

7 – 14 October
Seafood Week 2016

Free platform
No COST
No CATCH

Media Evaluation

Seafood Week a review of 2016

Introduction

Seafood Week

Seafood Week is an integrated marketing campaign designed to get more people eating more fish more often. The campaign is co-ordinated by Seafish as a flexible platform for businesses and organisations to get involved no matter where they are in the supply chain.

Seafish celebrated Seafood Week for the first time in 9-16 October 2015 since 2007, giving the entire seafood industry the opportunity to promote their work, companies, and brands. This led to a wide range of events and special offers for consumers, as well as extensive national and regional media coverage.

Seafood Week 2016 ran from

Friday 7 October until Friday 14 October 2016. Kicking off the week, on Friday 7 October we will be bringing back Fish Pun Day.

Our key objective of Seafood Week

Get more people buying, tasting and cooking seafood more often

Seafood Week 2016 in a mussel shell

Our tactics for the voyage

- Dedicated campaign creative and free resources to be used by Seafish and industry partners available via <http://images.seafish.org>
- Dedicated website www.seafoodweek.co.uk
- PR and media engagement strategy
- Fully extensive social media calendar and managed conversations
- Content Partnerships
- Media and broadcast programme
- Multi-channel digital advertising programme
- Email marketing campaigns
- Regional events
- Detailed evaluation across analytics, consumer research, industry qualitative and quantitative work.

Our crew

An expert crew of specialist agencies has been assembled to support the Seafish in-house team. Agencies include **Citypress for PR, Carat for Media Buying, Underscore for Design and The Big Partnership for web development.**

Seafood Week 2016 day-by-day

Seafood Week 2016 day by day	Fri 7 October	Sat 8 October	Sun 9 October	Mon 10 October	Tues 11 October	Wed 12 October	Thurs 13 October	Fri 14 October
Fish of the Day	Cod	Mussels	Mackerel	Prawns	Plaice	Sardines	Tuna	Haddock
Inspiration of the day	Fish and Chips	Fish Pie	Kedgeree	Seafood Curry	Fish Fingers	Scampi	Fish Cakes	Fish and Chips

Seafood Week 2016

Major Partnerships

- **Major supermarkets signed up to Seafood Week and implemented it in their own ways.**
Morrisons, Sainsbury's Aldi, The Co-op, Tesco, Iceland and M&S
- **All the major seafood brands on board.**
Young's, Whitby Seafood, Saucy Fish Co and Birds Eye
- **Hilton and Jamie's Italian on board supporting the out of home work**

Web hub seafoodweek.co.uk

- 56,705 Visits and 47,000 Unique Visitors in 8 days
- More than 60 new pages of recipes created.

The screenshot shows the homepage of the Seafood Week website. At the top, there are navigation menus for 'Health', 'How to', 'Recipes', 'Fish Guide', 'Kitchen talk', 'Win', 'Education', and 'Seafood Week'. The main header features the dates '7-14 OCTOBER 2016' and the hashtag '#seafoodweek'. Below this, there is a 'WHAT'S ON' section with a map of the UK and a 'SEE THE MAP' button. The 'FISH OF THE DAY - 8 DAY PLANNER' section displays a grid of fish types: Day One: COD, Day Two: MUSSELS, Day Three: Haddock, Day Four: PRAWNS, Day Five: PLAICE, Day Six: SARDINES, Day Seven: TUNA, and Day Eight: HADDOCK. Below the planner is a 'BE INSPIRED BY SEAFOOD WEEK' section featuring 'DAY SEVEN INSPIRATION: FISHCAKES' with an image of a fishcake. At the bottom, there are sections for 'GET HOOKED', 'DOWNLOAD TOOLKIT', 'SEAFOOD WEEK COMPETITIONS', 'SEAFOOD WEEK SUPPORTERS', and 'FISH FUN DAY'. A 'TWITTER' section is also visible at the very bottom.










The screenshot shows the 'Day One: Cod' page on the Seafood Week website. The top navigation is identical to the homepage. The main header features a large image of a cod dish with a circular overlay that says 'DAY ONE COD'. Below the image, the text reads 'DAY ONE: COD' and 'Oh my Cod - this delicious white fish is our fish of the day!'. A paragraph follows: 'Cod's mild flavour means it works brilliantly in lots of different kinds of dishes. Cod is available in many ways from your supermarket and fishmonger - filleted, fresh, frozen, cook in a bag, there are so many different ways to experiment with this mouth-watering fish, which means there's no excuse not to roll your sleeves up and try several of our Seafood Week recipes!'. There is a 'RECIPES & INFO' button. Below this is a 'DAY ONE INSPIRATION: FISH & CHIPS' section with an image of fish and chips and a 'RECIPES' button. The 'COOK ME: COD' section features an image of a cod dish and a 'RECIPES' button. At the bottom, there are three columns: 'BUY ME' (with a crab icon and a 'READ MORE' button), 'DINE ME' (with a restaurant icon and a 'READ MORE' button), and 'SEAFOOD AVAILABLE HERE' (with a 'READ MORE' button). A 'TWITTER' section at the bottom shows a tweet about Seafood Pasta with a '2 hours ago' timestamp.

Web hub seafoodweek.co.uk

- Dedicated page to support businesses promote their Seafood Week activity
- Seafood Brand Spotlights for: Birds Eye, Young's, Whitby Seafood and Saucy
- Retail Spotlight for: Tesco, Sainsbury's and Jamie's Italian

SEAFOOD WEEK SPOTLIGHTS

Learn more about our Seafood Week Partners and what they have in store for Seafood Week 2016.

 <p>THE SAUCY FISH CO.</p> <p>READ MORE</p>	 <p>MORRISONS</p> <p>READ MORE</p>
 <p>THE CO-OPERATIVE</p> <p>READ MORE</p>	 <p>BIRDS EYE</p> <p>READ MORE</p>
 <p>WHITBY SEAFOODS</p> <p>READ MORE</p>	 <p>YOUNG'S</p> <p>READ MORE</p>
 <p>SAINSBURY'S</p> <p>READ MORE</p>	 <p>JAMIE'S ITALIAN</p> <p>READ MORE</p>
 <p>TESCO</p> <p>READ MORE</p>	



Home | Health | How to | Recipes | Fish Guide | Kitchen talk | Win | Education | Seafood Week

Home / Birds Eye

Seafood week spotlight: Birds Eye

When it comes to fish, Birds Eye is one of the most familiar names and has one of the most famous faces: Captain Birdseye. He's been serving up fish fingers for years, so he really knows his seafood. So when you're eating a delicious fish dish, trust the Captain knows it's a healthy and hearty for you and your family.

New from Birds Eye: Inspirations
Using only the finest ingredients, we created the Inspirations range to help make your midweeks more marvellous.

[Shop now](#)

Be Inspired... by Birds Eye

The Birds Eye range
From world famous Fish Fingers to tasty Thai Inspirations, see the full range of Birds Eye products.

[See the range](#)

More recipes
From hearty Haddock with White Wine Tagliatelle to cheesy Cheesy Fish Fingers and Leek Pie, we've got a recipe to suit any situation.

[View recipes](#)

Home | Health | How to | Recipes | Fish Guide | Kitchen talk | Win | Education | Sea

Home / Jamie's Italian

Jamie's ITALIAN

Spotlight on... Jamie's Italian

At Jamie's Italian we're all about supporting sustainable fishing and protecting our seas - that's why we follow the seasons, carefully select super-fresh, sustainable seafood, talk to our suppliers every day and buy daily-changing markets. Most importantly, we'll never buy wild fish that's not traceable to a responsible source, from our MCS-approved list.



Daily specials at Jamie's

These specials will be available in all our Jamie's Italian UK locations (excluding Gallicok & Threadneedle Street)

Friday 7th Ost, clams & Mushrooms	Saturday 8th Mussel Linguine	Sunday 9th Butterfied Mackerel	Monday 10th King Prawns & Courgette
Tuesday 11th Baked Plaice	Wednesday 12th Gardies with Caponata	Thursday 13th Tuna Fusilli	Friday 14th Haddock & Chick

383 business locations on the Seafood Week Map

WHAT'S ON IN SEAFOOD WEEK

Seafood Week supporters and promotions are all over the UK! Take a look at our handy map below to see what's happening in your area, and if you'd like to be featured on our map then [get in touch!](#)

FIND WHAT'S ON IN YOUR AREA

Map Satellite

Google

Map data ©2015 GeoBasis-DE/BKG (©2009) Google, Inst. Geogr. Nacional, Maps GISrael, ORION-ME Terms of Use

FIND MORE SEAFOOD EVENTS AND RESTAURANTS NEAR YOU

Net of Social Reach #seafoodweek

84 million (up 56%) impressions achieved in 8 days

- Full conversational calendar and heavy engagement with consumers and industry, talking about seafood and encouraging purchase.

Edinburgh Trends · Change

- #Mafia3
Promoted by Mafia Game
- #WeAreScotland
8,842 Tweets
- #WorldSmileDay
@diesellisle, @thefishmish and 4 more are Tweeting about this
- #digiscot
- #seafoodweek
@KiltedLobster, @LochFyneUK and 50 more are Tweeting about this
- #FridayFeeling
@diesellisle, @NewlynFishing and 12 more are Tweeting about this

Tony Blair
10.1K Tweets

Hampden

Mrs Danvers

Phil Jagielka
4,299 Tweets

Tweet

 **EatLikeULoveYourself**
@EatLikeULoveU

Great ideas for #seafoodweek
eatlikeyouloveyourself.blogspot.co.uk/2016/10/great-... #recipe @fishisthedish #food



Reply to EatLikeULoveYourself

3 3G 16:14 87%

#seafoodweek Filters

Top Latest People Photos Vic

Like Comment Share

 **Edinburgh Castle**
Friday at 12:03 ·

Have you seen this fish-tastic representation of the castle from Sea Fish UK?
#seafoodweek ow.ly/thZS304WWpH



73 2 Comments 2 Share

Dylan's
7 October at 17:59 ·

#Seafood is going down a treat already this week, Dyl's Menai Mussels are a firm favourite! #SeafoodWeek


We have a colouring competition on in both restaurants over this week - make sure you get a sheet and leave it with the staff!



Like Comment Share

Young's
3 hrs ·

What are you eating on day two of Seafood Week? Visit our website and see if you can guess the fish in our dish for some delicious dinner inspiration!



Click here to see if you can guess the fish in our dish!
youngsseafood.co.uk


23 1 Comment 2 Shares

Like Comment Share

Edinburgh Gin
70 reactions, 2 comments

Edinburgh Gin
4 hrs ·

a glass to Seafood Week 2016 - ur Seaside Gin martini paired with Isle scallops created by Chef Restaurant reenaway at our Seafood from d event last year.



Comment Share

Write a comment... Post

Social Reach #fishpunday

- 14.6 million impressions (uplift 27%)
- 630 users (uplift 16%)

Most Influential

MARKS & SPENCER

Sainsbury's



Lifeboats



Iceland



Fish is the Dish @fishisthedish · Oct 7
Do you have the clam-ina @AldiUK to hake us on in a pun-off?! 🐟🦑
#fishpunday #seafoodweek

Aldi Stores UK @AldiUK · Oct 7
@fishisthedish For Cods Hake, Clam down @fishisthedish, we're not Anemomes! But Whale take part for the Halibut... #fishpunday

Fish is the Dish @fishisthedish · Oct 7
@AldiUK Try and put your heart and sole into it. #fishpunday is a piece of hake!



Aldi Stores UK @AldiUK · Oct 7
@fishisthedish Your puns are Cray Cray! but this scampi happening! Whale dolphintely win... #fishpunday

Fish is the Dish @fishisthedish · Oct 7
@AldiUK Are you squidding?? we've been waiting the longous-time for your puns... #fishpunday

M&S M&S @marksandspencer
@fishisthedish Are you having lunch at our 'plaiice' or yours? To be fair, you 'cod-dn't' do better than 'mussels'... ;)

Loch Fyne UK @LochFyneUK
@fishisthedish @AldiUK @SainsburysMag I'm not sure they're herring us, we're sharked they're knot getting finvolved.#fishpunday #seafoodweek

Iceland Foods @IcelandFoods
Any fin is possible with fish puns on this scale, this is whale good. No way we're gonna run troutor these. #FishPunDay 🐟 #SeafoodWeek

ASOS Here to Help @ASOS_HeretoHelp
@fishisthedish We've got the mussels to reel you in all day, don't be clown-fishing around, we've caught you in the net.

Content – hooking in consumers

- 6 email campaigns sent to encourage eating more fish, partner promotion and recipe ideas.
- 26% open rate, 42% click rate



Enter our competition for a chance to win £500 of shopping vouchers to celebrate Seafood Week

WIN £500 SHOPPING VOUCHERS

Welcome to Seafood Week!
Seafood Week doesn't officially start until Friday, but we're giving our special fish fans an early invitation to find out more about our eight-day celebration and enter our fab new competition to win £500 of shopping vouchers!

[Click here to enter](#)



Buy Me, Cook Me, Dine Me!
We are here to help people get more seafood into their diets. Visit our main Seafood Week webpage and we'll take you through eight different seafood species and give you our recipe of the day. You can also find out what's happening in your area by searching our Seafood Week map.

[Find out more](#)



Join us for Fish Pun Day!
What better way to start the weekend than with some light-hearted fun? And as everyone loves a pun, on Friday 7th October, we're having the second ever fish pun day on Twitter.
We're really excited to have the opportunity to catch the UK's attention on Friday. Don't be koi - get on board at @fishthedish and search for the hashtag #fishpunday.

[Find out more](#)



Birds Eye fish fingers deal at Tesco!
Each and every Birds Eye fish finger is irresistibly tasty and full of goodness. They combine the finest cod fish fillet with our delicious light and crispy golden breadcrumb to give you happy teatimes, and, from the 4th of October through to the 24th, you can get 12 cod fish fingers for only £2.00 at Tesco. Buy now while stocks last.

[Find out more](#)

A Fish Fusion



Seafood curries are the perfect way to celebrate both Seafood Week and National Curry Week.

Seafood is often overlooked for curries so we have pulled together our favourite dishes for you to delve into.

[Find out more](#)



Perfect Plaice
It's Day Five of Seafood Week and we're talking about plaice.
Find out why we think plaice is the perfect fish for you to try at home.

[Find out more](#)



Buy Me, Cook Me, Dine Me.
We're here to help people get more seafood into their diets; visit our Seafood Week section of the website where you can find out more about our featured species and be inspired by some mouth-watering recipes.

[Find out more](#)

WIN £500 SHOPPING VOUCHERS



Seafood Week giveaways
During Seafood Week we're giving you the chance to win £500 of shopping vouchers, a signed copy of Mark Greenaway's Perceptions, a Fish is the Dish tote bag as well as daily Twitter giveaways!

[Click here to enter](#)

Last chance to enter



It's the final day of Seafood Week and your last chance to enter our competitions!

Be in with the chance to win £500 of shopping vouchers, a signed copy of Mark Greenaway's Perceptions and a Fish is the Dish tote bag!

[Click here to enter](#)



Heavenly Haddock
It's Day Eight and our final day of Seafood Week and we're talking about haddock.
Battered, breaded, baked, fried or in a pie - there's not much that this fish can't do!

[Find out more](#)



The Nation's Favourite
Fish & Chips are a British classic but with one of our recipes you can whip up your own at home in no time at all!

[Find out more](#)



RNLI Fish Supper
Today is the start of RNLI's Fish Supper - an annual fundraising event that encourages us to come together to enjoy a fish-themed meal, whilst raising money for charity that saves lives at sea.

Whether it's a fish finger sandwich, a chippy tea or lobster thermidore, it couldn't be easier to take part!

[Find out more](#)

Trade Coverage

30 pieces of trade coverage secured (print and online)

Total Reach: 3,553,289

- Coverage highlights include: Fish Update, The Caterer, The Fish Site and Undercurrent News.



June 06, 2016

UK Seafood Week worth up to GBP 18 million to industry



September 7th, 2016

Tesco, Birds Eye, Hilton back Seafish's Seafood Week

Campaign run by UK industry body Seafish aims to get more people eating more fish more often.



September 12, 2016

Household brands sign up to Seafood Week



03 June 2016

Seafood Week Worth Up to £18 Million to the Industry

UK - Seafood Week has announced its return for 2016 and, with 125 days to go (3 June), reveals that last year's campaign was estimated be worth an incredible £18 million to the industry.



Major brands back Seafood Week



Tesco, Birds Eye, Hilton back Seafood Week campaign

Three major players in seafood have signed up to support Seafood Week, the annual consumer campaign run by UK industry body Seafish to get more people eating more fish more often.



Seafood Week starts on Fishy Friday: Join in as we celebrate the town's proud export



STAR TURN: Mark Greenaway, the Young's game and some of the dishes your Grimsby Telegraph will bring you during Seafood Week.

Quirky Consumer Media Coverage for Aquatic art

Six pieces of UK national and Scottish national coverage secured (print and online)

Total Reach:
35,540,236

Coverage highlights include Express Online, reaching more than 33,000,000 monthly unique users.



Oct 6, 2016

Iconic landmarks fishing for compliments

SOME of the UK's most-famous landmarks have been recreated using varieties of fish to celebrate national Seafood Week.



UK's landmarks have been re-imagined using a diverse range of fish to celebrate Seafood Week

Holy mackerel! It's a Forth Fish Bridge

By Richard Elias

SOME of the UK's most famous landmarks have been recreated using fish to celebrate national Seafood Week, from a Forth Bridge turned into the Fish Bridge to an Edinburgh Castle made out of fish fingers.

The promotion is now in its second year and mackerel, mussels and sprats are among the seafood used by the creators of the incredible images.

The White Cliffs of Dover Sole and the Giant's Causeway are another two "places" highlighted in the campaign.

Landmarks

Heather Middleton from SeaFish – the UK industry authority on seafood – said: "We're so impressed with our fish-inspired landmarks.

"Seafood Week is all about having fun and enjoying more seafood, more often, and we hope people across the country will love our aquatic art as much as we do."

She added: "If our fish-tastic works of art get your tummy rumbling, make sure to check out scrumptious recipes you can create at home by visiting Fish is the Dish online."

Edinburgh Castle has been recreated with fish fingers and mackerel, while sea bream spans the Forth



7 OCT 2016

Edinburgh castle and the Forth Road Bridge made from fish in surreal art to mark Seafood Week

TAKE a look at these bizarre and surreal landmarks recreated from fish, to mark Seafood Week.



Fish Road Bridge created by using whole sea bream, with carrot pillars and fresh mussels



SEA FOOD SHORE IS TASTY

CAPITAL CRUMBS: Edinburgh Castle was created using fish fingers and, below, the Forth Bridge is reimagined using Sea Bream

Media for Fishermen's top tips

27 pieces of UK regional coverage secured (print and online)

Total Reach: 2,062,513

- Coverage highlights include: The Press & Journal, Sunderland Echo, Scotsman Food and Drink and East Anglian Daily Times.

SCOTSMANFOODXDRINK

October 10, 2016

Industry experts give their tips on buying, preparing and eating seafood

1. Try a new way of cooking - Calum Richardson

(Chef and owner of The Bay Fish and Chip shop in Stonehaven, has been in the seafood industry for 19 years.)



Calum says: "Grilling fish is the most popular cooking method, as it is easy and seals in the flavour. Baking or poaching also keeps your fish moist and tender and are equally as easy – they can be healthier too."

"Personally, I like to do something different and would recommend barbecuing a whole fish."

2. Think like a fishmonger - Crawford Ewing

(Ewing's is the oldest fishmonger in Ireland. It was established in 1911 and has been supplying the people of Belfast with the finest seafood for over 100 years.)

The Press and Journal

FAST fish facts

Calum Richardson, chef and owner of The Bay Fish & Chip shop in Stonehaven, knows a thing or two about seafood

Seafood Week is celebrated this month and we've asked Calum Richardson, who is passionate about all things seafood, to share his secrets when it comes to buying, preparing and eating seafood.

To encourage you to try new species and inspire more aquatic action in the kitchen, Calum, who has been in the

cooking...

Grilling fish is the most popular cooking method, as it is easy and seals in the flavour. Baking or poaching also keeps your fish moist and tender and are equally as easy – they can be healthier, too.

Personally, I like to do something different and would recommend barbecuing a whole

EAST ANGLIAN DAILY TIMES

Celebrate Seafood Week

Seafood Week is back on the menu this autumn (until October 14) and we've asked **Harry Simper**, winner of Fishing News Awards Young Fisherman of the Year, who is passionate about all things seafood, to share his secrets to buying, preparing and eating seafood

Sunderland Echo

12 October 2016

Seafood Week: Top five fish tips to celebrate



How will you mark Seafood Week?

In a week where the nation celebrates all things seafood, we've got some top tips to ensure you take full advantage.

Seafood Week 2016 runs from October 7 until October 14 - and a local fishmonger has taken time out to divulge some of his secrets on how to get the best from your seafood.



■ Fisherman Harry Simper.

Fish food bank Media

Six pieces of UK coverage secured (print and online)

Total Reach: 288,435

- Teamed up with UK anti-poverty charity, The Trussell Trust, to increase donations of tinned seafood to foodbanks in eight regions of the UK.



07/10/2016

Edinburgh foodbanks to receive donation boost for Seafood Week



Trussell Trust, the UK anti-poverty charity which runs a network of over 420 foodbanks, has partnered with Seafish, the UK industry authority on seafood, to call for donations of tinned seafood to local foodbanks as part of Seafood Week 2016 (7-14 October).



10 October 2016

Foodbank appeals for tinned fish for Seafood Week 2016



The people of Eastbourne are being asked to donate seafood to the town's Foodbank as part of Seafood Week 2016.



Tinned fish donations needed for Vale foodbanks



ANTI-POVERTY charity, the Trussell Trust is calling for donations of tinned seafood for its Vale foodbanks.



Foodbank appeals for tinned fish for Seafood Week 2016

Fish to help charity provide nutritionally balanced parcels

Foodbanks in their local area. Firstly, people in Eastbourne are being encouraged to donate tinned seafood, such as tuna and mackerel, alongside other the perfect all rounder, its cheap, tasty, easy to keep in the cupboard and most importantly, it's packed full of



Fishing for foodbank aid

PEOPLE in Hammersmith and Fulham are being urged to donate tinned fish to their local food bank as part of a nationwide drive to tackle poverty – and promote a healthy diet.

Fish and gin hamper drops

Eight pieces of UK coverage secured (print, online and broadcast)

Total Reach: 2,385,190

- 15 fish and gin hampers created for journalists showing how fish and gin can be best paired together.

THE  TIMES

DINNER TONIGHT

Lindsey Bareham's smoked haddock, curry sauce and poached egg



The assertive flavour and dense texture of naturally smoked haddock goes particularly well with soft-poached eggs and curry sauce. Gets both, a simple supper inspired by British Egg Week and Seafood Week (fishisthedish.co.uk/seafoodweek). The lightly curried sauce is made with the milky liquid that poaches the fish, lovely with green beans and/or boiled new potatoes.

BBC
RADIO



ULSTER

Essentially Catering Magazine



Lindsey Bareham's spaghetti with fruits de mer



Lingering at the Marks & Spencer freezer counter as I do, occasionally, I spied bags of fruits de mer, perfect for risotto or seafood lasagne. I bought two. The bags are packed to the gunnels with raw prawns, squid rings and tiny queenie scallops without corals



Marley Spoon partnership

- Targeted Marley Spoon, a recipe box provider that delivers recipes and fresh ingredients to your door.
- Set up SEAFOODWEEK discount code to provide £20 off your first recipe box.



MARLEY SPOON



Marley Spoon

October 14 at 3:45pm · 🌐

Tuck into our classically British family fish pie this #SeafoodWeek! Made with a winning combo of meaty salmon, delicately smoked haddock and subtle cod, get your fill of delicious fish. 🐟

Use code SEAFOODWEEK2 for a special £20 off your first box from Fish is the dish!



Seafood Week | Family Cheddar & Oat Crusted Fish Pie with Lemony Veg

Seafood Week is an annual campaign aimed at getting more people to eat more fish more often. Marley Spoon delivers delicious recipes and fresh ingredients...

MARLEYSPOON.CO.UK

👍 Like 💬 Comment ➦ Share

👍👍👍 314

Top Comments

17 shares



Marley Spoon

October 11 at 8:09pm · 🌐

It's #SeafoodWeek and our fish curry is the quick and healthy dish you need after a long day! 🐟

Use code SEAFOODWEEK 🌐 & enjoy £20 off your first recipe box.



Healthy Goan Fish Curry with Mangetout & Quinoa | Cook With Marley Spoon

Crunchy mangetout, quinoa and a delicious curry, concocted with a combination of coconut milk, Kashmiri masala and tamarind paste – perfect to poach the fish in...

MARLEYSPOON.CO.UK

👍 Like 💬 Comment ➦ Share

👍👍👍 255

Top Comments

23 shares

Sunday Brunch

Sunday Brunch is one of the UK's most popular programmes. The appearance by CJ Jackson on 29th September 2016 for Seafood Week reached over **2.5million** people.



Billingsgate feature for Seafood Week

10 pieces of online coverage secured for Seafood Week

Total Reach: 3,252,780

Online, consumer media placement to inspire consumers. This feature will also support our education work.



Get Confident With Seafood this National Seafood Week

10 October 2016

UK - With National Seafood Week 2016 (7-14 October) well underway, CJ Jackson, a seafood expert from Billingsgate Seafood School, gives her tips on the different varieties of fish and the best ways to cook them.



Brits encouraged to try get out of their fish-c...

Brits Encouraged to Get Out of Their Fish-Comfort Zone & Try More Varieties During Seafood Week

By [newsroom](#) on October 10, 2016 - Comments Off on Brits Encouraged to Get Out of Their Fish-Comfort Zone & Try More Varieties During Seafood Week



Brits encouraged to try get out of their fish-comfort zone



Try more fish this #seafoodweek

7 OCTOBER 2016 NO COMMENT

Whether from a fish and chip shop, a restaurant or at home, have you thought about increasing the amount and variety of seafood and fish in their diet. Research by Seafish to mark the start of Seafood Week shows that while 85% of us eat fish, almost 40% of us only have it once every two weeks at most, while almost 20% only have it once a month.

There are now around 100 varieties of fish and seafood to choose from in the UK, yet a third of us stick to just one or two varieties.

So to help you broaden your fish-horizons, watch our video seafood expert CJ Jackson from Billingsgate Seafood School gives her top tips on what to look out for and how to cook different varieties of fish.



Brits encouraged to try get out of their fish-comfort zone

primary times Get a .com from the world's largest domain provider. Get Going! GoDaddy.com

Home » News » October 2016 » Brits encouraged to try get out of their fish-comfort zone and try more varieties to celebrate Seafood Week

Brits encouraged to try get out of their fish-comfort zone and try more varieties to celebrate Seafood Week

Whether from a fish and chip shop, a restaurant or at home, the nation is being encouraged to increase the amount and variety of seafood and fish in their diet.

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Brits encouraged to try get out of their fish-comfort zone

NEW HALLOWEEN THE CREEPY HOTEL SAT 20ND TO SUN 27TH OCTOBER 2016

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Tweets by @PrimaryTimes Primarytimes.net Celebrate the old release of @Bartie's new tropical adventure & enter our competition prizesnow.incompetitions...

VIDEO: Brits encouraged to try to get out of their fish-comfort zone



Brits encouraged to try get out of their fish-comfort zone

Published: 08:51 Friday 07 October 2016



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Brits encouraged to try get out of their fish-comfort zone

Mums Mag What are you looking for? Keyword to search... SEARCH

Video: Nation encouraged to add more fish to their diet during Seafood Week

on 07/10/2016 - 01:11 pm

Feature (150)



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Brits encouraged to try get out of their fish-comfort zone

RELATED POSTS

Fabric Patterned Easter Egg Wall Stickers from Spin Collective on 23/09/2015 - 03:42 pm

Children turn out in force for new Fun Run Series on 25/06/2015 - 07:12 pm

Liphroaig Live 2015 returns home to the Island of Islay to celebrate 200 years on 24/09/2015 - 10:25 am

What if your partner was using your finances as a weapon against you? on 16/12/2015 - 01:51 pm

Shop for everything, everywhere on 27/01/2016 - 10:22 am

BROWSE BY CATEGORY

- Family Time (35)
- Feature (150)
- Happy Halloween (1)
- KidZone (21)
- Learning Lounge (48)
- Lifestyle (95)
- Local Buzz (27)
- Out & About (22)
- Parents Time Out (64)
- Seawings & Mums (7)
- Spotlight (12)
- TeenZone (42)

2016 Broadcast Bait

49 features and interviews with highlights include Heart Yorkshire (397,000), Metro Radio (307,000), talkRADIO (224,000), Downtown Radio (284,000) and Spectrum Radio (185,000) led to a total reach of **19,698,315**

- Experts for radio
Andy Gray
 - Seafish, Fish and Chips/Seafood
 - CJ Jackson, CEO of Billingsgate Seafood School Radio
- – Juliette Kellow Nutrition



Broadcast Bait

Nigel Barden

- Mentioned Seafood Week twice on the Radio 2 Simon Mayo Drive Time show, also on BBC Radio London with a whopping reach of **7,136,000**



2016 Recipe for PR success

364 pieces of UK coverage secured for Seafood Week

Total Reach: 130,187,760

- Successful national, regional, online and consumer media recipe placement to inspire consumers.

Keep it simple for the tastiest fish dishes

It's Seafood Week so we've asked Fishing News Awards' Young Fisherman of the Year Harry Simper, who is passionate about all things seafood, to share his secrets when it comes to buying, preparing and serving fish



with Charlotte Smith-Jarvis

Twitter: @csmithj84

To help us try new things and inspire more aquatic action in the kitchen, Harry has shared his top fish tips.

Spearheaded by Seafish, the UK industry authority on seafood, Seafood Week 2016 aims to encourage people to buy, cook and taste seafood more often.

2 Simplicity is key
"Seafood doesn't need to be mixed with all sorts of big flavours to be fabulous - it can really speak for itself."

"When preparing fish I usually season with a little smoked salt to bring out the flavours and fry, grill or roast until it looks ready to eat."

Try Dover Sole



HEALTH

CELEB BITES — Karen Clifton

Strictly's Karen, 34—who's partnered with Will Young in the current series—says she's a better chef than her professional dancer hubby Kevin...



Who's the better out of you and Kevin? Poor Karen—but better than her professional dancer hubby Kevin...

What would you cook to impress Kevin?
He loves it when I make him stuffed peppers with mushroom, chorizo and quinoa.
Have you ever had a cooking disaster?
I always burn toast [laughs]. It's ridiculous.



...who makes better toast than Karen!

Strictly Come Saturdays and...

UNDER THE SEA

Fish fans, this week is all about you. Celebrate Seafood Week (October 7-14) by feasting on Young's new Hooked Seafood Kitchen range. Choose between mouth-watering Smoked Salmon Royale, £2.50, and indulgent Atlantic Salmon Roast With Asian Style Crust, £8, for maximum impact with minimum effort. Sounds good to us! Available exclusively at Iceland.



to help those living in Suffolk to try new species and inspire more aquatic action in the kitchen, Harry (from fishmonth) has shared his top five top tips:

1. Support your local fishermen
"One of the easiest ways to ensure that your seafood is of best quality is to buy from your local fishmonger. It's not only supporting your local quality produce, but it's also supporting your fish and fishing industry."
Alternatively, where your fish was caught - this way you'll know you are buying local produce.

2. Simplicity is key
"Seafood doesn't need to be mixed with all sorts of big flavours to be fabulous - it can really speak for itself."
When preparing fish, I usually season with a little smoked salt to bring out the flavours and fry, grill or roast until it looks ready to eat."

3. Be adventurous
"Another one of my Grandpa's favourite old recipes is roasted dover sole with mixed vegetables. Begin by preparing your vegetables in a large dish, gently coating in oil and seasoning. The veg is half way done and then place the dover sole on top. Continue cooking until the fish is ready and trolol!"

4. Quick and easy
"I love fresh fish, it's amazing how much better fish can taste when you eat it within the first day of being caught."
Simply sprinkle a little salt and pepper over a fresh fillet and pop it in a frypan on a skin side down first. Delicious!"

Celebrate Seafood Week

Seafood Week is back on the menu this autumn (until October 14) and we've asked Harry Simper, winner of Fishing News Awards' Young Fisherman of the Year, who is passionate about all things seafood, to share his secrets to buying, preparing and eating seafood

RECIPE: Home made fish fingers

AS PART of Seafood Week your Grimby Telegraph is bringing you a daily recipe.
Preparation: 16-20 mins
Cooking: 16-20 mins
Serves: 4
Ingredients
4 chunky cod fillets
2 tbsp plain flour
2 beaten eggs
200g breadcrumbs
salt and freshly ground black pepper
oil for baking tray
Method
1: Preheat the oven to 200C.
2: Slice the cod into about

four slices, about 1.5cm thick.
3: Season the flour.
4: Coat each piece of fish in flour, then egg, then breadcrumbs, making sure it is evenly coated.
5: Bake in the oven on a lightly oiled baking tray for 15 minutes or until golden, turning once.
Alternative Fish
Coley, haddock, pollock, whiting.
Fancy something else? Visit www.humberbusiness.com for the collection so far, and the stories of the week.



2016 Belfast Loaves and Fishes

18 pieces of coverage secured

- Event attended by 3000 people of all ages with a total PR reach of 871,000
- The Loaves and Fishes event was highly rated by the public with a 97% satisfaction rating on Sunday 9th October and a 91% satisfaction rate on Monday 10th October
- BBC Radio Ulster interview with a reach of 524,000.
- Total print and online reach of **600,000+** all niche to Northern Ireland.
- The Seafood Week event crowned the Student Masterchef from Belfast Met.



The image is a screenshot of the BelfastLive website. At the top, there is a navigation bar with links for 'CONTACT US', 'ABOUT US', 'RSS FEEDS', and 'TERMS OF USE'. The main header features the 'BelfastLive' logo, which is the 'WEBSITE OF THE YEAR'. To the right of the logo is a 'BelfastLive' app icon with the text 'APPS Download our new FREE App!'. Below the header is a menu with categories: 'Most read', 'What's on', 'News', 'Sport', 'Business', 'History', 'Lifestyle', and 'In the Know'. A secondary menu includes 'TRENDING' topics like 'THINGS TO DO BELFAST', 'LIDL COMMUNITY WORKS', 'PROPERTY', and 'CRIME', along with 'Football', 'Crime', 'Nightlife', and 'City Centre'. The main article title is '3. Peninsula Food Showcase: Loaves and Fishes, October 9-10'. The article includes a large image of a seafood dish (grilled fish, mussels, and vegetables) and a group photo of people at the event. The text of the article is partially visible, mentioning the event's location at Ballywalter Park and its purpose to celebrate Seafood Week and Northern Ireland's Year of Food and Drink 2016. It also notes that the event was supported by the Ards and North Down Borough Council and aimed to encourage the public to consume more local seafood and traditional breads. A photo of three student chefs in white uniforms and tall hats is also visible at the bottom right of the article.

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3. Peninsula Food Showcase: Loaves and Fishes, October 9-10



'Loaves and Fishes'

THE Autumn sun shone on the stunningly beautiful Ballywalter Park, ancestral home of Lord and Lady Dunleath, for the first ever 'Loaves and Fishes' event held to celebrate **Seafood Week** and Northern Ireland's Year of Food and Drink 2016.

Supported by Ards and North Down Borough Council, Loaves and Fishes aimed to encourage the public to consume more local seafood and traditional breads.

The inaugural two-day event, (Sunday,

Seafood is one of the foodstuffs that the Ards Peninsula has to offer and local chefs and pro-chefs made local star of the show.

Exciting and creative dishes were served, everything from gurnard to haddock, scallops to John Dory inspired home some seafood and have it themselves. The event crowned the Student Seafood Masterchef which was lifted by Belfast Metropolitan College.



Schools Events

Over 200 school pupils took part in special events for Seafood Week with a reach in local, education and online media of **618,631**

- Special events took place at Billingsgate, Brexham, Cardiff, Liverpool, Portsmouth, Edinburgh, Glasgow, Cleethorpes and Preston.
- Events had local experts, chefs and educators.



College Events

Over **400** college students from England, Scotland, Wales and Northern Ireland took part in events across the country

These events aimed to educate the chefs of tomorrow in how to properly prepare seafood



2016 Outreach Events

Hundreds of people took part in adult educational which included Billingsgate, a supermarket outreach event



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