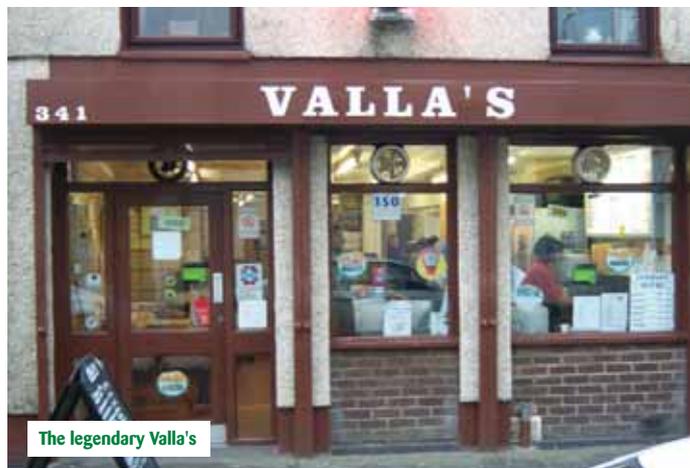


# 80 Years and Going Strong



The legendary Valla's

Valla's in Bangor, North Wales, is a true traditional community fish and chip shop. Established in the 1930s as a family business to serve its local community, the shop is now run by third generation Jo Valla assisted by her niece Michelle. Since 1954, Valla's has used Frymax and Jo says that she would never use anything else.

How does a fish and chip shop survive for 80 years in an area adversely affected by changing economic conditions? Jo says, "We have always produced good quality food and we have always been a true community shop. We are a part of the community and we know all of our customers."

And the customers certainly know best! Amy Price says that her family have been customers of Valla's for three generations, saying, "It's just the nicest place to get really good food."

Toby Jones has been a customer for 30 years. "You can't get better than this," he says.

Mrs Kelly lives six miles away and says, "It's the best fish and chips and the service is great."



Andrew Marriott, Brand and Marketing Manager Frymax with Jo and Michelle Valla

Jo, who has been in the business for 45 years, still remembers the old times. "We used to get fresh fish from Grimsby every day. It would be left outside the shop in wooden boxes packed with ice to preserve the quality. We would clean, cut and fillet the whole fish. Today we buy frozen at sea fish which is cleaned, cut and ready for final sizing and filleting. The potatoes used to be delivered in 1 cwt sacks and they were peeled by hand and chipped using a hand operated chipper. It's so different today; our gas fired range was set by eye. When I started a portion of fish and chips was just 12.5 pence."



However, a lot of things haven't changed. Quality has always a priority for Valla's. "As a community shop we depend on repeat purchases, so food quality is paramount. We may pay a bit more for our fish and potatoes but it is worth it."

Valla's have made their own batter for years with a recipe passed down through the generations. They have used Frymax for 60 years. "Frymax is wonderful," says Jo. "It's so clean, it has no odour and you can taste the food."

Valla's have also tried to provide as much homemade food as possible over the years. In addition to their batter they also make their own mushy peas and gravy and many of their pies are homemade.

Fish and chips remain the foundation of the business along with the traditional sausages and pies. The menu has expanded to meet wider tastes with lasagne, pizza, spare ribs, chilli con carne, chicken curry and shepherd's pie available many of which are homemade.

With a good customer base and a consistent high quality product, Valla's looks forward with confidence to serving great fish and chips to the next generation in Bangor.

