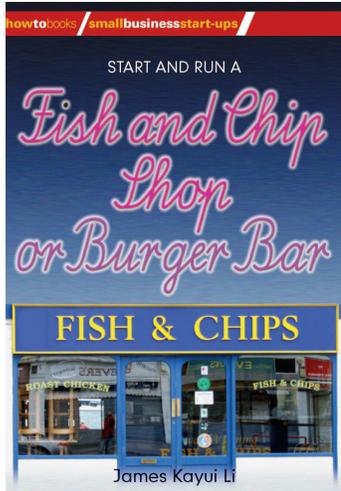


For immediate release

## The essential guide to starting and running a fish and chip shop



If asked what single thing encapsulates the British identity and of which we are unanimously most proud would you say, Shakespeare, Big Ben or Fish and Chips? On average over 255 million fish and chip meals are sold every year in the UK. Which means that even in an economic down turn, fish and chips may be the business to begin.

**Start and Run a Fish and Chip Shop or Burger Bar** by James Kayui Li is a new book out this month and tells you everything you need to know about starting your own fast food business.

Based on his own experience of working in the fast food industry for 15 years, James guides you through the whole process of finding premises, finding the start-up money to buy them, hiring and managing staff, and keeping the accounts. He also throws in a few tips on frying and which ingredients to use.

Easy to read and punctuated with eye catching top tips and `alarm bell` warnings, this book can be dipped into or read from cover to cover.

Commenting on his reasons for writing the book, James said, *"I began working for my mother in her fast food outlet in my teens and I now own and run my own business. In Start and Run a Fish and Chip Shop or Burger Bar i will share my experiences of the trade. After you have read this book you will know a lot about this business and should know how to make good fish and chips!"*

**Start and Run a Fish and Chip Shop and Burger Bar** is published by **How To Books Ltd** [www.howtobooks.co.uk](http://www.howtobooks.co.uk). and is available at \$26.00 in bookshops and online retailers across the USA and Canada. ISBN 978-1- 84528-308-7

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