



News release

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Shortlist announced for 'From Field to Frier' award in National Fish & Chip Awards2013

The shortlist for the new From Field to Frier Award in the National Fish & Chip Awards 2013, organised by Seafish, the authority on seafood, has been announced.

Frankies Fish & Chips in Brae, Shetland, Superfish in Ashtead, Surrey and The Boundary in Market Deeping, Lincolnshire will be up against each other at the evening awards ceremony in London at the prestigious Lancaster London hotel on 24 January 2013.

Sponsored by Isle of Ely Produce, the From Field to Frier Award recognises businesses for their excellence in potato knowledge, sourcing and storage, and their attention to detail and skill in producing quality chips.

2013 marks the awards 25th anniversary, promising to make the awards ceremony event even more special and the judging team for this particular award category determined to find a worthy winner to scoop the coveted title.

John Boutwood, MD of Isle of Ely Produce said: "Our purpose is very much to be at the heart of our business communities and to champion their aspirations and to support them - that's exactly what these awards are about and as such it's an extremely good fit.

"We look forward to crowning our winner in 2013 and using the awards as a catalyst to launch some exciting new initiatives too."

Nikki Hawkins, foodservice and events manager at Seafish said: "The battle to walk away with this new award is extremely fierce which demonstrates the incredibly high standard of entrants we have and the quality of the shops vying for the award. It really will be a tough competition to determine the winner of this inaugural award category."

The National Fish & Chip Awards recognise the best in the UK fish frying industry. Organised by Seafish, the authority on seafood, Seafish supports the UK seafood industry for a sustainable, profitable future.

Ends

- Interviews and photography with the competition judges or the shortlisted finalists can be arranged by 3x1 Public Relations. Please contact Alana/Ewan on 0141 221 0707.
- The award is sponsored by Isle of Ely Produce <http://www.isleofely.co.uk/>.
- Confirmed sponsors of the National Fish & Chip Awards 2013 Independent Takeaway category includes – B D Signs, Friars Pride, Henry Colbeck, Norwegian Seafood Council, V A Whitley, AAK, Henry Jones.
- Awards Sponsors and Supporters:- Blakemans, Drywite, Easy Liners, FASFA, Frymax, Goldensheaf, Marine Stewardship Council, Henry Jones, KingFrost, Highland Spring, KFE The KFE School of Frying Excellence, Larrys Traditional Fishcakes & Savouries, Middleton Food Products, National Federation of Fish Friers, NEODA, Triple F Chips, Unique Seafood Ltd, and Vandemoortel P100
- Seafish, the authority on seafood, was founded in 1981 by an act of parliament and supports the UK seafood industry for a sustainable, profitable future. Our services range from research and development, economic consulting, market research and training and accreditation through to account management and legislative advice for the seafood industry. www.seafish.org

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