

**Answers to August 26<sup>th</sup> Seafish webinar questions.**

**1) Q.: From Henrik Cordsen to Everyone: 10:55 AM**

We were wondering that it seems Cod and Haddock are declining quite a lot, but at the same time Fish & Chips seems to be doing well.

**ANSWER:** Despite the fact that cod and haddock sold at Fish & Chips Shops represent more than 40% of all servings and this channel fares better than the others, the decline in other channels is still much higher, especially at Pubs. Here's proof (growth rate Jun-July'20 vs. YA):

	Cod	Haddock	Share
OOH	-65.9%	-69.3%	100%
Pubs	-91.4%	-91.9%	22%
FSR	-55.3%	-34.5%	11%
Travel & Leisure	-74.5%	-67.4%	6%
Workplace/Education	-91.9%	-99.6%	11%
Fish & Chips	-54.9%	-47.3%	42%
QSR Excl. F&C	-28.6%	-71.8%	8%

**2) Q.: From julia.prihodko to Everyone: 10:58 AM**

Is there any data on the performance variance between fresh fillet fish and breaded / battered please, within pubs and FSR?

**ANSWER:** We can look into performance of fried and non-fried fish categories – see below.

**Pubs**

	Q1 2020	Apr-May 2020	2020 June	2020 July	YE July 2020
Non Fried Fish	-24.8%	-97.4%	-87.0%	-91.4%	-29.7%
Fried Fish	1.8%	-99.5%	-98.3%	-87.5%	-35.7%

**Full Service Restaurants**

	Q1 2020	Apr-May 2020	2020 June	2020 July	YE July 2020
Non Fried Fish	-9.3%	-62.1%	-56.4%	-71.7%	-17.8%
Fried Fish	-22.7%	-75.1%	-62.6%	-0.7%	-15.4%