

Increased food sales and menu options with Synergy Grill Technology ***...at Churchill's Fish & Chips***

Since being founded from a family's love of fish and chips back in 1923, Churchill's Fish & Chips has gone from strength to strength, serving the nation with expertly crafted fish, chips, and other fast-food options.

This impressive 97-year heritage is one that Churchill's Fish & Chips is immensely proud of as James Lipscombe, current Managing Director and grandson of the brand's founder, delights:

"Churchill's is one of three brands that make up the Lipscombe founded Chesterford Group: the nation's largest fish and chip shop chain with 40+ stores.

With all three of our fast-food brands, we are intent on ensuring that the history of our brand shines through, particularly with Churchill's, which is where the Lipscombe's family's love affair with fast, delicious food first began."

Combining family tradition with a modern, new twist, Churchill's is renowned for offering high quality, sustainably sourced food options. However, for this award-winning fish and chip shop chain, offering a classic fish and chip shop menu simply wasn't enough, as James explains:



"As well as offering classic fish and chip items, we also offer a broad, millennial focused menu in order to satisfy new customer demands."

Offering 6 types of fish, pies, sausages and a variety of meat-free and gluten-free options, Churchill's Fish & Chips truly have options for every customer. However, it wasn't until the brand were first introduced to Synergy Grill

Technology that this award-winning Fish & Chip chain realised exactly how they could take the grilled menu to the next level:

“We first came across Synergy Grill Technology at a catering exhibition about five years ago. Here, the brand live-cooked on the grill and offered food samples.

From the very first bite, I was absolutely blown away by the quality of the food the grill produced—an outstanding quality that the team later explained to be resultant of the brands sustainable atomisation process.”

Synergy’s multi-patented technology atomises fat into carbon dust and returns any moisture expelled during the grilling process back into the food. This unique process not only removes the need for a fat tray, thus helping Churchill’s to reduce cleaning time and waste disposal, but it has also allowed the brand to dramatically improve their burger sales:

“Since using the Synergy Grill we’ve seen an increase of 25% in our burger sales. This amazing increase is one we can thank Synergy for, due its preservation of food quality, succulence and of course taste.”



As well as cooking burgers on the Synergy Grill, Churchill’s is also using the grill to cook delicious ribs and chicken, as well as scoring buns for extra visual appeal:

*“In an age where customers eat with their eyes first, it’s important that the food served looks as amazing as it tastes. The Synergy Grill quite literally **scores** on this front with a ‘wow factor’ finish and the criss-cross detail it gives!”*

Speed of service is hugely important for us as a fast-food brand, hence why we were so excited to learn that the more food items you add to the Synergy grill, the faster it cooks!”

Arguably, one of the biggest challenges that Churchill’s Fish & Chips have been able to overcome since working with Synergy Grill Technology is catering for vegan and vegetarian customers:



“As a brand, vegan and vegetarian is hugely important to us, hence why we were so excited to begin using Synergy’s grill dividers. These dividers allow our chefs to easily cook meat, vegetarian and vegan items alongside each other without fear of contamination; plus, our customers can be confident in their purchase knowing that it has been cooked in an ethical way.”

With so many benefits and options, James Lipscombe sees the Synergy Grill as the ultimate option for fast-food operators, hence why each newly renovated Chesterford Group store now features one:

“When other operators and caterers speak to me about the Synergy Grill, my first question to them is always why haven’t you already got one?! This grill simply gives the caterer so many menu options, plus a quality of food which is like no other... there really is no other piece of equipment available on the market that can compare!”



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For more information on Synergy Grill, please visit synergygrill.com / @synergygrilltechnology

For more information of Churchill's Fish & Chips, please visit <https://churchillsfishandchips.co.uk/>