



**10 December 2015**

## **THE NATIONAL FISH & CHIP AWARDS REVEAL FOODSERVICE OPERATOR FINALISTS**

Two of the UK's leading foodservice operators have been shortlisted as finalists in the *Best Foodservice Operator Award* as part of the 2016 National Fish & Chip Awards, organised by Seafish.

The finalists – Lussmanns Fish & Grill Restaurants with outlets in St Albans, Hertford and Harpenden in Hertfordshire, and Morrisons Supermarket Cafes, with outlets across the UK – will now 'fry-off' against each other in the race to bag the top accolade and have their fish and chips named the best in the foodservice industry.

To secure a place as a coveted finalist, shortlisted businesses have been appraised across a wide range of judging criteria including responsible sourcing policies and procedures, the development and maintenance of seafood supplier relationships, preparation and cooking techniques, menu development and innovation and customer service levels among many more.

Over the coming weeks, the shortlisted businesses will be subjected to further unannounced judging visits from an awards auditor who will review the level of customer service and quality of the fish and chips on offer. This final stage of competition judging will determine the overall winner that will be announced at the awards ceremony to be held in London in January 2016.

Sponsored by the Responsible Fishing Scheme, the *Best Foodservice Operator Award* is open to all foodservice outlets – both independent and multiple outlet businesses - that serve fish and chips as part of their wider food offering. The award provides foodservice businesses with an opportunity to showcase their fish and chips to the fish frying industry while gaining much deserved recognition for their quality, versatility and diversity.

Award sponsor Mick Bacon, Manager of the Responsible Fishing Scheme, commented: "This award is a great means for getting more general foodservice businesses involved in our industry. When you witness the

standard of some of their fish and chips it's clear why we have the award category.

"It's great to see so many businesses serving high quality fish and chips – they really are keeping many more traditional chippies on their toes!"

Mel Groundsell, Corporate Relations Director of Seafish, said: "The National Fish & Chip Awards showcase a diverse range of award categories, recognising everything from traditional takeaways to mobile operators to excellence in training.

"With more and more pubs, canteens, restaurants and cafes serving fish and chips, it's important for us to recognise their contribution to the industry. This award aims to celebrate businesses that don't solely focus on producing fish and chips, but nevertheless go the extra mile to create the highest quality fish and chips and provide customers with a great dining experience.

"The finalists have shown great commitment and passion for our industry. Their effort is commendable and I'd like to wish them all the best for the final."

Culminating in an awards ceremony at The Lancaster London Hotel on 20 January 2016, The National Fish & Chip Awards are recognised as one of the most prominent and respected seafood industry events in the UK. Widely considered as the 'Oscars' of the fish frying industry, they celebrate the great British tradition of fish and chips, recognising the best talent, quality and choice offered by fish and chip businesses.

For further information on The National Fish & Chip Awards please visit [www.fishandchipawards.com](http://www.fishandchipawards.com). Follow @FishnChipAwards on Twitter for all the awards news and information.

**ENDS**

#### **Notes to editors**

- Interviews and photography with competition judges or shortlisted shops can be arranged. Please contact Ashleigh/Laura at 3x1 Public Relations on 0141 221 0707
- Seafish, the authority on seafood, was founded in 1981 by an act of parliament and supports the UK seafood industry for a profitable, sustainable and socially responsible future. 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](http://www.seafish.org)

- This award category is sponsored by the Responsible Fishing Scheme
- Other awards sponsors include: Frymax, Goldensheaf, Drywite, Middleton Food Products, Marine Stewardship Council, Marine Conservation Society, LoSalt, The Q Partnership, Isle of Ely Produce, Unique Seafood Ltd, LoSalt, AAK, BD Signs, Henry Colbeck, Henry Jones, Friars Pride, Heinz SqueezeMe, JFK, Kingfrost, Norwegian Seafood Council, James T Blakeman & Co Ltd, Pukka Pies and VA Whitley
- Supporters of the awards include: the Frozen At Sea Fillets Association, National Edible Oils Distributors Association, Florigo, Vandemoortele, KFE School of Frying, Russums, The Fishermen's Mission, Larry's Fishcakes, Seafood Scotland and The National Federation of Fish Friers

**Prepared by:**

**Ashleigh Vallance/Laura Phillips**

**3x1 Public Relations**

**Glasgow**

**0141 221 0707**

**[avallance@3x1.com](mailto:avallance@3x1.com) / [lphillips@3x1.com](mailto:lphillips@3x1.com)**