

Top 10 young fish friers announced

After marking of entry papers and a meticulous telephone interview, Drywite have revealed the ten semi-finalists in this year's Drywite / NFFF Young Fish Frier of the Year award.

The NFFF is pleased to list the ten young friers, which are:

Lisa Lishman, *Harbourside Fish & Chips*, Plymouth

Andrew Hillier, *Harbourside Fish & Chips*, Plymouth

Rachel Tweedale, *The Elite Fish & Chip Company*, Sleaford, Lincolnshire

Jonathan Leech, *Garstang Fish and Chips*, Garstang, Lancashire

Ryan Hughes, *The Crispy Cod Fish Bar*, Tonyrefail, South Wales

James Houlston, *Our Plaice*, Hagley, Stourbridge, West Midlands

Kat Deuchars, *John Dory's*, Ballyhackamore, Belfast

Murray Watson, *The Carron Fish Bar*, Stonehaven, Aberdeen

Amy Grimwood, *Mister C's*, Selby, North Yorkshire

Amanpal Dhesi, *Brockfield Fisheries*, Huntington, York

So what next for the illustrious group? All the above young friers will be taking part in a skills challenge at NFFF HQ to demonstrate their talent in preparing and serving fish and chips, followed by a 20 minute presentation highlighting their ambitions in the industry and how they see their careers going. The fish and chip industry is both demanding and enjoyable, so it's always interesting to discover how the young friers will continue to promote our national dish.

The five highest scoring candidates elected by the judging panel will then battle it out in a mystery dining round, as well as a shop visit so the judges can gauge how



well the young friers perform in their own shop. This may be nerve-racking but where else to assess a friers' ability than under pressure in their own environment? The judges will be particularly keen to assess customer service, food preparation and business skills.

All five will be invited to attend the National Fish & Chip Awards ceremony in London on Tuesday 20th January 2015, where the winner will be announced and presented with their trophy – and can expect lots of media attention!

The Young Fish Frier of the Year Award was launched by Drywite in 1995. It was established by Directors Kelvin Lee and Briar Wilkinson, in memory of their late father Malcolm Lee, who had always taken a keen interest in young friers and encouraged young people to achieve great things in the industry.

The competition is regarded in the highest regard and previous winners, who have all enjoyed a successful career, include Calum Richardson from *The Bay*, Stuart Fusco from *Quayside*, Craig Buckley from *Crewe Fish Bar*, Zohaib Hussain from *Zero Plus Fish Bar*, Carlyn Kearney from *Frankie's*, and last year's winner Leigh Foster from *Pantrini's*.

The NFFF congratulates all ten young friers and wishes them the best of luck in the next round!



New Healthy Eating category at this year's National Fish & Chip Awards

An exciting new category is being introduced to the 2015 National Fish & Chip Awards, organised by Seafish.

The new Healthy Eating 'Fish and Chips' Award, sponsored by LoSalt, acknowledges UK fish and chip businesses that are excelling in educating and informing their customers on healthy choices and the nutritional values of fish and chips. Judges will be looking for evidence of menu development and innovation when promoting healthier options, as well as customer health awareness methods and employee training procedures focusing on healthier products and ingredients.

The deadline for entries is the 30th October 2014. Please contact Nikki Hawkins or Andy Gray at Seafish for more details.

Submitted entries to this new award category will be appraised and scored by a panel of industry experts to produce a Top 3 shortlist, who will then be invited to the awards ceremony at The Lancaster London Hotel on 20 January 2015, at which the overall national winner for this particular award category will be announced.

Nikki Hawkins, Events Manager at Seafish, said: "Since there are a growing number of fish and chip takeaways and restaurants offering healthier alternatives to their customers, we wanted to recognise and reward the contribution they make to the continued successful development of the industry. Fish and chips are a national institution and an integral part of our culture. We hope this will be a popular category and drive interest."

Caroline Klinge, Technical Sales and Marketing Manager at LoSalt, said: "At LoSalt we are passionate about promoting a healthier alternative to regular table, sea and rock salts. As a company that aims to inform consumers about smarter salt choices to enjoy on their fish and chips, we consider ourselves to be the perfect sponsor for this new award category."

"We are absolutely delighted to be working with Seafish in encouraging fish and chip businesses to think about conveying the health benefits of their products and offering healthier alternatives for customers. Hopefully this will encourage more businesses to follow suit."

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