



Criteria for Awards

Fish & Chip Shop of the Year Awards

The UK is split into 10 regions divided by county, then each region is split into two areas. There are 137 opportunities to win an award for your shop in this category.

Round one:

Each entry will receive a customer voting pack to encourage your customers to vote for your shop. The top 5 from each area will receive a 'Top 5' certificate and go through to the next round, the mystery shopping stage. (August 09)

Round two:

The top 5 shops in each area will receive a mystery visit from an official judge, one shop from each area will be chosen as the Area Winner winner. (September 09)

Round three:

The two area winners in each region will now be judged yet again by an official judge to determine the Regional Winner. (October 09)

Round four:

The ten regional winning shops will be invited to London in January 2010 to present their businesses to a panel of industry judges who will determine the 1st, 2nd and 3rd place national winners, announced at the awards ceremony luncheon the following day.

Heinz PleazMe Award

Heinz is searching for excellence in customer service. This prestigious accolade rewards those that have gone the extra mile for customers and enhanced their purchasing experience over the past 12 months.

The top three short listed shops will be invited to the London ceremony.

Drywite - Young Fish Frier of the Year Award

This award offers young fish friers the chance to showcase their skills and background knowledge in all aspects of fish frying, plus their ability to run a successful business.

The top five short listed shops will be invited to the London ceremony.
The closing date for entries for this award is 31st July 2009.

James T Blakeman - Staff Training & Development Award

This award provides shops with the opportunity to be recognized for excellence within training and development. The top three short listed shops will receive a visit from an official judge reviewing delivery, development, impact, monitoring, relevance, investment and public relation potential of each shop.

The top three short listed shops will be invited to the London ceremony.

Duncrue Food Processors – Contribution to the Local Community Award

This award recognizes the significant contribution shops can make to their local community. The award will be presented to the shop that has exceeded the expectations of their local community in providing a service send to none.

The top three short listed shops will be invited to the London ceremony.

Unique Seafood's – Multiple Fish & Chip Retailer Award

This new award for 2009 is open to all multiple fish & chip retailers with 6 or more outlets.

Businesses will be judged at a head office level on a several aspects of their business to include: marketing, PR, personnel, general business practices and commercial awareness.

The top three short listed companies will be invited to the London ceremony.

The 'Good Catch' Award

This new award for 2009 is sponsored by the Marine Conservation Society, the Marine Stewardship Council and Seafood Choices Alliance who together come under the banner of 'Good Catch'.

The criteria for this award are based on the sustainability measures practiced by the business, as well as knowledge of the species used, and promotion of traceability.

The top three short listed companies will be invited to the London ceremony.

Responsible Fishing Award

This award is for vessels that encourage and promote best practice within the fishing sector. The winner will be rewarded for continually striving to improve quality and for adopting a customer-focused approach to the fish and chip trade.

Nominations are welcome for this award.

Service to Industry Award

This award is given in recognition of the outstanding contribution by an individual to the Fish & Chip sector over time

Previous winners include: Briar Wilkinson, David Lovell, Tony Rogers, Arthur Parrington and Bill Colbeck

Nominations are welcome for this award.

To receive details or to enter any of the above please contact Dawn Sneddon on 0131 524 8641 or e-mail fish&chips@seafish.co.uk