

News release

11 September 2012

Innovative finalists announced in the National Fish & Chip Awards 2013

The three finalists of the Marketing and Innovation Award category of the National Fish & Chip Awards 2013, organised by Seafish, the authority on seafood, have been announced after being judged on their creative marketing strategies and innovative thinking.

Holly Tree in Blackburn, Lancashire; Chamberlains in Oldbury, Birmingham and The Ashvale in Aberdeen will now compete at an evening awards ceremony at the prestigious Lancaster London hotel in London on 24 January 2013, in a bid to be crowned champion.

The awards are designed to celebrate the very best fish and chip businesses Britain has to offer and 2013 marks the award's 25th anniversary – ensuring the awards ceremony will be extra special and the various award titles even more coveted as the judging teams seek to determine worthy winners.

This award is sponsored by Q Partnership.

Andrew Goode, independent marketing consultant for Q Partnership said: “Judging the entries for the Marketing and Innovation Award proved very challenging.

“The standard of entries was incredibly high and it was fascinating to see the mixture of activities and initiatives being undertaken.

“With the entrants operating in varied geographic and demographic environments, I was looking for those who had shown that extra dimension in the innovation they had applied within marketing to their target customer.”

Nikki Hawkins, foodservice and events manager at Seafish said: “Holly Tree; The Ashvale and Chamberlains all demonstrate a fantastic understanding of effective marketing and as such, are recognised for their highly professional attitude towards business promotion and the quality of their innovative thinking.

“They set an excellent example for the rest of the industry as a result of their

communication strategies and we look forward to welcoming them to London for a fantastic final.”

-ENDS-

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 Q Partnership.
- 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.
- Other award sponsors include: Marine Stewardship Council, Carisma Fish, James T Blakeman & Son, Drywite, Frymax, Isle of Ely Produce, Middleton Food Products, Unique Seafood Ltd., Caterway, Goldensheaf.
- Supporters of the awards are FASFA, Highland Spring, National Federation of Fish Friars, 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