



Bizzie Lizzie's frying high after netting industry accolade



High friers – Bizzie Lizzie's management and staff celebrate receipt of the Seafish Fish Friers Quality Award. Pictured front are Bizzie Lizzie's shop manager Jamie Newbould, group general manager Rebecca Lacy and shop manager, Seafish's quality advisor Lynda Fielding, founder Jean Ritson and partners Alan and Mark Davison.

Bizzie Lizzie's fish and chip shop in Skipton has joined Britain's fish frying elite by landing the prestigious Seafish Fish Friers Quality Award with a maximum 5-star rating.

The accolade has been awarded to the takeaway at the Swadford Street outlet by Seafish, the official UK authority on seafood, who set up the awards to raise the standards within the fish and chip trade and enhance the profile of the industry.

The scheme also rewards and promotes fish and chip shops that provide a good quality product and high standards of hygiene, as well as friers who demonstrate a high level of competence.

To qualify, each chippie has to be assessed by a Seafish-approved inspector, who scrutinises the shop's image, design and condition, staff training, equipment, frying and sales skills and - most importantly - the quality of the cooked product.

Businesses gaining the award then have to undergo an annual inspection from Seafish and retention is dependant on standards being maintained, as validated by the assessor.

Lynda Fielding, of Burnley, Seafish's quality advisor, presented the award certificate to Bizzie Lizzie's Group general manager Rebecca Lacy and shop manager Jamie Newbould, who led on the honours bid.

Lynda said: "Displaying the Seafish Fish Friers Quality Award shows customers that the shop is one of the best fish frying businesses in the country. Not only that, but our research shows that by providing a quality product, businesses can guarantee that customers will return."

Bizzie Lizzie's was established in 1986 by Jean Ritson, from Horton-in-Craven. The group also runs two other fish and chip shops in Skipton - Bizzie's, in Skipton's main High Street car park, and Eastwoods, in Keighley Road.

Jean said: "We have continued to invest in and develop the group. Our flagship Bizzie Lizzie's shop has received countless accolades over the years, including being chosen as UK Fish and Chip Shop of the Year and becoming the first fish & chip shop in North Yorkshire to gain Investors in People.

"This latest award is testimony to the continuing efforts and commitment of our managers and staff, who will all go that extra mile to serve and assist our customers."

ENDS

Background information: Jean Ritson's life in fish and chips began at The Happy Haddock in Barnoldswick, Lancs, followed by periods at Northcliffe Fisheries, Shipley, and Park Fisheries, Cleckheaton.

Bizzie Lizzie's was established in 1986 in a former small street corner chippie, with a new £250,000 canalside complex built and opened in 1988, followed in 2001 by a £55,000 extension, which created an 85-seat restaurant and new eat-in areas in the takeaway. In partnership with her two sons Mark and Allan Davison, from Bradley and Embস্য respectively, the Bizzie Lizzie's Group has grown and diversified to become one of Skipton's most successful businesses.

Further expansion saw the launch of a second shop, Bizzie's, in Skipton's main High Street car park in 2004, followed by the acquisition of a third shop, long-established Eastwoods, in the town's Keighley Road, in 2006. Bizzie Lizzie's has won many awards and accolades:

ROLL OF HONOUR

Regional Winner National Fish & Chip Shop of the Year Competition 1992
National Federation of Fish Fryers Enterprise Award Winner 1994/95/96/97
Sea Fish Industry Authority's Fryers Quality Award winner
Voted UK Fish & Chip Shop of the Year for 1999/2000.
First fish & chip shop in North Yorkshire to gain Investors in People 2001

Seafish, the authority on seafood, was established by the Government in 1981 and is a Non Departmental Public Body. Seafish serves all sectors of the UK seafood industry – fishermen, processors, wholesalers, importers, exporters, seafood farmers, fish friers, caterers and retailers – and is also responsible for consumers.

ENDS

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