



**News release
21 November 2012**

Shortlist for Sustainability Award announced as part of National Fish & Chip Awards 2013

The shortlist for the Good Catch Award has been announced as part of the National Fish & Chip Awards 2013, organised by Seafish, the authority on seafood.

The Bay Fish & Chips in Stonehaven, Aberdeenshire; Frankie's Fish and Chips in Brae, Shetland and RockFish Seafood & Chips in Dartmouth, Devon will all be invited to the awards ceremony in the race to be awarded the Good Catch Award on 24 January 2013 at the prestigious Lancaster London hotel in London.

As a result of the incredibly high standards of entrants, Olley's Fish Experience in London and Richardson's Fish Bar in Lancashire have been 'highly commended' by the judges for their commitment to the sustainable fishing message.

Due to concerns with overfishing and questions raised regarding issues of sustainability, where and how fish and chip shops source their fish from has never been so important. Each year, the Good Catch Award honours those in the fish and chip industry who have made a conscious effort to change the way in which they responsibly source their core product and in doing so, help protect the industry for the future.

The Good Catch award is sponsored by Good Catch, of which Marine Stewardship Council (MSC) is part of. Helen Tiwari, MSC UK Commercial Manager (Foodservice) said: "This year the standard of entrants for the Good Catch Award were extremely high and very impressive.

"We are delighted that the entrants come from all across the UK - it's great to see that sustainability is taking hold everywhere! The finalists have really gone above and beyond this year and should be recognised as the UK leaders in fish sustainability in the fish and chip industry."

Paul Williams, CEO at competition organisers Seafish, said: "The Good Catch Award is a staple in the National Fish & Chip Awards as we look not only to award those with the greatest tasting fish and chips but also those who work hard to source ethically and responsibly.

"We want to recognise the people who actively maintain and support sustainable fishing practices so future generations can enjoy one of Britain's staple dishes."

This year marks the 25th anniversary of the awards, promising to make the final event even more special and the various award titles more coveted.

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Notes to Editors:

- Interviews and photography with the competition judges or the shortlisted finalists can be arranged by 3x1 Public Relations. Please contact Pamela/Alana on 0141 221 0707.
- The award is sponsored by Good Catch, of which Marine Stewardship Council is part of.
- Other awards sponsors include: Marine Stewardship Council, Carisma Fish, Goldensheaf, Drywite, James T Blakeman & Son, Frymax, Middleton Food Products, Unique Seafood Ltd., Caterway, Q Partnership, 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.
- 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

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