



News release

6 November 2012

Best Multiple Food Service Outlet Serving Fish and Chips Award – finalist shortlist announced

The finalists of the Best Multiple Foodservice Outlet Serving Fish and Chips Award category in the 2013 National Fish & Chip Awards, organised by Seafish, the authority on seafood, have been announced.

The shortlisted businesses are: Arcadia Group PLC, Greene King PLC and Wm. Morrison PLC.

2013 marks the 25th year of the awards, promising to make the final event even more special and the judging team determined to find a worthy winner to walk away with the coveted title.

Sponsored by Middleton Food Products, the award recognises the best foodservice outlet, group or chain with four or more branches, serving fish and chips and the award excludes traditional fish and chip restaurants and takeaways.

The shortlisted businesses have been judged on a wide variety of criteria relating to their operations, including; product sourcing and food quality, marketing and promotional activity, staff development and training, and overall commercial awareness. Peter Hill, of Middleton Food Products, said: "Having been involved since the very beginning, Middleton Food Products are once again proud to sponsor the Best Foodservice Outlet Serving Fish and Chips Award as part of the 25th anniversary awards. The National Fish & Chip Awards are a superb way of celebrating the very best of our industry and Middleton Food Products believe that encouraging and supporting all sectors producing our national dish can only help to better promote and publicise the product.

"We have seen that healthy competition really helps to raise standards and that all the entrants in this award have shown skill and enthusiasm to produce an excellent product for their customers. We congratulate all the finalists in this award and all the other categories, and look forward to a successful year for fish and chips."

A Wm. Morrison's spokesperson said: "Our recipe for success is very simple; great ingredients, hand battered fish that is cooked to order, producing a hearty meal that offers unbeatable value to the customer."

A Greene King spokesperson said: “We are very excited that the Premium Locals segment of our business has been shortlisted as one of the best multiple foodservice outlets as part of the 2013 National Fish & Chips Awards.

“Greene King prides itself on offering customers excellent value, service and quality, and for the judging panel to recognise this in our classic British dish of fish and chips, is fantastic.”

An Arcadia Group spokesperson said: “We are delighted to have made it through to this stage in the competition. The award serves to highlight the hard work and dedication of our staff. Hopefully we can go for gold this year.”

The National Fish & Chip Awards are extra special this year as they celebrate 25 years of recognising the best in the fish frying industry. Organised by Seafish, the authority on seafood, Seafish supports the UK seafood industry for a sustainable and profitable future.

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Notes to Editors:

- Interviews and photography with the competition judges or shortlisted shops can be arranged. Please contact Alana/Ewan at 3x1 Public Relations 0141 221 0707.
- This award category is sponsored by Middleton Food Products.
- Confirmed sponsors of the National Fish & Chip Awards 2013 Independent Takeaway Fish and Chip Shop of the Year Award category includes – B D Signs, Friars Pride, Henry Colbeck, Norwegian Seafood Council, V A Whitley, AAK, Henry Jones, JFK, Kingfrost.
- Other award sponsors include: Marine Stewardship Council, Carisma Fish, James T Blakeman & Son, Drywite, Frymax, Q Partnership, Isle of Ely Produce, Unique Seafood Ltd., Caterway, Goldensheaf and Amanda Seafoods.
- 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.
- 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

Issued by:

Alana Irwin / Ewan MacGill

3x1 Public Relations

0141 221 0707

airwin@3x1.com / emacgill@3x1.com