

MARCH
2014

NEWS FROM MY DESK

THE CHIP GROUP

What's happening...

Find a great chip shop near you!

We have fabulous shops scattered throughout NZ who have achieved less than 9% fat when we randomly tested them! This means you can find the best shops to buy the best chips! These operators have done our training and know how to cook them correctly!! Please support these shops!

Address / Zip

Within

50 km Find Locations



KATE UNDERWOOD

TRAINING & EDUCATION MANAGER

HOW IT WORKS:

1. Operators complete Chip Group Training
2. Cooked chip samples tested for fat content
3. Shops whose chips have less than 9% fat are added to the map!

New software to ensure our Great Chip Shops are searched for & supported by the public!

If you want to be that GREAT CHIP SHOP in your area that customers can search for - this is a MUST! Complete the training, get your chips tested and help your customers find you!



Stay connected

Call/Email me...



Feel free to get in touch...

kate@thechipgroup.co.nz

Ph: 022 066 8711

Facebook



Join the conversation and stay in the loop, your customers are all on Facebook and so are we! Get there!
www.facebook.com/thechipgroup

Working together...

The Chip Group are always keen to work with businesses or operators committed to providing healthier products to NZers. Get in touch if you think we can work together!

QSR Express Food:

Stay in the loop with this fast-food industry publication. Packed with news - a Chip Group feature and messages from our supporters! If you would like a few copies, let me know!



Removing the fat one CHIP at a time!

We are working hard to provide greater operator support, more training opportunities and promote businesses who are serving lower fat chips.

1. Our new application '**FIND A GREAT CHIP SHOP NEAR YOU**' is intended to help the public find top performing operators who are serving chips with less than 9% fat! Details about how to get on this map are on our website!
2. An awesome result found that the **2013 Best Chip Shop Competition** served up lower fat chips than the previous competition. To enter, operators MUST have

completed Chip Group Training. With the average fat content dropping from **9.9%** (2011) to **7.8%** (2013), this was evidence that our training truly works!

3. We are about to trial a **One-on-one Training Approach** in Waihi this month. With mystery samples taken, we plan to train individual operators and compare results before & after.
4. Workshops are planned for **Gisborne, Pukekohe, Christchurch/Timaru and Bay of Plenty**. Think you can help? Get in touch!



Supported by:

