



Press release

Top ten chippies sign up to Hugh's Mackerel Mission

The top ten fish and chip shops in the UK have committed to challenging their customers' tastebuds by signing up to Hugh Fearnley-Whittingstall's Mackerel Mission, thanks to coordination by Seafish, the authority on seafood.

The ten regional winners of the recently-awarded National Fish & Chip Awards 2011, organised by Seafish, including the country's top shop (Fish and Chips at 149 in Bridlington, East Yorkshire), are now all serving mackerel on their menu. The aim is to highlight this sustainable and local source of oil-rich fish that can be introduced to the fish and chip shop trade.

Seafish Chief Executive, Dr Paul Williams, says he is delighted that all ten shops have so quickly got onboard the FishFight Mackerel Mission.

"These businesses are a credit to the industry – they are open-minded and flexible enough to offer their customers a new option that utilises this oil-rich and plentiful species. Britons are conservative in their seafood choices, despite the wide range of sustainable species we have available from around our coastline, so any attempts to highlight what a wealth of seafood we have on offer should be commended," he said.

"For those that want to stick with their old favourites, they can be reassured that the cod and haddock served in UK fish and chip shops is sourced from sustainable fishing grounds, many of which are Marine Stewardship Council accredited."

Champion of the Mackerel Mission, River Cottage chef Tim Maddams, has also congratulated the top ten shops.

"Fantastic news! The fact that these chippies are onboard is a massive coup and I find it hard to believe that the rest of the industry won't follow suit. Mackerel is an incredibly sustainable option

that is also healthy and a great money spinner too. I'm thrilled that the cream of the UK's fish and chip shops have recognised this. Thanks to each and every one of them."

The National Fish & Chip Awards serves as a showcase for excellence within the industry, which is constantly evolving to meet consumer demands. The awards focus not only on taste but also recognise sustainability issues, species choice, staff training and development, promotional excellence, quality standards and innovation. The next Awards will be held in January 2012 and entries open from Spring 2011.

Independent Takeaway Fish and Chip of the Year Award 2011 – Top Ten Shops:

National Winner:	Matthew Silk and Tracy Poskitt Fish and Chips at 149 149 Marton Road Bridlington East Yorkshire, YO16 7DJ
2nd Place:	Robert and Louise Peck Peck Ish Fish and Chips 8b Victoria Road Camelford Cornwall, PL32 9TH
3rd Place:	Alastair Horabin Seniors at Marsh Mill 91 Fleetwood Road North Thornton Lancashire, FY5 4AB

Regional Winners (excluding the top three winners above):

Scotland	Dominico (Dom) Grilli Doms Chip Shop 69 Main Street Thornton Fife, KY1 4AQ
Wales	Huw Jones Finnegan's Fish Bar Unit 6 Gentle Way Broadlands

	Bridgend Mid Glamorgan, CF31 5EJ
Northern Ireland	Alan Hanna Pit Stop Fast Food & Bistro 26 Bridge Street Kikeel County Down, BT34 4AD
Midlands	David Blackburn Alfie Grimshaw 94 Priory Road Kenilworth Warwickshire, CV8 1LQ
Eastern England	Blair Butler Seafare at the Boundary 64 High Street Market Deeping Peterborough Lincolnshire, PE6 8EB
London and South East England	John McNeill Scooby Snax 3 Church Road Brightlingsea Essex, CO7 0JE
Central and South England	Andreas Kyriacou Wigmore Fish Restaurant Unit 6 Wigmore Park Centre Luton Bedfordshire, LU2 9XG

Ends

7 February 2011

For further information, please contact:

Lesley Clark, Stephanie Robertson

National Fish & Chip Awards Press Team

Tel: 0131 556 6649

Mob: 07770 886 901 / 07809 665 773

lclark@webershandwick.com / srobertson@webershandwick.com

Notes to editor:

- 1) Seafish, the authority on seafood, was founded in 1981 by an act of parliament and supports the 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.
- 2) For more information on the National Fish & Chip Awards visit www.fishandchipawards.com.
- 3) You can find out more about the Mackerel Mission here: www.fishfight.net/about-mackerel-mission.