

## **News release**

**21 August 2012**

### **Innovative semi-finalists announced in National Fish & Chip Awards 2013**

Ten semi-finalists for the Marketing and Innovation Award category of the National Fish & Chip Awards 2013 have been announced after being judged on their creative marketing strategies and innovative thinking.

Organised by Seafish, the authority on seafood, these awards are designed to celebrate the very best fish and chips businesses Britain has to offer. And these ten semi-finalists are no exception.

The top ten include: Holly Tree Fish & Chips in Blackburn; Quayside in Whitby; Linfords Fish & Chips in Market Deeping, Peterborough; The Boundary in Market Deeping; The Chippy in Antrim; Pantrini's in North Shields; Land & Sea in Polmont, Falkirk; The Ashvale Fish Restaurant in Aberdeen; Barnacles in Great Ayton and Chamberlains Quality Fish & Chips in Oldbury, Birmingham.

All ten semi-finalists will now compete against each other to be whittled down to a final three by early September. The final three will be invited to a glitzy awards ceremony at the Lancaster Hotel in London on 24 January 2013, where the overall winning business will be crowned champion.

2013 marks the awards 25th anniversary ensuring that the occasion will be extra special and the titles even more coveted, with the judging team determined to find a worthy winner.

Nikki Hawkins, foodservice and events manager at Seafish, said: "The UK's fish and chip shops are a national institution and these shortlisted businesses have been recognised for their highly professional attitude to business promotion and the quality of their marketing and innovative thinking, setting a great example across the industry. Best of luck to you all."

**-ENDS-**

## **Notes to editors**

- Interviews and photography are available with the shops – call 3x1 Public Relations on 0141 221 0707 to arrange.

- 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](http://www.seafish.org)
- Sponsors of the 2013 Marketing and Innovation Award are Q Partnership
- 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.
- Other awards sponsors include: Marine Stewardship Council, Carisma Fish, James T Blakeman & Son, Drywite, Goldensheaf, Marine Stewardship Council, Frymax, Middleton Food Products, Unique Seafood Ltd., Caterway, , Isle of Ely Produce.
- Supporters of the awards are FASFA, Highland Spring, National Federation of Fish Friers, NEODA, Triple F Chips, Seafarers UK, Vandemoortele, KFE School of Frying, J Sykes Seafoods, Easy Liners, Russums, Larrys Fishcakes, Sepamatic, Abex and the Responsible Fishing Scheme.

**Prepared by:**

Alison Downs/Pamela McDade

3x1 Public Relations

Glasgow

0141 221 0707

[adowns@3x1.com](mailto:adowns@3x1.com)/[pmcdade@3x1.com](mailto:pmcdade@3x1.com)