



## What is The Golden Chip Fryer Award?

The Golden Chip Fryer Award is St.Helens Council's way of rewarding all chip shops that make small changes to their cooking styles in order to achieve a healthier chip.

To achieve the Gold or even the Platinum standard, businesses must adopt certain cooking and preparation processes that result in a chip that not only tastes better, but also contains up to 40% less saturated fat.

Once all criteria is achieved and authenticated by The Public Health Team and Environmental Health Team, the traditional chippy will be awarded The Golden Chip Fryer Award or The Platinum Chip Fryer Award!

## Why should I apply for the Award?

More and more people are becoming health conscious and therefore like to control and monitor their daily intake of saturated fats. However, most people don't necessarily want to stop enjoying a treat every now and then and if they feel they can have a treat without too much guilt – all the better – and that's where you can come in!

### The Golden Chip Fryer Award

#### Benefits to you

1. Free promotion of your Golden Chip Award status on Council's website
2. Increased awareness of your business via free PR
3. Ability to promote your own healthier and better tasting chip
4. Cost saving benefits as less oil will be used once new measures are adopted
5. Attract new customers by marketing your new, crisper, healthier chip
6. Free window sticker and certificate that will be visible to customers both inside and out of your premises
7. Free advice from our Environmental Health Team

### The Platinum Chip Fryer Award

#### Benefits to you

1. All of The Golden Chip Fryer Award benefits
2. Ability to promote your chips as suitable for vegetarians as no other food would be fried in your chip vat
3. Increased PR opportunities

### The Golden & Platinum Chip Fryer Award

#### Benefits to your customer

HEALTHIER, CRISPER AND BETTER TASTING CHIPS!!!

To find out more, call: 01744 675825  
or visit: [www.sthelens.gov.uk/chipaward](http://www.sthelens.gov.uk/chipaward)



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