



# CHICKEN FOR THE CHIP SHOP



## TRENDS FOR THE CHIP SHOP

A closer look into the food trends that are influencing the world of QSR and of course, the Chip Shop Evolution!

## INSPIRING MENU IDEAS

Prepare to get inspired (and very hungry) with our crowd-pleasing selection of Chicken for the Chip Shop menu ideas.

## SET THE SCENE!

Great food deserves delicious presentation... Challenge polystyrene tray expectations with our vibrant scene-setting suggestions.

## A MENU FOR THE MASSES

Check out our Chicken for the Chip Shop menu, featuring crowd-pleasing familiar favourites and some exciting innovation.



# ABOUT US

With a range of over 70 great tasting, quick cook from frozen chicken products, Meadow Vale is perfectly placed when it comes to Chicken for the Chip Shop innovation. With prices of quality fish increasing by as much as 200%, chip shops and their customers are looking for more affordable ways to enjoy a traditional chippy.

From boneless box sharers and saucy stacked burgers to fully loaded chips and battered chicken skewers; we have put together a delicious portfolio of dish ideas that you can view online via QR codes throughout this guide.

In addition, our Development Chefs are always on hand to help and advise you on the best products to use for specific briefs and menu builds. We also understand the need for excellent customer service, so you have the products where and when you need them.

Our customer service and supply chain teams offer market-leading service with over 12,000 pallets held in stock and we offer the flexibility of ordering mixed pallets with free delivery on a Day1 for Day 3 service.

We hope you enjoy Chicken for the Chip Shop!



*Nigel O'Donnell*

**Nigel O'Donnell**  
Managing Director



A favourite in Ireland, the Spice Bag is a real crowd pleaser and the perfect canvas for lashings of curry sauce!



**SEE FULL  
RECIPE ON  
PAGE 11**



# TRENDS FOR THE CHIP SHOP



## FULLY LOADED

From loaded fries to sauce drenched burgers, the Chicken for the Chip Shop experience lends itself perfectly to this trend. Whether it's a juicy XXL fillet for the ultimate burger experience or Salt & Chilli Shredded Chicken for an on-trend Spice Bag, chicken broadens scope hugely when it comes to fully loaded Chip Shop options.



## SAUCES & CUSTOMISATION

Chicken is the perfect canvas for sauce culture, turning simple fried formats into flavour-led experiences that feel new every visit. From dunking and drizzling to fully coated wings or bites, it invites customers to customise with everything from classic curry sauce and gravy to bold, global flavours.

## FOOD TO GO

With a market value of over £24bn, the food to go sector is soaring – and with that, expectations around lunch time options are increasing. Chicken dishes fit well within this eating occasion; providing a lighter and more finger-food-friendly alternative to battered fish.



## VALUE BOXES

Box meals make chicken an easy win for chip shops, combining chips, sides and sauces into one clear, great-value offer. They simplify the choice, boost perceived value, and naturally encourage upsell through sharers and family bundles.

# ON TREND MENU IDEAS



## Battered Skewers



SEE MORE ON PAGE 5

## Buffalo Hot Dip Burger



SEE MORE ON PAGE 6

## Mega Chip Shop Munch Box



SEE MORE ON PAGE 8

## Salt & Chilli Spice Bag



SEE MORE ON PAGE 11

# A NEW CHIP SHOP HERO!

BATTERED. CHICKEN. SKEWERS.



Fully Loaded

Customisable

Innovative  
Shop Offering

Hand-Held  
perfect for on the go

View Menu  
Idea Here!

# NEXT-LEVEL MENU IDEAS

## CHICKEN BURGERS FOR THE CHIP SHOP

### Hot Honey Dip Burger

Think outside the box with this classic chicken burger dipped in a delicious hot honey sauce.

Now delivering a new taste sensation to the chip shop!



Cook Time



Prep Time



Serves 1



View Menu Idea Here!

### Buffalo Hot Dip Burger



Cook Time



Prep Time



Serves 1

Add some spice to the Chip Shop menu with this fiery Buffalo Hot Dip Burger!

Featuring our Homestyle XXL Chicken Fillet, this burger will bring the heat.



View Menu Idea Here!

# NEXT-LEVEL MENU IDEAS

## CHICKEN BURGERS FOR THE CHIP SHOP

### The Chicken Shop Stack Burger



Cook Time



Prep Time



Serves 1

A showstopping chicken feast for the Fish & Chip Shop!

Indulge in a chicken & beef combo burger with a side of Salt & Chilli loaded chippy chips.



View Menu Idea Here!

### Korean BBQ Drip Burger



Cook Time



Prep Time



Serves 1

Is this your new classic chip shop chicken burger?

Try this on-trend Korean BBQ Drip Burger for a sweet, smoky kick in every bite.



View Menu Idea Here!

# NEXT-LEVEL MENU IDEAS

## CUSTOMISABLE MUNCH BOXES

### 'All In' Munch Box



Go all-in with this ultimate Fish & Chip Shop munch box.

Stacked with all your favourites, this will have your customers coming back for more!

10 MINS  
Cook Time

10 MINS  
Prep Time

Serves 2

View Menu Idea Here!

### Mega Chip Shop Munch Box

10 MINS  
Cook Time

10 MINS  
Prep Time

Serves 4

The top-tier mega chicken munch box, so big it could feed the whole family!

The perfect combination of fried chicken and chippy chips.



View Menu Idea Here!

# NEXT-LEVEL MENU IDEAS

## FAMILIAR FAVOURITES

### Chip Shop Chicken Schnitzel Over Chips



Cook Time



Prep Time



Serves 1

A modern twist on a timeless classic that just can't be beaten!

This chicken schnitzel over chippy chips brings an abundance of flavourful nostalgia to the menu.



View Menu Idea Here!

### Spicy Chinese Chicken Chip Shop Wrap



Cook Time



Prep Time



Serves 1

Spicy chicken strips with fried rice, bringing the best of a Chinese chippy order together in a wrap!



View Menu Idea Here!

# SERVING UP THE BEST BONELESS WINGS

# CHICKEN FOR THE CHIP SHOP

## Boneless Wing Box

View Menu Idea Here!



Cook Time



Prep Time



Serves 2

Award-winning chicken wings tossed in your favourite sauces.

A new hero for every chip shop menu.



# NEXT-LEVEL MENU IDEAS

## SALT & CHILLI SPICE BAG



Cook Time



Prep Time



Serves 1

### Ingredients

- Salt & Chilli Shredded Chicken x 100g
- Chip Shop Chips x 120g
- Chip Shop Curry Sauce x 50ml
- Chillies x 10g
- Spring Onions x 10g
- Brown Onion x 1
- Honey Sriracha Sauce x 15ml
- Mayo x 5ml
- Mixed Peppers x 15g

### Step 1

Cook the Salt & Chilli Shredded Chicken and chip shop chips using your preferred method.

### Step 2

Once the shredded chicken is cooked, toss the chips along with the chicken in a bowl with chilli, spring onion and coriander, and mix.

### Step 3

In a hot wok or large frying pan, add a little oil and quickly stir-fry sliced onions, mixed peppers, and fresh chillies until just softened but still vibrant.

### Step 4

Add the cooked chips into the pan with the veg, followed by the Salt and Chilli Shredded Chicken. Toss everything together over high heat so the flavours combine and the chips pick up the seasoning.

### Step 5

Drizzle over honey sriracha sauce and a touch of mayo, then toss again lightly.

### Step 6

Serve in a bag or tray and finish with sliced chillies, spring onion, and curry sauce all over to finish.




# WHY CHOOSE CHICKEN FOR YOUR CHIP SHOP?

## ADDING CHICKEN TO THE MENU DOESN'T MEAN REPLACING FISH, IT MEANS COMPLEMENTING IT!

2025 Data from Just Eat shows that four of the top ten most searched-for dishes on the app are chicken, while fish & chips have fallen significantly down the rankings; a notable shift from 2006, when it sat firmly within the top 10.



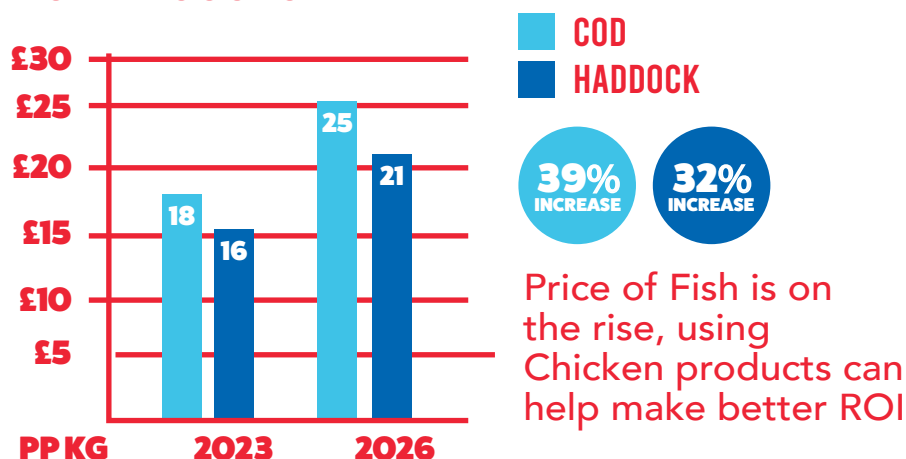
### FISH & CHIP SHOPS ARE CHANGING THEIR MENUS DUE TO:

-  Rising ingredient costs
-  A growing appetite for variety
-  Shifting preferences among younger consumers

### SUPPLY CHAIN ISSUES SINCE 2023:

-  Frozen fish stock inflation
-  Higher import costs
-  Energy labour and transport increases

### HIGHER COSTS



# SET THE SCENE



GREAT FOOD DESERVES DELICIOUS PRESENTATION. DRAW ATTENTION FOR ALL THE RIGHT REASONS WITH OUR VIBRANT SCENE-SETTING SUGGESTIONS.



**NEON SIGNAGE**



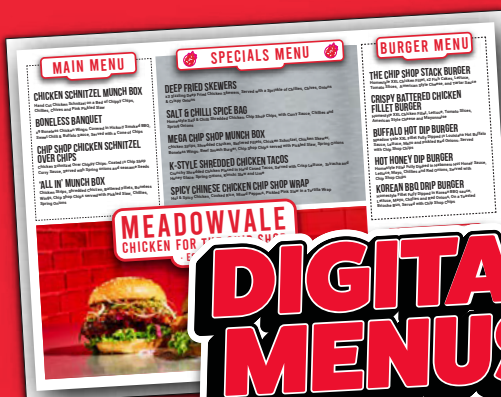
**POSTERS**



**HI-RES IMAGES**



**GREASE-PROOF PAPER**



**DIGITAL MENUS**



**BOLD PACKAGING**

# CHIP SHOP MENU

## MAIN MENU

### CHICKEN SCHNITZEL MUNCH BOX

Hand Cut Chicken Schnitzel on a bed of chippy chips, chillies, chives and pink pickled slaw

### BONELESS BANQUET

x9 Boneless Chicken Wings, covered in hickory smoked BBQ, sweet chilli & buffalo sauce, served with a cone of chips

### CHIP SHOP CHICKEN SCHNITZEL OVER CHIPS

Chicken Schnitzel Over Chippy Chips, coated in chip shop curry sauce, served with spring onions and sesame seeds

### 'ALL IN' MUNCH BOX

Chicken strips, shredded chicken, battered fillets, boneless wings, chip shop chips served with pickled slaw, chillies, spring onions



## SPECIALS MENU



### DEEP FRIED SKEWERS

x3 Sizzling Deep Fried Chicken Skewers, served with a sprinkle of chillies, chives, onions & crispy onions

### SALT & CHILLI SPICE BAG

Homestyle Salt & Chilli Shredded Chicken, chip shop chips, with curry sauce, chillies and spring onions

### MEGA CHIP SHOP MUNCH BOX

Chicken strips, shredded chicken, battered fillets, chicken schnitzel, chicken skewer, boneless wings, beef smash burger, chip shop chips served with pickled slaw, spring onions

### K-STYLE SHREDDED CHICKEN TACOS

Crunchy shredded chicken placed in hard cased tacos, served with crisp lettuce, sriracha and honey glaze, spring onions, kimchi slaw and lime

### SPICY CHINESE CHICKEN CHIP SHOP WRAP

Hot & spicy chicken, rice, mixed peppers, pickled pink slaw in a tortilla wrap

## BURGER MENU

### THE CHIP SHOP STACK BURGER

Homestyle XXL Chicken Fillet, x2 fish cakes, lettuce, tomato slices, American style cheese and tartar sauce

### CRISPY BATTERED CHICKEN FILLET BURGER

Homestyle XXL Chicken Fillet, lettuce, tomato slices, American style cheese and mayonnaise

### BUFFALO HOT DIP BURGER

Meadow Vale XXL Fillet fully dipped in louisiana hot buffalo sauce, lettuce, mayo and pickled red onions, served with chip shop chips

### HOT HONEY DIP BURGER

Homestyle Fillet fully dipped in habanero hot honey sauce, lettuce, mayo, chillies and red onions, served with chip shop chips

### KOREAN BBQ DRIP BURGER

Homestyle Fillet fully dipped in Korean BBQ sauce, lettuce, mayo, chillies and red Onions, on a toasted brioche bun, served with chip shop chips

## MEADOWVALE

CHICKEN FOR THE CHIP SHOP

· EST. 1989 ·



## LOADED FRIES

### CHICKEN, CHIPS & GRAVY

Chippy chips, topped with shredded chicken, coated in salt and vinegar, with an optional choice of cheese or gravy

### S&P SHREDDED CHICKEN LOADED FRIES

Chippy chips, topped with shredded chicken, nacho cheese, buffalo sauce, pink pickled slaw, jalapeños and spring onions

### PICKIN' LOADED FRIES

Chippy chips, topped with Pickin' Chicken

Speak  
with a Chef  
to Enhance  
Your  
Menu  
Today!



# DELIVERING NATIONWIDE



MEADOW VALE FOODS  
ARE PROUD TO SUPPLY  
THE LEADING FISH AND  
CHIP WHOLESALERS  
WITH OUR GREAT  
TASTING CHICKEN



+ MANY MORE!

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