

MARINE STEWARDSHIP COUNCIL PRESS RELEASE

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Lusmanns offers a cheeky solution to sustainable fish

Lusmanns restaurants in St Albans, Hertford and Harpenden in Hertfordshire have become the first small restaurant group outside London to serve MSC certified sustainable fish and shellfish.

One of the first MSC menu items will be pan-fried MSC cod cheeks with garlic, chilli and lime, served with a dill and tarragon mayonnaise. The cod is sourced from sustainable fisheries around the coast of Norway and the North East Atlantic.

Protecting the seas by eating fish might seem counterintuitive, especially when so many fisheries are being overfished. But MSC certified fish comes from a sustainable source and many of the fishing boats in the programme have made further improvements to reduce discards and look after fish stocks for future generations. By supporting MSC certified fishermen, Lusmanns' diners are helping to protect fish stocks and ensure a healthy future for the oceans.

Andrei Lusmann, founder of Lusmanns, explained the move: *"Eating fish sustainably is the only way - today and every day. We have great respect for the Marine Stewardship Council and our new partnership is an important part of our aim to make sustainable dining accessible to everyone. Running restaurants with an environmental bias is a modern day discipline that we ignore at our peril. The MSC's advice and guidance will help us to continue combining an ethical and sustainable approach with a passionate commitment to providing first class food and service to every diner."*

George Clark, Commercial Manager for the MSC said: *"Sometimes making a difference is hard, but sometimes it's a real pleasure. Eating MSC certified fish at Lusmanns is definitely the most pleasant way to help promote sustainable fishing! It's particularly great that Lusmanns are starting their MSC certified menu with cod, a fish that a lot of people think they have to avoid and yet there are now plentiful supplies available from healthy stocks in the northern Atlantic fisheries."*

Notes to Editors

For further information, please contact James Simpson, Marine Stewardship Council on 0207 246 8913 or email james.simpson@msc.org or Lis Coulthard, marketing and PR for Lusmanns Fish & Grill - lis@lusmanns.com or 07583 420402

About Lusmanns Fish & Grill Restaurants

- Lusmanns is the locals' fish & grill restaurant, championing the best welfare-driven British producers, and dedicated to looking after all the family.
- Giles Coren, food critic for The Times, described Lusmanns as 'everything a modern local restaurant should be' and rated them 8/10.
- Lusmanns has been recommended by The Good Food Guide since 2010.

- Lussmanns are founder members of the Sustainable Restaurant Association (SRA), SRA Three Star Sustainability Champions and won UK Sustainable Small Restaurant Group of the Year at the SRA Awards 2014.
- They are rated as one of the UK's top restaurants by Fish2Fork, the campaigning restaurant guide for people who want to eat fish – sustainably.
- In 2011 and 2012, Lussmanns won the Independent Restaurant category of the RSPCA Good Business Awards.
- The restaurants are in St Albans, Hertford and Harpenden, Hertfordshire.
- For more information, including supplier details, please visit their website at www.lussmanns.com, join us on facebook at <http://www.facebook.com/LussmannsRestaurants> and twitter @lussmanns and @AndreiLussmann.

About the MSC

The Marine Stewardship Council (MSC) is an international non-profit organisation set up to help transform the seafood market to a sustainable basis. The MSC runs the only certification and ecolabelling program for wild-capture fisheries consistent with the ISEAL Code of Good Practice for Setting Social and Environmental Standards and the United Nations Food and Agricultural Organisation Guidelines for the Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries. These guidelines are based upon the FAO Code of Conduct for Responsible Fishing and require that credible fishery certification and ecolabelling schemes include:

- Objective, third-party fishery assessment utilising scientific evidence;
- Transparent processes with built-in stakeholder consultation and objection procedures;
- Standards based on the sustainability of target species, ecosystems and management practices.

The MSC has regional or area offices in London, Seattle, Tokyo, Sydney, The Hague, Beijing, Berlin, Cape Town, Copenhagen, Halifax, Paris, Madrid, Stockholm, Santiago, Moscow, Salvador, Singapore and Reykjavik.

In total, over 340 fisheries are engaged in the MSC program with 240 certified and 100 under full assessment. Together, fisheries already certified or in full assessment record annual catches of close to ten million metric tonnes of seafood. This represents over eleven per cent of the annual global harvest of wild capture fisheries. Certified fisheries currently land over seven million metric tonnes of seafood annually – close to eight per cent of the total harvest from wild capture fisheries. Worldwide, more than 25,000 seafood products, which can be traced back to the certified sustainable fisheries, bear the blue MSC ecolabel.

For more information on the work of the MSC, please visit www.msc.org