



Guests enjoying the champagne reception



## FRYMAX CELEBRATES 60 YEARS

It's party time on the River Thames as Frymax celebrates its 60th anniversary. The MV Golden Sunrise sailed from Temple Pier with 150 guests from the fish and chip trade joining the celebration. On board were representatives of the frying community, the distributive chain, suppliers, trade associations and 11 members of the Young Friers Group representing the future of the trade.

Marc Degen, general manager Olenex UK, welcomed the guests on board and commented that "only a brand of true quality could maintain its position as 'the fryers favourite' for such a period of time." Marc noted the radical changes in the trade since the launch of Frymax including the introduction of computer controlled ranges, the change from newsprint to plain chip wrap and boxes, the development of frozen at sea fish and the increased competition faced by the trade. "Frymax has moved with the times and harnessed technical advances to maintain its consistent quality by utilising modern refinery techniques and improved technical services."

A highlight of the evening was a presentation to Chippy's of Haverhill in Suffolk which has used Frymax since their opening 59 years ago. Partner Glenn Edwards commented that "we have never had a complaint about Frymax is almost 60 years." Marc also saluted Margaritelli's and Vallas, two family businesses that have used Frymax for sixty years since its introduction as well as a number of shops who have used Frymax for over fifty years.

Guest speaker Gregg Howard, president of The National Federation of Fish Friers, praised Frymax for its involvement with the trade and its contribution towards



Fred Capel, John Rutherford, Harry Niazzi and Marc Degen

quality standards through its sponsorship of The Best Newcomer Award. Turning to the quality of Frymax Gregg said "What a fantastic achievement it is that Frymax has been supplying fish and chip shops throughout the U.K. with such a quality vegetable oil for 60 years. These foundations ensure quality fish and chips for generations to come."

Marc Degen thanked the guests for coming together to share in Frymax's celebration and emphasised that Frymax would always strive to maintain the highest quality standards to help friers to produce delicious fish and chips for their customers.



Marc Degen, General Manager, Olenex Trading (UK) Limited



Marc Degen, Cyril Solomons and Andrew Marriott

A presentation was made by Marc Degen to Cyril Solomons, Marketing Consultant, for his contribution to the success of Frymax over the past 15 years. Marc commented on Cyril's contacts with so many friers saying that customer service and technical support were part of the strength of Frymax and would continue to be important in the future.

Cyril told FCFF "For 15 years I have been involved with the development and success of the Frymax brand. I've enjoyed being the brand ambassador for such a quality product which has given me the opportunity to meet so many nice people in our trade. I did not expect a presentation for just doing my job but it does give me the opportunity to thank all the Frymax users for their support for Frymax over the years."

At the end of the evening three chocolate models of fish and chips beautifully created by master chocolatier Barry Colenso, were raffled. The winners were James Lipscombe of Fish 'n' Chick'n, Michael Shone of Henry Colbeck and William Rowe of W.J. Rowe.



The Edwards Family of Chippy's Haverhill



The chocolate presentations

### A great time was had by all...

Thank you very much for such an enjoyable evening on the Thames Frymax 60th Anniversary, my husband and I thoroughly enjoyed the time we spent celebrating with so many interesting people, we loved every minute. I know you must have spent many hours organising everything and it showed, right down to the chocolatiers.

Anne Wallace of Taylors Fish & chip shop

Just a small note to thank you for inviting John and myself on the cruise down the Thames. We had a great time catching up with friends within the industry.

Robert Furey, Florigo Frying Solutions Limited

Thank you so much for a lovely evening on Monday the whole night was fabulous. It was great to catch up with everyone and meet new people. The hospitality was amazing and thank you for the lovely gifts. Please pass on my thanks to Olenex we both had a wonderful time.

Tracy Poskitt, Fish and Chips at 149, Bridlington

A big Thank you Olenex for inviting both Anna and myself to join you in celebrating Frymax 60th Anniversary. A fantastic evening with a cruise down the Thames, it was truly wonderful to see so many people from the industry to celebrate this fantastic milestone for Frymax. The whole event was superbly organised and was thoroughly enjoyed by all - the hospitality, band, company and not to forget the amazingly tasty Chocolate Fish & Chips all contributed to a wonderful evening.

Rebecca, FCFF magazine



Rebecca (FCFF) and Reece Head (FRY magazine)



Gregg Howard and Marc Degen