

Media Release: 20th June 2018

Newly Weds Foods Goes Back to School For National Fish and Chip Day

As part of our local community engagement, a team from Newly Weds Foods head office in Ossett went to the local Gawthorpe Community Academy to demonstrate to Year 2 how some of their favourite coated foods are made. The project was scheduled to coincide around the time of National Fish and Chip Day on the 1st June.

Alison Robshaw, Senior R&D Manager – Sensory Insight and R&D Services and Faye Cunningham, Senior Marketing Analyst tested the 6 and 7 year olds on their recognition of various foods, including fruit and vegetables, fish, chicken and chips. It was encouraging to see that the children liked the majority of foods shown, with many putting their hands up for carrot sticks!

The session had an educational element focusing on where flour and potatoes come from, how to make a batter and how to make breadcrumb. Finally, a hands-on session put this into action with the children coating their own vegetable burger! Of the session, Faye Cunningham said “The children’s attention during this first session was impressive and the interactive section gave them a fun afternoon after their recent exams. It’s encouraging to see their interest in how food ends up on their plates.”

After the interactive afternoon, the children were then tasked with designing their own product, made of fish, chicken or potato. Wowed by the response, our team decided there had to be more than one winner, so settled on four. Alison Robshaw said of the competition entries, “Their food concepts were excellent. It’s so inspiring to see their imaginations in action at such a young age and an eagerness to participate and learn.”

The overall winning concept, a chicken cone coated in breadcrumb, with a mash potato centre and fish sprinkles, was brought to life by Newly Weds Foods’ Development Chef Dan Bell, and presented to the entire class to taste. The reaction from the children was fantastic to see, with proud smiles from all the winners!

The winners received National Book Tokens to aid their studies, and everyone in the class got an apron and a goodie bag containing a water bottle, bookmark and stationery.

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