

7 – 14 October
Seafood Week 2016

Free platform
No COST
No CATCH

SEAFOOD
WEEK



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 from 9-16 October 2015 for the first time 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 will run 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>
- Launch with the first ever national Fish Pun Day
- PR and media engagement strategy
- Media and broadcast programme
- Multi-channel digital advertising programme
- Dedicated website www.seafoodweek.co.uk
- Email marketing campaigns
- Fully extensive social media calendar and managed conversations
- Content Partnerships
- 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

Seafish through our Fish is the Dish channels will be promoting the above species on the promotional calendar but brands and companies can tailor their own offer however they wish to best fit their business objectives and customers.

Seafood Week 2016 day by day	Friday 7 October	Saturday 8 October	Sunday 9 October	Monday 10 October	Tuesday 11 October	Wednesday 12 October	Thursday 13 October	Friday 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 a review of 2015

Fishing for
Compliments

SEAFOOD
WEEK
9TH - 16TH OCTOBER

Seafood Week 2015 Quay highline results

The benefits significantly outweigh the costs.

Benefit to industry = between £7m and £18m.

The range is based on two scenarios developed from different trends to determine the counterfactual estimate (i.e. in the absence of Seafood Week).

For every £1 Seafish invested an estimated return for the industry of between £25 and £64 was achieved Seafood Week benefit:cost ratio (BCR) = between 25:1 and 64:1.

A BCR of greater than 4 is considered within central government to be a 'very high' value for money (VfM) project.

Don't just take our word for it ...

"Seafood Week 2015 was a massive success at the Co-operative Food, where a co-ordinated campaign from digital to the shelf edge helped bring new shoppers to the category. The end result was double digit sales growth and nothing says a job well done more than that."

Steve Addison, Head of Chilled, The Co-operative Food

Success caught for Seafood Week

SEAFOOD
WEEK
9TH - 16TH OCTOBER

2015 Objectives

- To provide a campaign event platform to deliver media and digital noise – **Achieved**
- To delivery a campaign that provided flexibility across all elements of the supply chain for companies to come on board in their own way from mongers, chippies and restaurants to seafood brands, major retailers, trade bodies to charities – **Achieved**
- To deliver media reach of 50 million – **Hooked 76 million**
- To deliver social media reach of 40 million for the 8 day period – **Hooked 54 million**
- To gain support from 4 major partners – **Hooked 10 including 4 major retailers**
- To provide significant ROI for levy funded organisation – **Hooked 25:1 – 64:1**

Example of what consumers could see



- Range of deals covering over 10 product areas.
- In store POS
- The Co-op created their own seafood new pages on their website and had a page on Seafish's consumer site.
- Strong social media engagement.
- Four recipes provided by The Co-op for Seafish.



Example of what consumers could see



- Eight daily deals and deal of the week tied into 8 headline species.
- Substantial Instore POS
- Dedicated page and unique content on Seafood Week site.
- Eight unique recipes provided by Morrisons' chef for Seafish use
- Four original content stories.
- Social media engagement and promotion.



Example of what consumers could see



Sainsbury's @sainsburys · 22h
We're not fishing for compliments or anything, but these RECIPES are goood. #SeafoodWeek bit.ly/1Vd7XAY



Sainsbury's News @SainsburysNews · 23h
Try out your culinary skills with this tasty pan-fried mackerel recipe #SeafoodWeek homemadebyyou.co.uk/recipes/salads...



EPR RETAIL NEWS

SAINSBURY SUPPORTS SEAFOOD WEEK 2015, 9TH-16TH OCTOBER



Sainsbury supports Seafood Week 2015, 9th-16th October

Talking Retail

NEWS · OPINION · PRODUCT NEWS · CATEGORY ADVICE · INDEPENDENTS · AWARDS

Sainsbury's promotes Seafood Week 2015



09 October 10:15 2015 · 0 Comments · Print article · Share it with friends

J Sainsbury plc

Home · About us · Responsibility · Investor centre · Media · Suppliers · Blog · Little Stories

Blog

Articles by subject "Sustainable fish"

Ally Dingwall: Get involved in Seafood week



Friday 9th October marks the start of Seafood week, and runs until Friday 16th October. So, o-fish-tally it's on for 8 days but it would be a shame to not squeeze in two fish Fridays.

on 09 October 2015

Read more

0 Comment(s) | Posted in Sustainable fish

Blog RSS feed

By author

Filter blog by author

All Authors

By value

- A great place to work
- Best for food and health
- Making a positive difference to our community
- Respect for our environment

Seafood Week 2015 Partnerships

- Major supermarkets signed up to Seafood Week and implemented it in their own ways.
- All the major seafood brands were on board for Seafood Week 2015.
- Loch Fyne, Yo! Sushi and Hotel du Vin on board – with many more individual businesses and chains keen to show support after seeing Seafood Week 2015.



Trade Communications

To support dissemination to industry direct mail postcards, email marketing and trade media PR were used.

Trade PR achieved 23 pieces of coverage secured

Total Reach: 3,361,004



Seafish launches industry toolkit for Seafood Week

A new industry toolkit has been made available by **Fish is the Dish**, the consumer face of Seafish, to help fish and chip businesses across the UK get involved in Seafood Week, taking place from Friday 9 to Friday 16 October 2015.

The downloadable toolkit contains information, advice and marketing collateral for businesses wishing to get involved and take advantage of the national awareness week which seeks to encourage consumers to buy and enjoy



THE CATERER

Seafish encourages caterers to support Seafood Week

Caterers, restaurants and foodservice operators are being urged to get behind this year's Seafood Week to help encourage consumers to eat more seafood, more often.

Seafood Week will take place between 9 and 16 October and will be led by Seafish, the industry authority on seafood.

The awareness campaign aims to highlight the wealth of seafood on offer at local restaurants, takeaways, hotels, pubs and retailers.



Seafish kicks off national retail, restaurant seafood promotion



Sainsbury's, Yot Sushi and Morrison's are among the major retailers and restaurant chains taking part in Seafish's annual Seafood Week, which kicks off 9 October.

Festivities and promotions encouraging consumers to eat more seafood more often will be held throughout the United Kingdom through 16 October. "The national celebration seeks to highlight the abundance of delicious, fresh seafood on offer across the UK, and aims to get the British public excited about experimenting with seafood at home and exploring new tastes when they visit their favorite restaurant or takeaway," said Chris Middleton, head of communications and marketing at Seafish.

Get On Board With Seafood Week

SEAFISH, THE industry authority on seafood, is calling on the UK foodservices industry to get behind Seafood Week, taking place from Friday 9 -16 October, and help the nation celebrate its incredible ocean wealth.

October:

By celebrating one of the UK's most cherished natural resources, participating outlets can promote their business, reach new audiences and even be with the chance of being recognised as having the UK's most sought after seafood dish.

Web hub seafoodweek.co.uk

- 41,500 Unique Visitors in eight days.
- More than 50 new pages of content created.

The screenshot shows the homepage for Seafood Week 2015. At the top, there is a navigation bar with links for Home, Health, How to, Recipes, Fish Guide, Kitchen talk, Who, Education, and Seafood week. The main header features the 'Fish of the Dish' logo and 'SEAFOOD WEEK' with the dates '9th - 16th OCTOBER 2015'. Below this, a large orange banner reads 'SEAFOOD WEEK 2015 EACH DAY EAT FISH YOUR WAY'. A dark blue section titled 'WHAT'S ON IN SEAFOOD WEEK' contains text about finding deals and events. A grid of eight circular icons represents the daily themes: Day One: COD, Day Two: MUSSELS, Day Three: HACKERE, Day Four: PRAWNS, Day Five: PLAICE, Day Six: SARDINES, Day Seven: TUNA, and Day Eight: HADDOCK. Below the grid are two circular icons for 'SEAFOOD AVAILABLE HERE' and 'Restaurant'. Further down, there are three promotional boxes: 'WIN A SMEG FRIDGE FREEZER', 'SPOTLIGHTS', and 'GET HOOKED! BE PART OF SEAFOOD WEEK'. At the bottom, there is a 'TWITTER' section with a tweet and a footer with 'SEAFISH' logo and copyright information.

This screenshot shows the 'Day One: COD' page. It features a large image of a fish and chips meal with a circular overlay that says 'DAY ONE * COD'. Below the image, the text reads 'DAY ONE: COD' and 'Oh my Cod! It's fish and chips for the first four days of the fest!'. A paragraph follows, stating 'Cod is at the heart of many of our recipes and is a fish of many different kinds of fishies...'. A 'RECIPES & IDEAS' button is visible. The page also includes a 'COOK ME RECIPE' section with an image of fish and chips and text about the UK's love for fish and chips. At the bottom, there are 'BUY ME' and 'DINE ME' buttons, a 'SEAFOOD AVAILABLE HERE' icon, and a 'Restaurant' icon. A 'TWITTER' section is also present at the bottom.

Content – hooking in consumers

- 28 articles created to help educate consumers including tips to get seafood into the weekly shop and on the kitchen table.
- 31 new great stories about people living and working in the fishing and wider seafood industry.

300 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



FIND MORE SEAFOOD EVENTS AND RESTAURANTS NEAR YOU

YOUNG'S SEAFOOD - EACH DAY EAT FISH YOUR WAY!



Here at Young's we want to inspire the Nation to try some new fish dishes during Seafood Week!

We'll be posting an exciting new recipe idea onto Facebook everyday from the 9th - 16th October, and we're asking you to get involved by sending in your own recipe ideas and suggestions. For a chance to win some great prizes, simply like us on Facebook or follow us on Twitter, we'd love to hear from you!

EVENT INFO





Dates: 9th October - 16th October

Venue:
<http://www.youngsseafood.co.uk>

More info:
<http://www.youngsseafood.co.uk>



SEAFOOD WEEK NATIONAL OFFERS

 MORRISONS Link through for our latest Seafood Week deals <input type="button" value="VIEW OFFERS"/>	 CO-OP Link through for our latest Seafood Week deals <input type="button" value="VIEW OFFERS"/>
 YO! SUSHI 40% off on Monday 12 October <input type="button" value="VISIT SITE"/>	 OCEAN CLASSIC 20% off the official seafood week themed fish <input type="button" value="VISIT SITE"/>

TWITTER
We're here to help you cook your fish! Try this mackerel & feta panini, ready in 5 minutes! <https://t.co/lnvffpgrab> <https://t.co/dzifd10YSJ>
8 hours ago

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SEAFISH
the authority on seafood

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THE RADCLIFFE



From the 12th of October to the 16th, we are adding daily seafood specials to our current menus to tempt and tantalise our customers.

EVENT INFO

Dates: 12th to 16th October 2015

Times: Daily

Venue: The Radcliffe, 31 Walsworth Road, Hitchin, Hertfordshire, SG7 9ST

More info:
<http://www.theradcliffe.co.uk>



Net of Social Reach #seafoodweek

53.8 million impressions achieved in 8 days

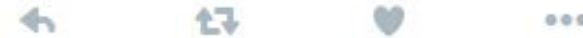
- Full conversational calendar and heavy engagement with consumers and industry, talking about seafood and encouraging purchase.

Every day...
Fish of the Day
Dish of the Day
Cooking
Buying
Dining
Enjoying



The Saucy Fish Co. @SaucyFishCo - Oct 17

We've been a proud supporter of National **Seafood Week** but the delicious fish dishes don't stop today!



Fish is the Dish @fishisthedish - Oct 16

A day in the life of a @ramusforfish fishmonger #seafoodweek #fishfans
ow.ly/Tr0uh



Fish is the Dish @fishisthedish - Oct 16

We've been getting the lowdown on a day in a fish & chip shop from Cromars, #seafoodweek
ow.ly/Tr0xw



Blogger recipe challenge

- Top 100 foodie blogger champion Hungry Healthy Happy created new two recipes and social conversations to her 100K+ followers
- Overview engagement stats:
- 6,328 views online
- 279 Facebook shares
- 18 retweet/favourites
- 133 shares on Pinterest

Hungry Healthy Happy
13 October at 18:36 · 🌐

Healthy eating doesn't have to be complicated or take a long time. Crab Spaghetti with Watercress and Tomato is the ideal easy we meal and ready in just 15 minutes.
The perfect way to celebrate National Seafood Week. #seafoodweek
<http://www.hungryhealthyhappy.com/crab-spaghetti-with-watercress-and-tomato>



Crab Spaghetti with Watercress and Tomato

A really light and fresh spaghetti dish, that is still comforting enough for w
HUNGRYHEALTHYHAPPY.COM | BY DANNII

👍 Like 💬 Comment ➦ Share

117 people like this.

Hungry Healthy Happy @HHH_Dannii · Oct 14
It's National Seafood Week! Crab Spaghetti with Watercress and Tomato
buff.ly/1LNunEC #seafoodweek



Hungry Healthy Happy



FOOD, FITNESS AND HAPPINESS

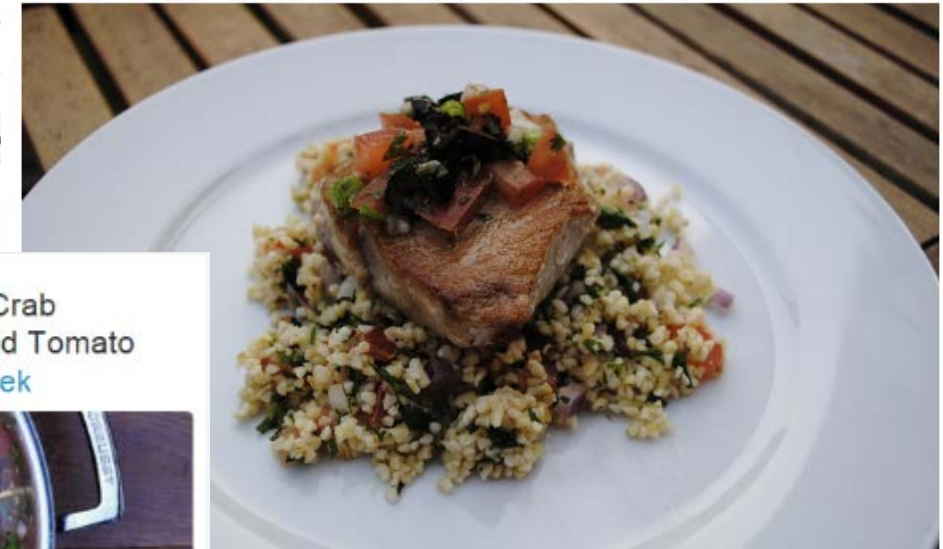
HOME ABOUT CONTACT RECIPES WEIGHT LOSS FITNESS TRAVEL WORK WITH ME

MEDITERRANEAN TUNA STEAKS

OCTOBER 14, 2015 BY DANNII — 118 COMMENTS



If you are looking to cook something a little extra special this week, then try a tuna steak. It's really simple to make and there are so many different flavours that you can add. Mediterranean being my favourite.



Competitions – catching consumer emails

Competitions were used to amplify reach and capture consumer email addresses that can be used in future marketing for Seafish.

10,873 new 'clean' consumer emails gained.

- Smeg competition - 11,738 individual entries and 5,116 new emails collected.
- Loch Fyne competition - 2,941 individual entries and 1,346 new emails collected.
- Tote Bag Competition - 2,356 individual entries and 966 new emails collected.



DAILY SEAFOOD WEEK TWITTER COMPETITIONS

UNTIL 18 OCTOBER - WIN ONE OF EIGHT LOCH FYNE MEALS FOR TWO!

As part of Seafood Week, our friends at the lovely Loch Fyne are giving eight lucky people a fabulous prize of a meal for two to enjoy at one of their 41 restaurants located throughout the UK.



Every day of Seafood Week we'll draw one lucky winner - you only need to enter once and on Monday 19th of October we will draw one lucky winner who will the grand prize which is a meal for two and a fabulous overnight hotel in the Loch Fyne Bath hotel.

To enter this fab competition [click here!](#)

TUESDAY 13 OCTOBER - DAY 5

Tuesday's Twitter #FishSliceGiveaway!

Even though it's Seafood Week, we couldn't not have our #FishSliceGiveaway and this time it's a bumper edition with us giving away 25 of the beauties!

SEAFOOD
WEEK

9-16TH OCTOBER 2015

#seafishweek

WIN

£1,500
WORTH OF PRIZES

A SMEG FRIDGE FREEZER

FILLED WITH £100 OF SEAFOOD,
A DELUXE POTS AND PAN SET,
A RANGE OF SEAFOOD COOKBOOKS,
APRONS, TEA TOWELS, FISH SLICES
AND MORE

As part of the Seafood Week 2015 celebrations we're giving one lucky person the chance to win this amazing prize and what's more they get to pick the colour of the fridge freezer!

For your chance to win simply visit www.seafoodweek.co.uk

COOK ME . DINE ME . BUY ME

Broadcast Bait

36 features and interviews including Simon Mayo's Drive Time Radio 2 show – overall reach of 8.5 million.

- Experts for radio
 - Andy Gray
 - Seafish, Fish and Chips/Seafood
 - Juliette Kellow Nutrition
 - Darren Walsh Comedian/Pun ambassador
 - Radio stations covered BBC, commercial and student stations



Simon Mayo
Drivetime

Weekdays
1700 - 1900



Recipe for PR success

25 pieces of UK coverage secured for Seafood Week

Total Reach: 35,209,769

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



It's National Seafood Week and we've got six tasty fish dishes to give you some inspiration

Fish is the Dish tuna parcels with vegetables (Serves 6)



Fish is the Dish tuna parcel with vegetables recipe

WALES on Sunday Fishy business

APPLE-Y MUSSELS
(serves 4)

■ Prep time: 10-12 minutes.
■ Cooking time: 13-15 minutes.

INGREDIENTS

1kg fresh, live mussels
2tbsp butter
2tbsp olive oil
1 onion, chopped
3 garlic cloves, chopped
1 large Granny Smith apple, core removed and cut into cubes
300ml apple juice
Zest and juice 1 lemon
1tsp chopped fresh thyme leaves
Fresh dill, to garnish



large wide saucepan.
Add the onion and garlic and cook gently for two minutes.
Add the apple and cook for one minute.
Add the apple juice, lemon zest and juice, and thyme, and bring to the boil.

Manchester Evening News

Fish is the Dish warm mackerel salad on toast (Serves 2)



The Press and Journal SPLASH OUT!



FEMALE FIRST

17 September 2015

Apple-y Mussels



Apple-y Mussels

Yours

Cod curry in a hurry



PER SERVING: 71g

TOP TIP
No time? You can still cook up a delicious Indian meal

BuzzFish

12 pieces of coverage secured

Total 'buzzfish' reach of 500,000+

A BuzzFeed-inspired list of fish facts across seven cities (Belfast, Cardiff, Aberdeen, Liverpool, Manchester, Birmingham, Newcastle, Plymouth and Cambridge)

Attracted a total reach of 500,000 – all visible with the #seafoodweek hashtag.

Total audience reach across print, online and digital spanned 1,000,000+.

Key message of eating more fish, more often, achieved in 100% of coverage.

Visit Belfast @VisitBelfast
#Didyouknow each scale of the Belfast Fish shows a different illustration on the history of Belfast #seafoodweek

Visit Birmingham @visit_bham
It's #seafoodweek so why not treat yourself to some award-winning quality fish and chips at Birmingham's @chamberlain

Visit Liverpool @VisitLiverpool
It's #seafoodweek CUE #Liverpool related fish facts from @fishisthedish fishisthedish.co.uk/kitchen-talk/2...

Visit Aberdeen @visitabdn
Today marks the end of #seafoodweek fishisthedish.co.uk/kitchen-talk/2...

CAMBRIDGE NEWS
National Seafood Week: 7 fishy Cambridge facts
11 places in and around Newcastle to celebrate Seafood Week

SEAFOOD WEEK 2015
EACH DAY EAT FISH YOUR WAY
9TH - 18TH OCTOBER 2015

Logos: BELFAST VIBE, Chronicle, Cambridge News, VISIT LIVERPOOL, AB DN, VISIT CARDIFF, Belfast, Visit Birmingham

Hooking in Journalists - Billingsgate Event

17 pieces of coverage achieved with a total reach of 12,048,220

- A special media event and tour of Billingsgate Fish Market took 'plaice' as an opportunity for media representatives to learn about the industry and a tutorial on filleting some of the UK's most underused species.
- Journalists were issued 'fish fan packs' to remind them of the campaign and encourage them to get involved.

PRINT/ONLINE	PLATFORM	TOTAL REACH
National online	The Times (online) x4	10,000,000
National print	The Times (UK) X4	1,570,288
Regional print	The Times (Scotland) x4	81,920
Foodie – online	Cooked.com	122,693
Foodie – online	olive	25,000
Blog - online	HapinessWherever.com x2	30,000
Blog - online	Helsbels.org.uk	16,741
Social media mentions	Diabetes UK, Cooked.com and olive	201,578
		12,048,220

'Foodie Friday: How to make good stock

Posted September 18, 2015 by Zen under [Foodie Friday](#), [Quick & edible DIY/Recipe](#)

Dinner tonight

Plaice parcels with goan green sauce

Ideally, this fish parcel would be made with banana leaves, but tin foil does the job just as efficiently, if not as prettily. It is quite a surprise to open the packet and discover fillets of fish spurting an aromatic green sauce to spill over simply boiled basmati rice.

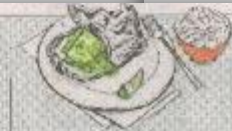
Serves 6 Prep 15 min

Cook 25 min

Ingredients: 6 plaice fillets; 150g creamed coconut; 4 garlic cloves; 50g fresh ginger; 3 green chillies; 80g bunch coriander, stalks trimmed; 25g bunch mint; 2 tsp ground cumin; 1 tbsp vegetable

oil; 400g basmati rice; 3 limes; 12x24cm foil squares.

Heat the oven to 200C/gas mark 6. Crumble the coconut into a mixing bowl. Moisten with 100-150ml hot water, stirring to make thick cream. Peel the garlic. Peel and coarsely chop the ginger. Split and de-seed the chillies. Place coriander, mint leaves, garlic, ginger, chilli, cumin and coconut in the bowl of a food processor. Blend to make a stiff green paste. Lightly oil the centre of 6 pieces of foil. Generously pile the green paste on the fish then fold the ends together, press



into a sandwich. Divide between the foil. Cover with a second foil sheet, folding the sides to make a secure but not overly tight parcel. Place on a baking sheet. Bake for 15 min.

Cooked.com
With #NationalSeafoodWeek starting Friday, we spoke to CJ Jackson about soaking & eating fish soaked.com/uk/home-uo/the...
8 full stories



Seafood Week 2015

BY HELEN // OCTOBER 9, 2015 // NO COMMENTS

At the start of Seafood Week 2015, running until 16th October, low fat, delicious source of protein. It's the perfect excuse to try out some new fishy recipes! The 2015 website is a great place to get some new recipes and inspiration for you haven't cooked before. I'm a huge fan of fish and eat it often, so I will be posting out the following recipe for tuna parcels:

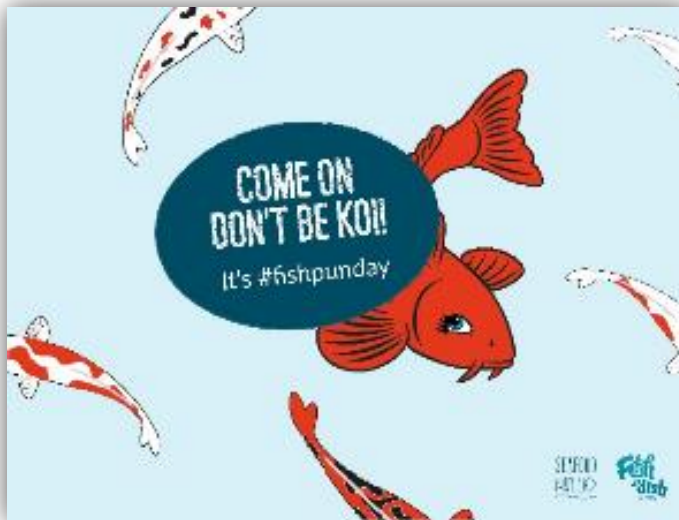
Diabetes UK @DiabetesUK - 15m
Friday night fish & chips? For a great way to start the weekend (and celebrate #seafoodweek) try this super recipe bit.ly/1LFA9ws



All the fun of the pun #fishpunday

20 pieces of coverage with a reach of 4.2 million and 11.5million social impressions

- UK pun champion Darren Walsh became the face of #fishpunday and took part in a Metro celebrity profile slot, as well as various broadcast opportunities.
- Successful engagement with major supermarkets, seafood brands, mongers, and global consumer brands from Mercedes to Jack Wills.
- Secret Seafish Board Room Makeover



THIS REMINDS ME OF THAT SONG: THINGS CAN ONLY GET BETTER, BY D-DREAM.

#fishpunday



Belfast College Cook-Off Event

9 pieces of coverage secured

- Pre-event coverage reach of 100,000+ reach.
- Belfast seafood-industry awareness feature reaching 100,000.
- Total print and online reach of 600,000+ all niche to Northern Ireland.
- The Seafood Week event and media attention encouraged aspiring chefs ahead of Northern Ireland's Year of Food and Drink (2016).



NRC Ballymoney's seafood success

Home > Food Blog > CELEBRITY CHEFS MENTOR NORTHERN REGIONAL COLLEGE, BALLYMONEY TO SEAFOOD SUCCESS



CELEBRITY CHEFS MENTOR NORTHERN REGIONAL COLLEGE, BALLYMONEY TO SEAFOOD SUCCESS



Farming Life

11 October 2015

PAULA McINTYRE: Ewing's Belfast shop is a symbol of hope in a fast moving world

Seafood Week runs until next Friday, 16th October and is a great platform to encourage us to eat more fish.

One of the biggest problems here, despite being so close to the sea, is sourcing good fresh seafood. Fresh seafood, by record, should not smell fishy! If the fish on the counter smells of fish, just walk on by – it's a sign that it's past its sell by date.

BELFAST VIBE

October 15, 2015

SEAFOOD STARS OF THE FUTURE SHINE AT COLLEGE



Who are stars of the future?
Trainee chefs Cameron Aulicraft and Rachael Finch won their cooking stripes at the Big College Seafood Cook Off recently as part of the celebrity-backed Seafood Week.
Students from six catering colleges were mentored by experts like Paula McIntyre to create show-stopping fish dishes and the pair from the Northern Regional College in Ballymoney took top spot with their platter, and the backing of Moore's Seafood's Wayne Corvide.
Things can only get better for the young food wizards.

Schools Events

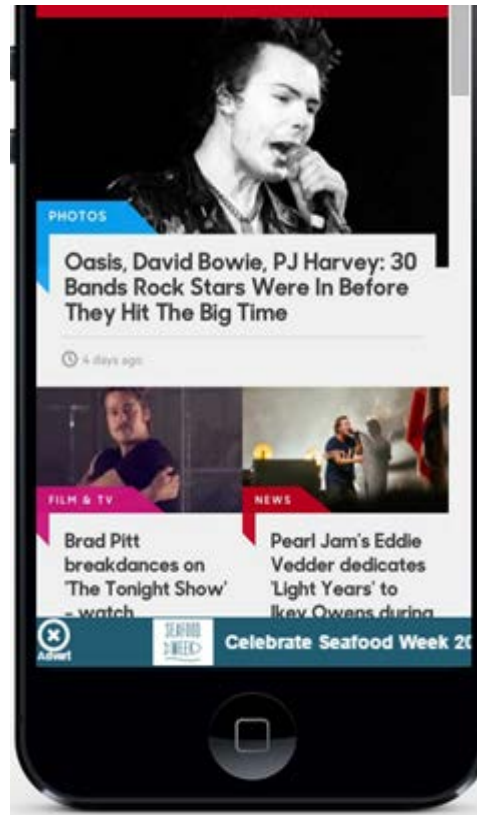
240 school pupils took part in special events for Seafood Week with a reach in local, education and online media of 2,752,287.

- Special events took place in Peterhead, Liverpool, East Anglia and the South West.
- Events had local experts from chefs to fishermen.



Digital Advertising

- A variety of channels were used for digital advertising.
- 3.9 million Facebook advert reach.
- 26,000 clicks and a click-through rate above average of 0.78%.



SEAFOOD WEEK



ROLL OVER ▶

COOK ME
DINE ME
BUY ME

#seafoodweek

f t @ youtu



Prep time: 5 minutes
Cooking time: 10-12 minutes
Serves: 4

Ingredients

- ✦ 4 x 170g cod filets or any other white fish
- ✦ 1 tbsp sunflower oil
- ✦ 1 large onion, diced
- ✦ 2 cloves garlic, crushed
- ✦ 2 tbsp curry powder
- ✦ 2 Granny Smith apples, core removed and diced
- ✦ 2 red peppers, diced
- ✦ 400ml tin reduced-fat coconut milk
- ✦ 1tbsp chopped coriander, to garnish
- ✦ 500g cooked basmati rice
- ✦ 2 chappals, halved

1. Heat the oil in a pan over a medium heat. Add the onion and garlic and cook gently for a few minutes until translucent. Add the curry powder, apples and peppers and cook gently for 1 minute. Next add the fish chunks and stir in the coconut milk.


2. Turn the heat down slightly so all the ingredients are simmering and cook for 10 minutes until the fish is cooked through. The sauce should reduce and thicken slightly - if it hasn't, don't worry just give it an extra few minutes to simmer.

3. Serve with the rice and chapatis, garnished with the coriander.

FIND OUT MORE


Fish is the dish
Sponsored

Enter our fantastic Seafood Week competition to win a Smeg fridge freezer and other prizes




WIN
A SMEG FRIDGE FREEZER AND LOADS OF OTHER PRIZES


Celebrate Seafood Week [Learn More](#)



Love fish in Seafood Week [Learn More](#)



Celebrate Seafood Week [Learn More](#)




Celebrate Seafood Week [Learn More](#)

Like Comment Share


Fish is the dish
Sponsored

Enter our fantastic Seafood Week competition to win a Smeg fridge freezer and other prizes




WIN
A SMEG FRIDGE FREEZER AND LOADS OF OTHER PRIZES

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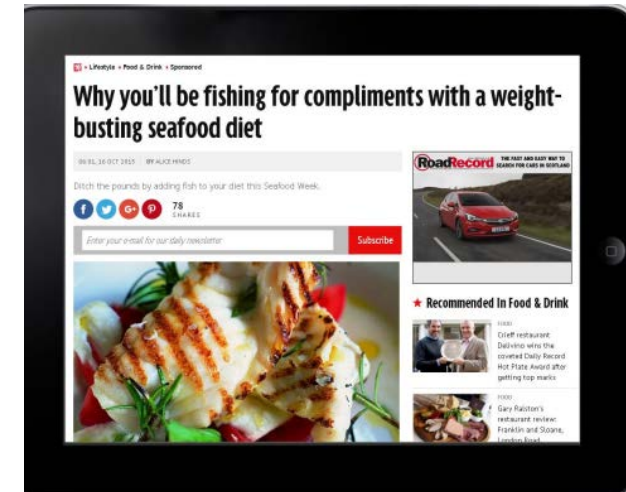
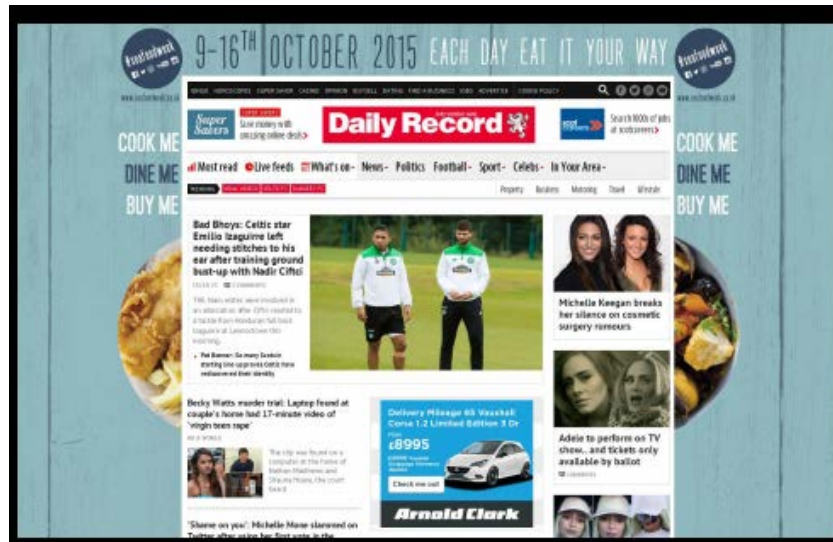
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See more at
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Trinity Mirror Content Partnership

- Campaign reach 423,473 achieved, resulting in 17,757 clicks with a CTR of 4.19%.
- Double page spread in the Daily Record
- Social Media calendar
- Content on Trinity Mirror Websites
- Homepage take over



Regional advertising

Regional advertising was used in key stakeholder heartlands with concentrated seafood industry stakeholders including

Western Morning News

WEDNESDAY OCTOBER 7 2015 THE VOICE OF THE WESTCOUNTRY SINCE 1860 westernmorningnews.co.uk

Meet The Apprentices
The Westcountry faces aiming to impress Lord Sugar – Page 6

WIN a safari worth £9,500

FREE 20 giant flowered snowdrops worth £17

'Golden' summer for Westcountry tourism

New hopes for revival of tin mine

Record numbers as industry deals with 'Gove effect'

Crackdown on war memorial vandals – Page 9. Comment at westernmorningnews.co.uk

SEAFOOD WEEK 9-16TH OCTOBER 2015 COOK ME . DINE ME . BUY ME #seafoodweek www.seafoodweek.co.uk

Cod is king again and Seafood Week is the perfect time to celebrate, says TV's Trawlermen star Jimmy Buchan

For the love of COD

SHOPPER'S CHOICE COD FISHERIES WITH A TARTAR STYLE SAUCE

WIN A KINGS PRIZE WITH SEAFOOD WEEK

SPECIAL FEATURE

Get on board for SEAFOOD WEEK 2015

WIN A KINGS PRIZE WITH SEAFOOD WEEK

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Performance example	Adults in Aberdeen	Adults in Brixham – South West
Reach	56,845	9,286
Reach %	24.91	55.17
Opportunities to See	2.20	2.64

10 NEWS

Groundhog Day on loop in charity world record bid

Vale mayor 'sorry' for his posts on Facebook

SEAFOOD WEEK

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SEAFOOD
WEEK

