lighter after a trip to the local fishmonger.

COOKING OILS: A SLIPPERY SLOPE

If you've ever wondered why your favourite chip shop might be a tad more cautious with the oil, here's your answer. Cooking oils, the very essence of crispy, golden chips, have surged in price by a whopping 75%. This surge, while hidden behind the scenes of your fried delights, has had a noticeable impact on the overall cost of your cherished meal.

POTATOES: THE HUMBLE SPUD TAKES A HIT

Now, let's not forget the humble potato, the backbone of those irresistibly fluffy chips. A 25-kilogram bag of these versatile tubers, once a staple of affordability, has seen its price tag soar. What used to be a budget-friendly essential, available for a modest sum, has doubled in price with a remarkable 60% increase.

HOUSEHOLDS FEEL THE PINCH

These price hikes haven't gone unnoticed by the everyday shopper. Households across the nation have been acutely aware of the rising costs, particularly when it comes to fresh produce. As families embark on their weekly shopping trips, they're met with price tags that have ballooned, especially in categories like meat, fish, and fresh fruits and vegetables.

It's a reality that's forced consumers to be more discerning and budget-conscious. Many have had to reevaluate their grocery lists, seek out discounts, or explore alternative, cost-effective options. This financial adjustment has resonated throughout households, highlighting the importance of making informed choices when it comes to dining out and take away treats.



The Future of Fish and Chips

Fish and chips, the beloved British classic, has a rich and storied history that stretches back for generations. But what does the future hold for this iconic dish? As we look ahead, it's clear that fish and chips are on an exciting culinary journey, one that combines tradition with innovation and sustainability.

INNOVATIONS IN PREPARATION

While the core elements of fish and chips remain constant—fresh fish, hand-cut potatoes, and a golden, crispy batter—the methods of preparation are evolving. Chip shops are embracing state-of-the-art cooking equipment that enhances efficiency while maintaining the dish's signature quality.

SUSTAINABILITY ON THE PLATE

As environmental awareness grows, so too does the emphasis on sustainability in the food industry. The future of fish and chips is decidedly greener. Sustainable sourcing practices are becoming the norm, ensuring that the fish on your plate is harvested responsibly, safeguarding our oceans for generations to come.

EXPLORING GLOBAL FLAVORS

Fish and chips may be quintessentially British, but it's a dish that knows no boundaries. In the future, expect to see exciting fusions and international influences. Chip shops are experimenting with flavours from around the world, adding a dash of global culinary flair to your local chippy.

HEALTH-CONSCIOUS CHOICES

In an era where health-conscious dining is prevalent, fish and chips are adapting to meet the needs of health-conscious consumers. From grilled fish options to low-fat batter alternatives, chip shops are expanding their menus to cater to a diverse range of dietary preferences.



COMMUNITY AND TRADITION

Despite these changes, one thing remains unaltered—the sense of community and tradition that fish and chips bring. Gathering with friends and family at the local chip shop, enjoying this timeless dish, is an experience that transcends time. The future of fish and chips is bound to be shaped by technology and sustainability, but it will always retain its place in the heart of British culture.

So, as we embark on this culinary odyssey into the future of fish and chips, one thing is clear: whether you're savouring it on a bustling city street or at home with loved ones, this dish will continue to be a symbol of comfort, tradition, and deliciousness for generations to come.

As we conclude our exploration of the enduring legacy of fish and chips, one thing is abundantly clear: this beloved dish is not just a culinary delight; it's a cultural icon that has stood the test of time.

From its modest beginnings in the heart of Britain to its global popularity today, fish and chips hold a special place in our hearts and stomachs.

Throughout our journey, we've delved into the history, unearthed the health benefits, and peered into the promising future of this cherished dish. But amidst all the discussions about flavour, tradition, and innovation, one aspect remains steadfast—the affordability of fish and chips.

In an age of rising costs and ever-changing economic landscapes, fish and chips have remained a beacon of value for money. Despite the fluctuations in food prices and the challenges faced by the industry, fish and chips continue to offer a satisfying and cost-effective meal option.

So, as you relish your next serving of fish and chips, may you appreciate not only the delightful flavours and rich history but also the affordability that has made it a staple in the lives of so many. As we bid adieu to our gastronomic journey, let's raise a fork to the enduring appeal of fish and chips—where tradition meets taste, and cost meets contentment.

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