

A dense collage of historical newspaper front pages from 1972 to 2022, including titles like 'The Sun', 'The Guardian', 'The New York Times', and 'The Washington Post'. The collage features major headlines such as 'NIXON'S DEFEAT', 'U.S. PRESIDENT NIXON RESIGNS', 'THE KILLING OF JOHN LENNON', 'MANDELA FREE MAN', 'THE MOSCOW MASSACRE', 'SADDAM OIL DEAL WITH GALLOWAY', 'CHARLES & DIANA MARRY', 'OBAMA BEAT MEIN', and 'TWITTER IS LAUNCHED'. Overlaid on the collage is the Mother Hubbard's logo, a cartoon fisherman in a white hat and apron, pointing to a sign that reads 'Mother Hubbard's Since 1972 Famous Fish & Chips'. To the right of the logo is a circular seal that reads 'CELEBRATING 50TH ANNIVERSARY 1972 - 2022'. The background is a dark, textured surface. The text 'creative drop' is visible in the top left, top right, bottom left, and bottom right corners.

The Brand

Famous Fish & Chips

At Mother Hubbard's, we serve more than just fish and chips. We serve tradition on a plate. Our commitment to quality starts with premium Icelandic haddock and the finest British potatoes, bringing you a crisp, golden bite every time. It's a taste rooted in heritage, prepared with the same care that's been passed down through generations. Each visit is a chance to enjoy delicious food in a place where stories are shared and memories are made.





The Brand *Promise*

We promise to always use fresh, high-quality ingredients to deliver an authentic taste that honors tradition and brings timeless recipes to life—just like generations before us.

Authenticity:

Staying true to our traditional recipes.

Quality:

Using only the best ingredients to maintain our premium standard.

Community:

Creating an inviting space and diverse menu that brings communities together.

Sustainability:

Responsibly sourcing fresh ingredients from local suppliers.



A Time-honored Tradition

Our crisp, golden batter and hand-cut chips, perfectly paired with rich, creamy mushy peas, bring out the full flavour of our fresh Icelandic haddock—delivering a warm, nostalgic taste that never gets old.

At **Mother Hubbard's**, we don't just serve fish & chips, we serve excellence on a plate. Indulge in the ultimate taste of tradition, where heritage meets perfection.

Our History

Success through the years

Back in 1972, a small group of passionate food lovers wanted to keep the tradition of proper fish and chips alive. The first Mother Hubbard's opened on Ingleby Road, Bradford, on a sunny May afternoon. It was a big day for Bradford. Stan and Hilda Ogden from Coronation Street came to cut the ribbon, and the locals queued up, excited for their first taste. It was a moment to remember.

What began with a humble 45p plate of fish & chips quickly turned into a beloved tradition. Over time, Mother Hubbard's became part of everyday life. And as the footprint grew, so did the promise to serve every customer with the same warmth, and hearty flavour that started it all.



Our History Since 1972



Mother Hubbard's 15th August 1972
Haddock & Chips cost 45p
WIN MAKES HISTORY



Mother Hubbard's Opening 3rd May 1972



Mother Hubbard's & Merryweathers 1985



Mother Hubbard's 27th Oct 1988



Mother Hubbard's 9th Dec 1992



Mother Hubbard's 9th Dec 1992



Mother Hubbard's 1995

"Mother Hubbard's was originally established in 1972. The purpose built fish & chips restaurant was completed at a cost of £92,000. It was opened on 3rd of May 1972 by Coronation Street favourites Stan and Hilda Ogden. Fish and Chips in 1972 at Mother Hubbard's were served at 45p a portion"
Mother Hubbard's re-opened on 28th December 2011



50+

Years of History



1972

Iconic Opening



92k

Initial Investment



95+

Open Locations



200+

Upcoming Branches



1200+

Total Staff

Fiery Fish



Grilled Fish



Super Jumbo (XXXL)



Onion Rings



A Journey Through Taste & Time

1972

● Ingleby Road

2011

● Batley

2012

● Leeds Road

2015

● Leeds

2016

● Wakefield

2018

● Huddersfield

2020

● Legrams Lane

2021

● Stratford Road
● Bolton
● Salford
● East Ham
● Barnsley

2022

● Gants Hill
● Shrewsbury
● Erdington
● Nottingham
● Sheffield

2023

● Duckworth Lane
● Baildon
● Preston
● Hemel Hempstead
● Wibsey
● Cheetham Hill
● Glasgow

2024

● Ilford Lane
● Stoke-on-Trent
● Doncaster
● Bury
● Burton-on-Trent
● Luton
● Dunstable
● Lancaster
● Nelson
● Lakeside
● Walthamstow

2025

● Stockport
● Edinburgh
● Kings Heath
● Streatham Hill
● Walsall
● Croydon
● Coventry
● Middleton
● Burnley
● Newcastle
● South Woodford
● Redditch
● Birmingham
● Slough
● Leeds
● Reading
● Rochdale
● Southampton
● Milton Keynes

Target Market

Mother Hubbard's appeals to families, students, locals, and tourists seeking a nostalgic yet high-quality British dining experience—combining value-driven choices with the comfort of a beloved tradition.

Regular Diners

- ✓ Families & Children
- ✓ Adults
- ✓ Students & Teenagers

Price Positioning

- ✓ Price-sensitive Customers
- ✓ Quality-focused Customers

Demographics

- ✓ Local Residents
- ✓ Tourists
- ✓ Neighbourhood Communities

Interests

- ✓ Foodies appreciating quality
- ✓ Those who enjoy nostalgic dining experience





The Concept

Ambiance, Outlet

Step into Mother Hubbard's, and you're welcomed by a lively buzz and the delightful scent of fresh fish & chips. The combination of traditional charm and a contemporary flair creates an environment that feels both nostalgic and vibrant.



Hot & Spicy Fish Sandwich



Fish Bites



Special Fish & Chips



Salt & Pepper Wings



Crispy Chicken Strips



Fiery Fish Wrap



The Concept

Menu

Our fish & chip menu is a delightful mix that caters to every palate. From classic battered Haddock and crispy chips to our fiery fish option, there's something for everyone.

 Mother Hubbard's FISH & CHIPS			Menu		
Fish & Chips FISH & CHIPS £9.95 SUPER JUMBO FISH & CHIPS £20.45 SPECIAL FISH & CHIPS £10.95 FISH BITES & CHIPS £10.45			Butties FISH BUTTY £3.95 FISH CHAZ BUTTY £3.95 SPICY FISH BUTTY £3.95 FISH BUTTY SPECIAL £2.95 SPICY FISH BUTTY SPECIAL £2.95		
Fancy Something New GRILLED FISH & SALAD £8.45 PERI PERI FISH £9.25 SPICY FISH £9.25 PERI PERI WRAP £6.45 SPICY CHICKEN WRAP £6.45			Kids Meals FISH BITES & CHIPS £4.45 CHICKEN NUGGETS & CHIPS £4.45 CHICKEN STRIPS & CHIPS £4.45 ALL KIDS MEALS INCLUDE A DRINK		
Sandwiches CRISPY FISH FILLET £4.75 SPICY CHICKEN £4.75 HOT MASHVILLE £4.75 CRISPY FISH & CHIPS £4.75 SPICY CHICKEN & CHIPS £4.75 HOT MASHVILLE & CHIPS £4.75			Meat/Deals MEAL DEAL 1 £2.49 MEAL DEAL 2 £2.49 1x Fish & Chips, 1 Side, 1 Drink £2.49 Any 2 Sandwiches, with Chips, 1 Drink £2.49		
Sides CHERRY SAUCE £1.25 MUSHY PEAS £1.25 CRISPY SAUCE £1.25 BEANS £1.25 SPECIAL CHERRY SAUCE £1.25 SEA CAKE £1.25			Desserts JAM ROLY POLY £3.95 APPLE CRUMBLE £3.95 CORNFLAKE TART £3.95 JAM COCONUT SPONGE £3.95 CHOCOLATE FUDGE CAKE £3.95 STICKY TOFFEE PUDDING £3.95		
Specials CHICKEN NUGGETS (8) £4.75 CHICKEN STRIPS (6) £4.75 HOT WINGS (8) £4.75 SCALLOPS £12.95 FISH CAKE £2.95 SAUSAGE £2.45 BATTERED SAUSAGE £2.95 WINGS OF POWER, BURGERS & CHIPS ARE FOR ALL VEGETARIANS PLEASE			Saver Menu ONLY £2.49 JALAPENO CHICKEN BITES £2.49 PERI PERI CHICKEN £2.49 CHICKEN BITES £2.49 CHICKEN STRIPS (4) £2.49 CHICKEN WINGS (4) £2.49 CHICKEN NUGGETS (8) £2.49 CHICKEN STRIPS (6) £2.49 CHICKEN WINGS (8) £2.49 CHICKEN NUGGETS (10) £2.49 CHICKEN STRIPS (12) £2.49 CHICKEN WINGS (12) £2.49 CHICKEN NUGGETS (15) £2.49 CHICKEN STRIPS (18) £2.49 CHICKEN WINGS (18) £2.49 CHICKEN NUGGETS (20) £2.49 CHICKEN STRIPS (24) £2.49 CHICKEN WINGS (24) £2.49		
Classics REGULAR FISH £8.75 SPECIAL FISH (LARGE) £9.95 SUPER JUMBO FISH (XXXL) £16.75 CHIPS £2.95 FISH BITES (6) £5.95 SCAMPI £6.45			Dynamic Dipped DYNAMIC FISH £10.45 DYNAMIC FISH SANDWICH £10.45 DYNAMIC CHICKEN SANDWICH £10.45 DYNAMIC FISH & CHIPS £10.45 DYNAMIC FISH SANDWICH & CHIPS £10.45 DYNAMIC CHICKEN SANDWICH & CHIPS £10.45 DYNAMIC FISH SANDWICH & CHIPS £10.45 DYNAMIC CHICKEN SANDWICH & CHIPS £10.45 DYNAMIC FISH SANDWICH & CHIPS £10.45 DYNAMIC CHICKEN SANDWICH & CHIPS £10.45		
Pies & Pasties STEAK PIE £3.45 CHICKEN & MUSHROOM PIE £3.45 MEAT & POTATO PIE £3.45 BEEF & ONION PIE £3.45 CHEESE & ONION PIE £3.45 KEEMA PASTY £3.45 PERI PERI PASTY £3.45			Ticket Potato ANY 2 TOPPINGS* FROM £6.75 BEANS • TUNA MAYO • COLESLAW • CHEESE SPICY CHICKEN • CHILLI CON CARNE MUSHY PEAS • BERRY FISH • GRAVY RUPID ONE • BATTERED SAUSAGE & A SIDE TOPPING		

Bespoke Packaging

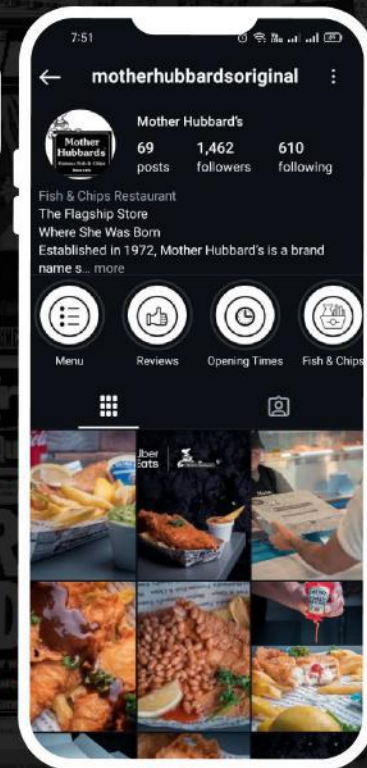
Our bespoke packaging elevates our business's image by creating a unique, high-quality feel that standard packaging can't match, signaling luxury and attention to detail.



Marketing Footprints

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Mother Hubbard's *Star Opening*



Fresh Off the Press

Newham Recorder NEWS THINGS TO DO SPORT LIVES

Scope | Disability forum

Newham Recorder > News > Business

Chippie Mother Hubbard's opening first London branch in Newham

Jon King

Published: 1:21 PM September 30, 2021



Sun Menu



News > UK News

CHEAP AS CHIPS Mile-long queue form for fish and chips costing just 45p – with some queuing from 9am

Liam Coleman

2116, 6 Oct 2021 | Updated: 2116, 6 Oct 2021

Share

Star SPACED OUT FOOTBALL NEWS SHOWBIZ TV SPORT

REAL LIFE

Chippy causes chaos by selling fish and chips for 45p as punters queue for hours

One chippy caused carriage over the weekend as it offered fish and chips for just 45p. Mother Hubbard's offered the cut-price food as a nod to the price of the dish when the business' first shop opened back in 1972.

SHARE

BY SAMANTHA BARTLETT

19:34, 13 SEP 2021



BirminghamLive NEWS IN YOUR AREA BLACK COUNTRY VILLA BIRMINGHAM

BLACK COUNTRY

'Massive three-mile queues since 9am' as Mother Hubbard's opens in Walsall with 45p chips

Almost 50 years after opening in Bradford, Mother Hubbard's Yorkshire fish and chip shop is expanding into several Midlands locations

SHARE

BY OPRAH FLASH

10:54, 5 SEP 2021 | Updated: 14:46, 5 SEP 2021



FEEDTHELION

Trending News >

London's The Great Chain 'free-cycling' for all budgets - Rensae

New Openings

3rd Sep '21

Mother Hubbard's London debut with 45p fish & chips offer

HALAL STATUS Fully Halal ("HMC approved")



Credit: Mother Hubbard's

An established fish and chips brand that's been serving

The Bolton News News Sport Wanderers What's On

News

20th September

Mother Hubbard's famous fish & chips comes to Bolton

By Aina Nadoom | @AinaNadoom



Mirror



Hungry customers queued for hours outside Mother Hubbard's in Bolton to get their hands on 45p meals (Image: Adam Vaughan)

NEWS FOOTBALL CELEBS

Chaos as huge queues fill streets after takeaway offers fish and chips for just 45p

There was mayhem outside Mother Hubbard's latest fish and chip shop in Bolton as the takeaway marked the grand opening on Saturday with a full supper for 45p

By Damon Wilkinson & Ryan Merrifield, Reporter

11:21, 20 Sep 2021

COMMENTS

News

Chippy that has punters queuing for hours down street opens up in Salford

Mother Hubbard's Chip Shop has opened a branch at Salford Shopping Centre

SHARE

BY PAIGE OLDFIELD

08:34, 21 SEP 2021

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BirminghamLive NEWS IN YOUR AREA BLACK COUNTRY VILLA BIRMINGHAM

BLACK COUNTRY OPINION

We tried Mother Hubbard's famous fish and chips that sparked 'three-mile queues'

Screens show swimming fishes on the ceiling and menu board

SHARE

BY JAMIE BRASSINGTON

03:18, 15 SEP 2021



Jam Coconut Sponge



Cornflake Tart



Sticky Toffee Pudding



Jam Roly Poly





Why Mother Hubbard's *Franchise*

Becoming a franchise partner with Mother Hubbard's means joining a legacy of excellence backed by a proven, growing business model. Here's why it's a smart investment:

- ✓ 50+ Years of Strong Brand Reputation
- ✓ Authentic, High-Quality Product with Loyal Following
- ✓ Streamlined Operating Model for Easy Management
- ✓ Strong Community Ties & Nostalgic Appeal
- ✓ Full Franchise Support & Training



Join The *Legacy*

Joining Mother Hubbard's means becoming part of a brand with a rich history built on trust, quality, and loyal customers. With years of success and big plans for growth, this is your chance to be part of something special.

Spreading the authentic taste of British fish and chips across the globe.

Franchise

Setup Cost

Mad about Fish & Chips - Be a part of a Great British Tradition with a Mother Hubbard's Franchise. Yorkshire Famous for our Fish & Chips, at Mother Hubbard's we're proud to be Britain's Longest established restaurant chain.



FRANCHISE FEE
£25K



MOTHER HUBBARD'S
EXPRESS
£120K - £150K



MOTHER HUBBARD'S
STORE
£150K - £170K



MOTHER HUBBARD'S
FLAGSHIP STORE
£170K - £200K



ROYALTY FEE
TBC



BUSINESS TYPE
FRANCHISE



EXPECTED REVENUE
AFTER 2 YEARS
N/A

Next Steps

1. Contact The Mother Hubbard's Franchise Team
2. Discuss And Agree Potential Territory To Research.
3. Secure The Territory With a Franchise Agreement & Franchise Fee.
4. Secure A Site For Your Mother Hubbard's Fish And Chips Shop.



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