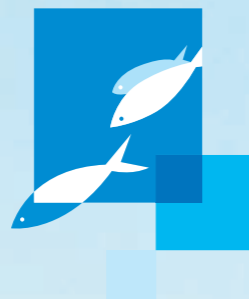




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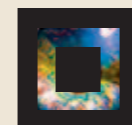
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J Bennett (Billingsgate) Ltd

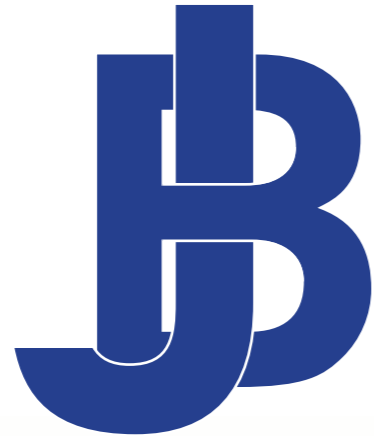
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The company was founded by John Bennett and remained a family business until going public and becoming Associated Fisheries in the late 1950s. Associated Fisheries became a leading force in the fish industry owning such companies as Eskimo, Grimsby Cold stores, B&A, Caley, WG White, Northern Trawlers and many more.

Associated Fisheries was taken over by Linton Park in the 1990s and in 1998 J.Bennett was bought by the management from Linton Park. The company remains a privately owned business and has increased its turnover each year since the management buyout. Once again,



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Foreword

from Malcolm Macleod, Superintendent, Billingsgate Market



I hope you find this publication useful and it gives a flavour of what Billingsgate Market has to offer.

Also on our site is the Seafood Training School, which with a wide range of courses has firmly established itself as the premier fish training venue in London.

Billingsgate Market, which has been in existence for several hundred years, moved out of the City to its current Docklands location in 1982.

Trading hours are Tuesday to Saturday from 5.00 am to approximately 8.30 am and although primarily a wholesale market we do also welcome retail customers. In addition one of our shellfish merchants opens on Sundays at 6.00 am for about two hours.

The Market has a tremendous variety of quality fresh and frozen seafood available at competitive prices. A number of our Merchants offer delivery services so buyers can opt to collect or to have their goods delivered. The Markets Fish Inspectors are continually checking the quality of the fish being sold, thus ensuring that product quality is of the highest standards.

In addition to fish we have Merchants who deal in potatoes as well as our cafes where visitors are guaranteed a full breakfast.

Billingsgate has a lively atmosphere with plenty of quick witted banter helping to brighten up even the coldest of mornings. A lot of people who work at Billingsgate follow on from previous family generations and they have considerable pride in where they work and the history associated with the Market.

We continue to invest in our facilities. Recently completed projects such as our East Canopy building and our polystyrene fish box recycling operations are ample evidence of our optimism regarding the future.

Should you require any further information please do not hesitate to contact me.

Malcolm Macleod
Superintendent
Billingsgate Market

LELEU & MORRIS LTD



Founded around the turn of the last century by the current Managing Director's Grandfather Thomas Morris, Leleu & Morris Ltd are one of, if not the only, fish wholesalers in the UK of this age still owned and operated by the founding family.

Thomas was joined in the business by his sons Jimmy and Victor and, although they both left the company to serve in World War Two, they returned in 1945. In 1952 after already having been trading for almost fifty years, Leleu & Morris became a limited company. By the time that Thomas passed away in 1965, Jimmy's son James (known to everyone as Peter) had already followed the family footsteps in to the business and worked alongside his father and his uncle until Jimmy's untimely death in 1980. After this, Peter stepped up and ran the business with Vic up to 1989 when, after a long life in the industry Vic took the decision to retire leaving Peter to become the third generation of the family to take charge. Today Peter is still very much at the helm of the company and is ably assisted by his sons Mark and Ryan and life long friend Brian Rapley who himself has been employed in the business for over twenty five years.

Through the years, there has of course been many up and downs and we wish to take this opportunity to thank all those customers and suppliers, both past and present, which have contributed to the longevity of the company. Also special thanks must go to the employees that have

stayed loyal over the many years; our success would not be possible without you.

Due to hard work and commitment, the present day finds the company as one of the cornerstones not only of Billingsgate Market but the London fish trade as a whole. Daily, from Tuesday to Saturday, a huge selection of fish sourced from all over the globe is available at the centrally placed stands on the Billingsgate Market floor. Whether you are a fryer searching for top quality Cod, Skate and Rock or a Fishmonger that wants something more exotic and eye catching for his display, Leleu and Morris Ltd is certainly a place where you should consider looking before anywhere else. We are one of the main importers of fish direct from Iceland via airfreight in London with daily arrivals of high grade Cod and Haddock (both whole and fillets), Lemon Soles and some of the finest Halibut you will see in this country. This is just the tip of the iceberg; Alaskan Black Cod, Chilean Swordfish, Indian Ocean crevettes, Brazilian Daurade and Maldivian Tuna are just some of the exciting products available not to mention the huge quantities of Greek Farmed Bass and Bream that is always available.

Should you not be able to visit Billingsgate Market, we welcome telephone, fax or e-mail enquiries.

Tel: 020 7987 2260 (24 hour answering service)

Fax: 020 7538 3200

E-Mail: MarkM@leleumorris.com

Billingsgate Market



Leleu & Morris Ltd

Fish Salesmen

Stand D10 D11 D12

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Tel: 020 7987 2268/9

Fax: 020 7538 3200

E-Mail: markm@leleumorris.com

Each trading day at Billingsgate Market offers buyers an opportunity to see the largest selection of fish in the United Kingdom. Daily arrivals from the coast and overseas ensure a continuity of fresh supplies and with some 54 merchants trading in close proximity in the Market Hall, competition is keen. In addition to such a wide selection of fish and fish products, the Market offers buyers a comprehensive service with tenants dealing in poultry, cooking oils, potatoes, trade sundries and specialist restaurant and catering supplies.

A carrier service is available serving London and the Home Counties and arrangements can usually be made for supplies to be dispatched to most parts of the country. Billingsgate Market is thus able to offer an excellent one stop service to the busy trade buyer. We are also open to the public.



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Billingsgate Market



Billingsgate is the United Kingdom's largest inland fish market. An average of 25,000 tonnes of fish and fish products are sold through its merchants each year.

Approximately 40% of that tonnage comprises fish imported from abroad. The annual turnover of the Market is estimated to be in the region of £200m.

Billingsgate is served by almost every port in the United Kingdom—from Aberdeen to Penzance. Most of the fish is transported by road directly from the coast and arrives at the market in the early hours of the morning. Imported frozen fish is usually shipped in large refrigerated containers. Imported chilled fish is

often airfreighted—sometimes from countries thousands of miles away—or arrives by sea via roll-on, roll off ferries.

The Market complex covers an area of 13 acres and is entirely self-contained. The ground floor of the building comprises a large trading hall with 98 stands and 30 shops, including two cafes; a shellfish boiling room; a number of individual cold rooms; an 800 tonne freezer store (maintained at a temperature of -26°C), an ice making plant and 14 lock-up shops used by processors, catering suppliers and merchants dealing primarily in trade sundries, non-perishables, poultry and potatoes. The first floor of the building consists of offices for >>

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use by the Superintendent and his staff. The London Fish Merchants' Association, the Trade Union, the Fishmongers' Company's Inspectorate, the Sea Food School Training Association and for individual traders.

Day-to day cleaning and maintenance of the site and facilities is carried out by a team of City of London staff under the direction of the Market's Head of Maintenance.

Education

The Market is policed by Market Constables appointed by the Superintendent and supervised by an Inspector and a Market Sergeant. These officers enjoy certain Road Traffic and other law enforcement powers within the Market site and are responsible directly to the Superintendent.

There is also a training organisation based at Billingsgate Market, Billingsgate Seafood Training School.



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Billingsgate Market Polystyrene Recycling

Expanded polystyrene has been used for the packaging of fresh fish for many years and, aided by ice it maintains the temperature of non-refrigerated fish for far longer than previously possible. As the majority of it is air it is also very light

and easy to handle. The problem arising from the use of polystyrene is that of disposal, incineration results in toxic fumes and sending to landfill, the presently used method, is costly and likely to be made illegal in the near future.

In an attempt to reduce costs and to promote the City Corporation's wish to demonstrate a "Green" policy and recycle wherever possible the Market Authority invested time and resources into the investigation of methods of recycling polystyrene. Investigations had been ongoing for many years previously but the problems arising from the processes then available were that the machinery available was unreliable and prone to breakdown and there was no market for the end product as oil, the main constituent of polystyrene, was plentiful and relatively cheap, making recycling an expensive process.

Two principle methods of recycling were found to be available, one which simply compressed the material under immense pressure to a point where the "memory effect" is lost (normally compacted polystyrene simply returns to its former size and shape after release) and the other that melted the material under controlled conditions. Both methods were found



to considerably reduce the volume of the expanded polystyrene with the melting method achieving the greatest volume reduction making the end product more valuable as it reduced transportation costs.

The machine chosen was a Clean Heat Packer manufactured by The Cloud Co. Ltd. of Japan and supplied by PPR Europe Ltd. The machine consists of a steel conveyor that drives the boxes under a low gate breaking them to smaller sizes then transports the pieces into a heated hopper where they melt and flow into a tray below. When the tray reaches a predetermined weight of around 22kg an alarm sounds and the operator moves it aside to cool and places a new tray in its place. Finished blocks of reduced product are loaded to pallets and when a sufficient quantity is reached they are collected by PPR Europe Ltd and transported to Japan where the recycling

process continues and the blocks are transformed into plastic casings for TVs and most other plastic products with the exception of food packaging.

To give an idea of the scale of volume reduction achieved one reduced block of 22 kg is the equivalent of over 140 expanded polystyrene boxes of the type that would contain 6 kg (1 stone) fish or about 40 of those used to contain 20 kg (3 stone).





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The National Federation of Fishmongers



Founded in 1932, the Federation represents the interests of fishmongers, shopkeepers, stall holders and mobiles selling all types of offish and shellfish whether fresh or frozen.



Members receive a variety of other benefits, the most valuable being £5,000,000 public and product liability insurance cover. Added benefits of joining also include discounted rates on many other insurances through Jardine Lloyd Thompson

who offer a tailored shop policy to cover the specialist area of fishmongers. Members also enjoy a big saving on AA fleetwide schemes and benefit from a telephone Legal Helpline Service.

Free expert advice is provided to members who have problems with local authorities, supplier or even customers. The Federation produces the NFF News, a quarterly newsletter, that contains information on forthcoming legislation, on matters associated with food regulations, employment law etc. It also gives news of industry trends, advice and special offers on equipment and services.

The cost of membership is just £69 per annum. Associate membership is available for employees and workers in the fish industry but will exclude cover under the insurance policy.





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The National Federation of Fishmongers



Associate membership is £39 per year and includes discounted entry fees to the Federation's prestigious British Fish Craft Championships of which The Corporation of London and Billingsgate Market are valued sponsors.

The Federation has a London branch, the London Fish and Poultry Retailers Association. They have a team of Officers who give of their time freely and work tirelessly to promote fish and are always willing to offer help and advice to their fellow colleagues and prospective mongers in the London and Home Counties area.

The London Branch produce their own newsletter, the Billingsgate Gossip which carries news of activities in the London area together with dates of meetings and social events. The London secretary can be contacted on 01708 448667.

Further details can be obtained from the Federation's website: www.fishmongersfederation.co.uk



Billingsgate Seafood Training School



We live in a fast-moving age where time is a rare asset and people demand immediate results - without a compromise in quality.

This is true of the food we eat. While people's lifestyles are growing ever faster, recent years have seen a tremendous boom in different types of food - which is reflected in ever-bigger supermarkets stocking items never before available, TV chefs earning a celebrity previously associated with pop stars and our high streets bursting with a staggering range of restaurants.

Our palates may have grown more sophisticated and our time may be more valuable, but we now understand that the type of food we eat is vital to our health.

The seafood industry is in a superb position to answer people's needs in all these areas: fish is a healthy, wholesome, nutritious food that's fun to eat and can be prepared and cooked in a few minutes.

Billingsgate Seafood Training School has a vital role in getting this message across.

The School offers a wide variety of courses that are tailor made to suit the needs of a wide variety of groups:

Schools, Catering colleges, Retailers, Hotels, Restaurants, Processors, Members of the public.



Students at the School have modern facilities at their disposal and some of the most expert minds in the seafood industry to teach them.

The Billingsgate Seafood Training School is located on the first floor of the Billingsgate Fish Market, which is the UK's largest inland fish market. Billingsgate is based in the heart of

The school has been established as a charitable company with the aim of promoting the awareness of fish in young people and to increase the knowledge of those people already working in the industry, in areas such as retail and catering. All commercial activities undertaken by the school will fund courses for school children free of charge.

By establishing the School at Billingsgate, anyone attending a course is able to visit the market in order to gain the broadest possible knowledge available on all the different types of fish and fish products now on offer. The market has been at the forefront of the fish industry for several centuries and the development of this unique facility will allow it to maintain its position.

The Trustees of the school have made extensive enquiries throughout Europe to ascertain whether any similar facilities exist. The result of these enquiries has established links

with other countries such as Norway and Holland that are keen to send students to the School for training. It was the success of Sydney fish market Seafood School in Australia that initially convinced the Trustees of the need to develop a similar facility in the UK. >>

London's Dockland area under the shadow of the giant Canary Wharf Tower. The market supplies an enormous variety of high-class seafood products that is probably only bettered in the world by the famous Tsukiji market in Tokyo. This meant that there was no better location in the Country for a Seafood Training School.

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Billingsgate Seafood Training School



Background

Due to the demise of the high street fishmonger, there are no longer real methods of training young people who wish to undertake a career in the industry. The supermarkets (multiple retailers) have attempted to fill the void but lack the knowledge, skills and facilities to train their staff to the required level. At the same time, there has been a demise of home economics in the school curriculum. This means that young people are not fully aware of the benefits that can be derived from consuming fish products. Even those that are aware, lack the necessary skills to be able to select and prepare the products. This has resulted in a slow decline in fish being used in the household. Statistics show that people generally eat more fish when they eat out of the home due to the fact that someone else is doing the preparation. The main aims of the School are to reverse this trend by re-introducing schools programmes and industry training.

The industry in particular is extremely enthusiastic about the development of the School and is fully aware of the potential benefits offered by the School. This can be demonstrated by the range of people represented on the board of trustees. The key partners involved in the development of the School are:-

Fishmongers' Company

The Company has intrinsic links with the fish industry dating back over 700 years. During this period, it has been and still is actively involved in establishing and maintaining industry standards and in educational work.

Corporation of London

The Corporation is keen to see the School developed at Billingsgate Market as an educational resource for the industry and to keep the Market at the forefront of the industry. >>



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Billingsgate Seafood Training School

Sea Fish Industry Authority

This is a leading body for the development of operational standards, vocational qualifications and training for the sea fish industry.

Billingsgate Merchants

There are 55 merchants based at the market. The benefits of establishing the School at the Market are obvious - it has created a means of publicising the Market and the fish industry.

Schools Programme

With the introduction of the National Curriculum, there has been much comment over the last few years that one loss has been access for young people to Home Economics courses (now known as Food Technology). In fact, no primary school pupils have formal access to such activity. There is also a growing desire for schools to develop healthy eating policies and to increase young people's awareness in this area as well as teaching them home management and life skills. The provision of the Seafood Training School located within the Billingsgate Fish Market opens up a new resource and potential for increasing young people's awareness and knowledge in a number of key areas of the curriculum. The range of educational activities includes:

- A demonstration of fishmongering skills, followed by a demonstration of fish cookery with opportunity for hands-on practical involvement. This could be



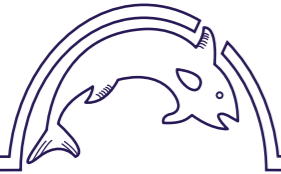
used as part of various subject areas such as Environmental Education, Food Technology, PSHE, Geography and Business courses. The use of material will create cross-curricular links with Literacy, Numeracy and Nutrition, as well as other subjects.

- A day course on the Health and Nutritional benefits of fish, including preparation and cooking a meal.

- Tailor-made activities with schools to offer the Training School as a resource to enhance Home Economics and Home Management Courses. These activities are not possible in some schools due to lack of facilities.
- During the Summer Holidays, by working with the local Summer University, courses will be offered to enhance both familiarity and job prospects using links with industry. Through menu preparation and awareness of fish/seafood, skills will be developed which help young people's independent living.

The educational programme has targeted Year 10 pupils upwards. The School works closely with Education/Business Partnerships to link up with schools, offer appropriate courses and develop materials for use within the Market and the School. This includes worksheets, etc to back up the material handed out during lectures.





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24 hour answerphone

We source the finest and freshest fish from all over the United Kingdom, we also import fish

We offer complete traceability and our products are delivered to your vehicle on a day to day basis.

We are prepared to negotiate on price but never on quality.

Billingsgate Seafood Training School

Industry Training

Our seafood industry training portfolio includes: free introductory events, low cost foundation certificates, sponsored events, quality assessment of seafood, knife skills training, and independent and multiple seafood retailers training packages. More information about the seafood industry training available can be seen here. ngers, shopkeepers, stall holders and mobiles selling all types of fish and shellfish whether fresh or frozen.



The cost of membership is just £69 per annum. Associate membership is available for employees and workers in the fish industry but will exclude cover under the insurance policy. Associate membership is £39 per year and includes discounted entry fees to the Federation's prestigious British Fish Craft Championships of which The

Corporation of London and Billingsgate Market are valued sponsors.

Free expert advice is provided to members who have problems with local authorities, supplier or even customers. The Federation produces the NFF News, a quarterly newsletter, that contains information on forthcoming legislation, on matters associated with food regulations, employment law etc. It also gives news of industry trends, advice and special offers on equipment and services.

Members receive a variety of other benefits, the most valuable being £5,000,000 public and product liability insurance cover. Added benefits of joining also include discounted rates on many other insurances through Jardine Lloyd Thompson who offer a tailored shop policy to cover the specialist area of fishmongers. Members also enjoy a big saving on AA fleetwide schemes and benefit from a telephone Legal Helpline Service.

The Federation has a London branch, the London Fish and Poultry Retailers Association. They have a team of Officers who give of their time freely and work tirelessly to promote fish and are always willing to offer help and advice to their fellow colleagues and prospective mongers in the London and Home Counties area.

The London Branch produce their own newsletter, the Billingsgate Gossip which carries news of activities in the London area together with dates of meetings and social events. The London secretary can be contacted on 01708 448667.

Further details can be obtained from the Federation's website:
www.fishmongersfederation.co.uk



Seahawk Marine Foods (London) Ltd

Seahawk London - is now established at our newest site at Billingsgate Market. We would welcome the opportunity to show you our extensive range of quality frozen and chilled seafood products or alternatively arrange an appointment to visit you.

You can be sure of a friendly welcome from our team who have many years of experience and extensive knowledge of the seafood industry.

The company pricing policy of always being competitively priced is the same in Billingsgate as it is throughout the group.

Our contact details are below - give us a try - we believe you will be pleasantly surprised!

Seahawk Marine Foods (London) Ltd.

Office 71, Shop 21, Billingsgate Market, Trafalgar Way, London E14 5ST

Tel: +44 020 7538 1520 Fax: +44 020 7531 6430

Email: keith@seahawk.co.uk

Billingsgate Seafood Training School Courses

Knife Skills

An Introduction to Fish & Shellfish Processing

"I've filleted fish on boats, beaches, at barbies and in an ice tent in Lapland, but I learned more at Billingsgate than I ever did on my own!"

Nick Fisher, Shooting Times.

Fish Preparation Knife Skills

Timings: 6.15am – 1.30pm approx

Class size: 8 – 10

What to expect:

An early morning escorted market tour covering fish identification and understanding quality assessment.

We serve breakfast after which you will have the chance to get some 'hands on' experience with an expert blocks man. This course focuses on a wide selection of flat and round fish preparation. (no shellfish). Includes portioning.

Who should attend?

This course is suitable for those new to the industry, keen amateur (and professional) fishermen that want to improve their preparation techniques and chef's who want to update their skills.

What you take home:

Lots of fish to take away – so a LARGE cool bag is essential. A certificate and free video to remind you of what you have learnt.

Cost: £190 (all inclusive)



Knife Skills Masterclass

Friday 4th April, Friday 22nd August.

This knife skills class is one for anyone who wants to update or improve their fish filleting skills. We will be buying fish on the day and will be looking out for under utilized species such as silver sabre, garfish, conger eel and John Dory - to name a few. The cost of this course is £200 and you will have a big bag of fish to take away at the end of the day.

Shellfish Preparation Course

Dates for 2008

Wednesday 16 th April

Timings : 6.15am – 1.30pm approx

Class size : 8 – 10

What to expect:

An early morning escorted market tour covering species identification and understanding quality. Main focus is on the wide range of shellfish available.

We serve breakfast after which you will have the chance to get some 'hands on' experience with an expert fishmonger.. This course focuses on a wide selection of molluscs, crustacean and cephalopods. (no fish) along with a session on how to cook each species. The course will end with a tasting of each species cooked.

You would expect to learn how to cook and dress crabs, lobsters and other crustacean along with clams, mussels, scallops, squid, cuttlefish and octopus.

Who should attend:

This course is suitable for those new to the industry, keen amateur (and professional) chef's who want to extend and improve their preparation techniques and chef's who want to update their skills.

What you take home:

Lots of shellfish to take away – so a LARGE cool bag is essential. A certificate to remind you of what you have learnt.

Cost: £200 (all inclusive)



The school runs both 'open programmes' and 'tailored courses'. Open programmes are where clients from different companies, come together to make up a generalised course. In the tailored courses we offer a bespoke programme to fit in with the needs of the one company that will send a minimum of 8 students in one go.

Many of our clients manage small teams that can not allow more than a couple of staff away from the workplace at one time. The open programmes run once we have reached a minimum numbers level (which is 8) and costs £170, or £190 if you want to include a formal tour of the market. This is conducted by the Fishmongers' Company Market Inspectors who are on hand to answer all your 'fishy' questions.

For those interested in entering the Fishmongering trade please consider our 'Introduction to Fishmongering' training package.

Next available Knife Skills 'Open Programme' dates, places limited to 10:

Dates for 2008

Friday 4th April (Master class)

Friday 23rd May

Friday 27th June

Friday 11th July

Friday 22nd August (Master class)

Friday 28th August

Course runs from 6.15am - 1.30pm

The course uses round and flat fish, a typical selection of fish used would include: mackerel, plaice, monkfish, bass, cod, dover sole, salmon.

At the end of the course this fish can be taken away by the students for their own use, please remember to bring a cool bag!

Contact

Office 30 Billingsgate Market
Trafalgar Way
London E14 5ST
Tel: 020 7517 3548



When it comes to insurance, we cover the Markets.

Think about your company's personal accident and sickness insurance policy. Do you have a specialist policy? Does it cover all your needs?

We are specialists in the wholesale markets, we know what cover your employees need and we can provide it for less than 'ordinary' cover. Of course we can also offer all classes of commercial insurance as well. You'll be surprised at the cost as well as the comprehensive cover we provide.

When it comes to specialist cover for the Markets, go to the specialists. Call us to discuss a quote or visit our website.


MarketSure

Wholesale Markets Insurance Specialists
Lloyd's Avenue House, 6 Lloyd's Avenue, London EC3N 3AX
T: 0870 142 0871 www.lnoinsurance.co.uk

 Approved London Fish Merchants Association insurance brokers

Authorised and regulated by the Financial Services Authority Reg No. 311136
Frita Insurance Services Ltd trading as LNO Insurance Consultants.



...working in partnership with the MSC

Code	Product Description	Pack Size
34095	Young's Wild Alaskan Pink Salmon Fillets	60 x 90g
36309	Young's Breaded Garlic & Herb Wild Alaskan Pink Salmon Goujons	10 x 500g
36307	Young's Breaded Wild Alaskan Pink Salmon & Broccoli Fish Cakes	24 x 70g
36549	Young's Breaded Wild Alaskan Pollock Fillet Squares	36 x 70g
05097	Young's Skinless & Boneless Wild New Zealand Hoki Fillets	30 x 110-170g
05286	Young's Chip Shop Battered Wild Alaskan Pollock	24 x 100g
05285	Young's Chip Shop Battered Wild Alaskan Pollock	24 x 145g
05263	Young's Chip Shop Battered Wild Alaskan Pollock	24 x 175g
34094	Young's Chip Shop Chunky Bites	10 x 600g
40359	Young's Chip Shop Jumbo Battered Wild Alaskan Pollock Fillet Fish Finger	36 x 71g
37088	King Frost Breaded Minced Wild Alaskan Pollock Fish Finger	120 x 25g

At Young's, we have a policy called Fish for Life, which governs all the species we buy - both wild caught and farmed. We are also strong supporters of the Marine Stewardship Council's (MSC) initiative to identify and label sustainably-caught wild fish.

To be sure you are choosing responsibly sourced fish options for your customers, look out for the MSC and 'Fish for Life' logos on our products.



To find out more about sustainable seafood call 0800 132 096, visit our website www.youngscaterer.co.uk or alternatively visit the MSC at www.msc.org

Errigal Fish

Tel +353 749739023 E-mail tom@errigalfish.com

Cooked Chilled Pasteurised Products

- Crab
- Half Crab
- Half Crab Claws Scored
- Crab Claws
- Crab Claws Scored
- Whelk Meats in Shell
- Whelk Meats
- Winkles
- Prawns
- Canadian Lobster
- Razor Clam
- Premium White Meat
- Standard White Meat

Cooked Frozen Products:

- Crab Claws
- Scored Claws
- Whelk Meats
- Winkles
- Prawns
- Premium Meats
- Standard Meats
- Whelk Meats
- Brown Meats
- Marinated/Sayo Products



Errigal Fish Co. Ltd.

Meenaneary, Carrick, Co. Donegal, Ireland.

Introduction to Fishmongering A training module for the Seafood Industry



Instructor Mick Mahoney (left, centre) with the first successful group of students to complete the Introduction to Fishmongering at Billingsgate.

"It was a brilliant day, in fact the best taught course I have attended."

"The trainee manual you provided is invaluable."

"The knife skills was extremely beneficial."

"Has prompted me to further investigate setting up a fishmongers."

Acknowledgements: This fishmonger training module has been developed by Lyn Gower and Adam Whittle of Billingsgate Seafood Training School along with Richard Wardell of Sea Fish Industry Authority. Duncan Lucas and Sue Hallman of Passionate about Fish has kindly provided the photographs and words in the 'step by step' knife skills guides.

high impact and focused modules that are outlined below.

Your chance to learn the skills required to be a fishmonger

Dates:

Thursday 29th May 2008
Wednesday 20th August 2008

£100 (including training manual and certification)

Contents:

General Guide, An Overview of the Seafood Industry, Quality Assessment, Care of Product, Hygiene and Food Safety, Care of Tools, Knife Skills, Cleaning, Display, Customer Service, Answers to Exercises, Further Training.



A selection of photographs taken during the sessions of the 'Introduction to Fishmongering' course at Billingsgate Seafood Training School.



A sale is
not a sale
until it has
been paid for

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you net more.**

If you need a sure-footed, methodical and balanced approach to credit control and information without delay, contact us.

Complete Credit Management Solutions

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- Credit Management and Debt Collection
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Aberdeen, AB11 5QP
t 0044 1224 587222
f 0044 1224 587333
e info@fmcmltd.com
www.fmcmltd.com

Authorised and regulated by the Financial Services Authority

Welcome to the Billingsgate Market Magazine. We may not know what the coming months will hold but it seems reasonable to suppose that the trade will continue to face challenges. It is all too easy to carry on in exactly the same way as previously but the world is changing and we have to find ways to be more competitive and strive for excellence in what we do. We would urge you to make the time to take a step back, examine your business, and take this opportunity to introduce new practices and procedures which you can implement to protect your business:

- ⊗ Get all potential customers to fully complete an “application for credit” form before you consider sending them goods. (FMCM can provide you with a sample form should you require this).
- ⊗ Ask them for a letterhead and a copy cheque for your file – this will help to confirm the trading style of the customer.
- ⊗ After the identity of the buyer has been confirmed, get them checked out by a reputable credit reference agency.
- ⊗ Using the information obtained from the credit reference agency, set realistic credit terms and a credit limit for the customer. Don't be too eager to grant longer terms or a higher credit limit than you would normally, just to get the order.
- ⊗ Remember that a “sale” is not a “sale” until it has been paid. Until then, it's a potential bad debt.
- ⊗ If you do not already have one, you should seriously consider arranging a credit insurance policy to protect your business against a customer's failure to pay what he owes.
- ⊗ Whether you have a credit insurance policy or not, you should never let a customer trade beyond the credit terms or limit previously set. This could be very costly to you in the long run.

We appreciate that this may seem a daunting list, but do remember that FMCM can assist you every step of the way. We are pleased to invite you to contact us at any time to discuss your individual requirements. Alternatively, log on to our web site (www.fmcmltd.com) to learn more about us. Bad debt is an ever-increasing threat to your business, but you do not have to tackle it alone.



3G Food Service & Seafood Solutions is a specialist supplier of chilled and frozen fresh fish and seafood to the food service sector.

Our Seafood Solutions range provides caterers with the freshest fish and seafood of the highest quality, at competitive prices. Presented in unique, leak proof packaging exclusive to 3G, the range currently includes over 100 species. We also have a flexible approach to preparation options tailored to individual customer requirements.

With a 70 year family heritage in fish and seafood, we have a wealth of knowledge and sourcing expertise. This means we can ensure the best seafood from UK coastal and global markets throughout the year. And thanks to our national temperature controlled delivery service, the freshness of all our products is guaranteed.

We already supply popular restaurants and busy catering establishments across the country and in particular London and the West End. Each has a valuable reputation to protect for serving fresh, high quality food. They consistently place their trust in 3G Seafood Solutions to meet their requirements.

To find out more about 3G Seafood Solutions, please contact us for a copy of our latest Product Guide on 0870 850 5213 or visit our website at www.3gseafoodsolutions.co.uk

At 3G Food Service & Seafood Solutions, we're passionate about what we do.

Serving independent customers, high quality restaurants, hotels and national chains, we bring the caterer closer to the catch, with the freshest supply from the world's oceans.

It's all about supreme quality of product, preparation and service.

For more details call us on 0870 850 5213, or visit www.3gfoodservice.co.uk



Fish & seafood specialists, with the reassurance of a 70 year family heritage.



Fresher. Naturally!

The Buyers

Fishmongers and fish-and-chip shop proprietors; delicatessens; publicans; restaurateurs; cafe owners; embassy caterers; specialist fish suppliers; world renowned chefs; buyers from some of London's most famous department stores and from the country's greatest hotels-these are the people who comprise the most important part of any market, the buyers.

It is the demand created by these various buyers which stimulates the merchants to seek and offer new and improved supplies. Billingsgate is, by law, a "free and open" Market giving everyone the right to attend the Market during trading hours and to purchase fish from any merchant who is willing to serve them. Sales are by private treaty between the parties concerned and no auctioning of fish takes place in the Market

The Fishmongers' Company is fourth in order of precedence within the 'Great Twelve' City Livery Companies. The Company possesses 24 Royal Charters, the first in the reign of Edward 1 (1272) and the latest in the reign of George VI in 1937. However, the Company is known to have had connections in the fish trade long before its first charter.

Today, the Company still plays an important role in Billingsgate Market and in the fish trade generally. Its inspectors or 'Fishmeters', as they are historically known, inspect all fish coming into the Market and into the City of London.

The fishmeters check the quality of fish to ascertain that they are "fit for man's body" and have statutory powers to seize any fish they consider not to be up to their required standard. They also undertake routine sampling of shellfish before it is sold in the market. The right to seize fish which is not "fit for man's body" is laid down in the ancient charter of 1604 in the reign of James 1 and still exists today. However, the Fishmeters do have modern statutory powers of enforcement through various Acts, such as the Salmon and Freshwater Fisheries Act 1823, the Sea Fisheries (Shellfish) Act 1967 and the Sea Fish (Conservation) Act 1967. The Company founded and still actively supports the Shellfish Association of Great Britain and the Salmon and Trout Association.





Speyfish

We are a family run Scallop Processing business in Buckie. We have been in business for approximately 27 years and have around 25 staff (seasonal).

Our main produce is Shucked King Scallops, and we have a by product of cleaned Scallop Shells. We supply wholesalers / supermarkets in France, also the UK and Ireland.

We have local boats which land to us regularly (depending on weather) and also our own Scallop Boat.

We believe our Scallops to be a sustainable food source as great care is taken by the boats to not take any undersize scallops – these are returned to the sea still alive for the future.

We have a modern factory and a reputation for good quality scallops. HACCP procedures are up to date and hygiene is of great importance to us.



For further information you can contact our sales team on the telephone number below or send an email to:-
speyfish_ltd@tiscali.co.uk.

Spey Fish Limited
6 March Lane, Marchmont Ind Est.
BUCKIE, Banffshire AB56 4BB
Tel: (01542) 834524
Fax: (01542) 834970

Billingsgate Porters

All porters working in the Market are licensed by the City of London and a register containing details of each porter and his employment is kept by the Superintendent. Should any dispute arise in negotiations or in relation to conditions of service, rates of pay or operating practices, which cannot be settled between the parties involved, the matter is brought to a Joint Labour Committee composed of representatives of the porters' union and the employers in equal numbers and chaired by the Superintendent, in the capacity of neutral Chairman.

Billingsgate Market enjoys a good reputation in respect of labour relations and most problems are settled without the need to resort to a formal meeting. For practical reasons, Market porters traditionally wore flat-topped leather hats but these days they are only worn on 'special' occasions. The white sailcloth smocks have been retained and apart from their practical usefulness these add to the Market's colourful background.



H.J. Nolan (Dublin) Ltd. Rathdown Road, Dublin 7, Ireland

Nolans smoked salmon - taste it once and you're caught forever.

Nolans has been a family run fish business since it began in Belfast, Ireland in 1921. Today, with four generations of tradition behind us, we are Ireland's leading supplier of smoked salmon.

Our Salmon

Our salmon has been enjoyed by people all over the world. From presidents to postmen. Singers to seamen. As a gift it's perfect. Because you know it will be used, spoken of fondly and continuously appreciated.

Ireland's finest catch

From the crystal clear waters off Ireland's west coast, Connemara Atlantic salmon is harvested and then brought to our state of the art processing facilities in Dublin. There, only the best fish are chosen and carefully handled before being oak smoked to give it a distinctive flavour and texture.

Your guarantee of quality

At Nolans, we pride ourselves on our fish. We have worked hard to ensure that you get the very best. We are a premium brand, delivering premium products at consistent top quality. Nolans smoked salmon - taste it once and you're caught forever. Guaranteed 24 Hr delivery to Ireland and UK, 48 Hr to rest of Europe and Canada. For the rest of the world, please e-mail us for a quotation. For deliveries to the USA contact us on mailorder@nolanseafoods.com for more information.

Welcome to our family

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Orkney Food Company supply the *FINEST* Seafood from the Orkney Isles.
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Scrabster Seafoods Limited

Seafood Park, Scrabster Harbour, Caithness, Scotland. KW14 7UJ

Tel: 01847892380 Fax: 01847893090

E-mail: mail@scrabsterseafoods.co.uk

Scrabster Seafoods Limited, based in the far North of Scotland and with offices in the Faroe Islands, is one of the largest Importer/Exporter of Seafood products for the UK and European Seafood Markets. We offer a unique opportunity for our customers to purchase high quality fresh products through our ability to procure on a daily basis from the Faroe Islands and from Scottish ports.

With a state of the art processing and packing factory based in Scrabster and several of our own vessels working both in Faroe and Scottish waters we are ideally suited to service our customer's needs with fresh whole and filleted products.

Fresh products, which we currently offer from our own vessels and line caught day liners, include:

• **Cod • Haddock • Salmon • Monkfish • Whiting • Lemon sole • Plaice • Saithe • Redfish** and all other ground fish, landed daily in Scotland and the Faroe islands.

In addition to our fresh fish products we can offer:

• **creel caught Lobster • Brown Crab • Velvet Crab • locally caught King Scallops either dressed/shucked or live in shell** all caught in the clean North Atlantic waters and landed daily.

Fishmongers Company

The Fishmongers' Company is one of the Twelve Great Livery Companies of the City of London and amongst the most ancient of the City Guilds, with an unbroken existence of more than 700 years. The Fishmongers of London are known to have been an organised community long before Edward I (AD 1272) granted them their first Charter. That, and others granted in the reigns of Edward II and Edward III, provided that no fish could be sold in London except by the Mistery of Fishmongers; they also limited the markets at which fish could be sold in the City and made it the duty of the Wardens of the Mistery to oversee the selling of fish and to ensure that none but sound fish was offered. Later Charters, granted in the reigns of Richard II, Henry V, Henry VI, Henry VII, Henry VIII, Edward VI, Mary, Elizabeth I and James I, formally incorporated the Company and laid down rules for its governance and regulation of the trade.



Queen and then "all well mounted and costumed very richly" escorted her through the City on her way to Canterbury on pilgrimage. In the reign of Edward III the Company made a substantial contribution to the cost of the Hundred Years' War with France.

From the beginning to the end of the fourteenth century the City of London was much disturbed by the vexed question of whether there should be free trade in food or not. The Fishmongers were at the head of what were known as the Victualling Guilds, whose interests in retaining their monopolies in various foodstuffs were opposed by the Craft Guilds who wanted free trade in food, but not in the goods they manufactured themselves. The Fishmongers' monopoly had been challenged unsuccessfully in the reign of Edward II and was confirmed by Charters of Edward III.

The fourteenth century was a period of great expansion for the Fishmongers. They had secured a complete monopoly of the sale of fish - one of the chief necessities of life in the Middle Ages. With the granting of their Charters, their wealth and influence had increased enormously and they took a prominent part in the affairs of the City. They were even required to furnish three ships for the Royal Navy in the reign of Edward I, and on his return from the successful war in Scotland they furnished him with an imposing pageant. Another pageant was provided by the Guild in the reign of Edward II (1307-27) on the birth of the young prince who afterwards became Edward III (1327-77). In this a boat was fitted out "in guise of a great ship with all manner of tackle that belongs to a ship and it sailed through Chepe as far as Westminster". The Fishmongers there presented the ship to the

In 1383 an influential Mayor of London and grocer, John of Northampton, who was the leader of the Guilds wanting free trade in foodstuffs, persuaded the Common Council to declare that the Fishmongers were not entitled to monopolise the fish trade. That decision was confirmed by Parliament, but later, in a Charter granted to the Fishmongers by Richard II in 1399, all their privileges were restored and they were given license to elect six Wardens, which is the present number.

Until the end of the fourteenth century the Fishmongers had their own Court of Law (Leyhalmode) at which all disputes relating to fish were adjudged by the Wardens, whether such disputes were between members of the Company amongst themselves or with "foreigners", i.e. non-members of the Guild.

White fish Code of Practice

Developed by the Yorkshire and Humber Seafood Group

The Yorkshire and Humber Seafood Group was established in 2006 and aims to develop best practice for those in the fishing industry, from trawl to table, across the region.

Our role is to deliver a more sustainable and profitable future for the industry, whilst contributing to the protection of the fishing industry. We work throughout the supply chain to promote, market and develop the industry. We also aim to improve investment returns in all sectors.

Our overall objective is to provide a clear vision concerning the requirements of the industry and covers those involved in the sector from the Humber area and the Yorkshire coast and inland as far as Bradford.

The Code of Practice is a comprehensive program that consists of:

- A nationally recognised standard
- A user friendly factory manual

- A comprehensive training DVD
- Internet based technical support
- Direct technical management support

The Code of Practice is applicable to the following organisations:

- All white fish processors large and small
- Local authority enforcement agencies
- Multiple food retailers
- Food service operators

"For some considerable time now, this industry sector has required an effective method of self-regulation, to ensure that we are all working to one, high, standard. It is my belief that the Code of Practice will give the public a real confidence in our operations, whilst making working life easier for processors of all sizes in this region." Austin Mitchell MP, Chairman of the Yorkshire and Humber Seafood Group.



Yorkshire and Humber Seafood Group

Contact us to obtain your copy of the Code of Practice

The Yorkshire and Humber Seafood Group, The Deep Business Centre, Hull, HU1 4BG t: 01482 216222 e. info@yhsg.co.uk f: 01482 223310



ROYAL RAGA *Bringing you nature naturally*

Raga Foods Ltd are importers, exporters, wholesalers & distributors of exotic fresh & frozen seafood & frozen vegetables to the Caterers, Hotels, Restaurants, Food service & Wholesalers.

Our courteous drivers deliver from our premises to your door 5 days a week within the M25, in our well maintained temperature controlled vehicles. We also make arrangements to deliver to the rest of UK & Europe.

We stock premium frozen products like : Alaskan Black Cod & Salmon • Mexican Rock Shrimp • Chilean Seabass • Bahamian Lobsters • Canadian Scallops • King Crab Clusters • Soft Shell Crabs • African Wild Caught Jumbo Prawns • King Crab Clusters • Asian Black Tiger & Fresh Water King Prawns • Squid • Octopus • Frozen vegetables • Fresh Tuna & other fish. We have many more lines to meet varied customers requirements.

Raga Foods Ltd is an associate company of Ragasaan Ltd, who are into Event organising, catering and banqueting are authorised suppliers with most of the major Hotels in UK.

Our Specialist advisers will be happy to discuss your requirements. Please call:

Raga Foods Limited
0208 839 0890

Fax: 0208 839 0891 • Email: info@ragafoods.com • Web: www.ragafoods.com
Raga Foods Limited, 3 Ragas House, Northolt Trading Estate, Belvue Road, Northolt, Middlesex UB5 5QS, United Kingdom

The City of London Market Authority



The Corporation is the local authority responsible for the City of London, the

"Square Mile". It is also the Market

Authority which owns, operates and manages Billingsgate Market on behalf of the "Mayor, Commonalty and Citizens of London".

Billingsgate, London's Fish Market, is the oldest of the four markets maintained and operated by the Corporation. The others are Smithfield (meat, provisions and poultry), Spitalfields (fruit,

vegetables and flowers) and Leadenhall (a retail market).

The Markets Committee is the

Corporation Committee responsible for Billingsgate Market. It is made up of Aldermen and Common Councilmen (councillors), who meet regularly at Guildhall, the seat of government in the City. The City appoints a Superintendent who is based at the Market and is responsible for its day-to-day management and operation.



Trading at Billingsgate




Bellshill Office:
 Sholto Crescent
 Righead Industrial Estate
 Bellshill
 ML4 3LX
 Telephone 01698 845225
 Fax 01698 845226
 sales@tradimar.fr

Aberdeen Office:
 Units 1-3 Raik Road
 Aberdeen
 AB11 5QL
 Telephone 01224 584400
 Fax 01224 584422
 sales@tradimar.fr

Tradimar

The number 1 choice for all your logistical requirements

“We are proud to have supplied J. Bennett (Billingsgate) for over 15 years and look forward to working closely with them in the future.”



Reinhartsen Seafood, a well respected family company established over 70 years ago, today operates one of the most modern seafood brining plants in Europe.

State of the art production facilities in Denmark

- An excellent quality of water which is not chlorinated.
- A computer management system controlling the water temperature and process speed.
- Product processed through the high care area in less than 5 minutes.
- Fully automatic stainless steel production lines.
- Product which is not handled until ready for stacking on pallets.
- Awarded the *Higher Level* of the *International Food Standard (IFS)*.



Crayfish Tails in Brine



Prawns in Brine

For all UK enquiries please contact the company's UK office
T +44 (0)161 765 3300 **F** +44 (0)161 765 3309 **M** +44 (0)7785 775185
E info@jsmarketing.co.uk **W** www.jsmarketing.co.uk

Unlike the other London markets, Billingsgate merchants sell by sample. The fish displayed on the stands and in the shops inside the trading hall are samples only; the main bulk of the supplies is held outside the market building, away from the sales area. Sales and orders are made against these displayed samples. The carrying-in and unloading of the fish at the Market is called 'shoring in'. This probably dates from the days when Billingsgate occupied the old City site and fishing boats came up the River Thames and moored alongside the Market where the fish were unloaded. This work is carried out by porters who are licensed by the Corporation. They are responsible for the collection of sales orders from the supplies placed around the Market apron' and for 'harrowing' these to the buyers' vehicles in the goods vehicle park.

In return for this portage delivery service, the buyers pay the porter 'bobbin money' in accordance with a scale agreed between the porters' union and the Merchants' Association. Porters also receive a basic 'retainer' wage from their employer and are guaranteed a fall-back wage in cases where the employer's sales of fish do not meet a predetermined minimum amount.

The trading hours are set by the Superintendent under bye-law powers and the start and finish of trading continues to be signalled in the traditional way by the ringing of the Market Bell by a Market Officer. Trading may not be conducted outside the prescribed hours of trading and anyone doing so would be guilty of forestalling the Market.



pomona
TerreAzur



We import FRESH FISH from all over the world

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Contact : Tony HAUDIQUET

Pomona Export Marée, 1, avenue de l'Europe, Zone des entrepôts, 94538 Rungis MIN, France
Tel : 00 33 145 126 358 • Fax : 00 33 145 126 385 • Mail : t.haudiquet@pomona.fr • Web : www.pomona.fr

The Traders

These are the firms or individuals who rent selling space on the floor of the Market and are tenants of the City of London. The London Fish Merchant's Association is a body which represents the merchants trading interests, while Billingsgate Traders Ltd represents the interests of the tenants in their dealings with the City of London and has representatives on the Market's statutory Consultative Advisory Committee. This Committee also includes representatives from the City of London, the London Borough of Tower Hamlets, the Transport and General Workers' Union and the National Federation of Fishmongers.

The Market's cold store is leased to, and operated by, a subsidiary company of the Merchants' Association.

The Market complex also houses several firms who trade in goods and services ancillary to the fish trade; cooking oils, poultry, potatoes, catering supplies, trade utensils and a laundry.

A recent addition is a new distribution cold store centre built by a Merchant with assistance from an EU grant and the City of London.



The buyers

Fishmongers and fish-and-chip shop proprietors; delicatessens; publicans; restaurateurs; cafe owners; embassies; specialist fish suppliers; world renowned chefs; buyers from some of London's most famous department stores and from the country's greatest hotels-these are the people who comprise an essential part of any market, the buyers.

It is the demand created by these various buyers

which stimulates the merchants to seek and offer new and improved supplies. Billingsgate is, by law, a "free and open" Market giving everyone the right to attend the Market during trading hours and to purchase fish from any merchant who is willing to serve them. Sales are by private treaty between the parties concerned and no auctioning of fish takes place in the Market.

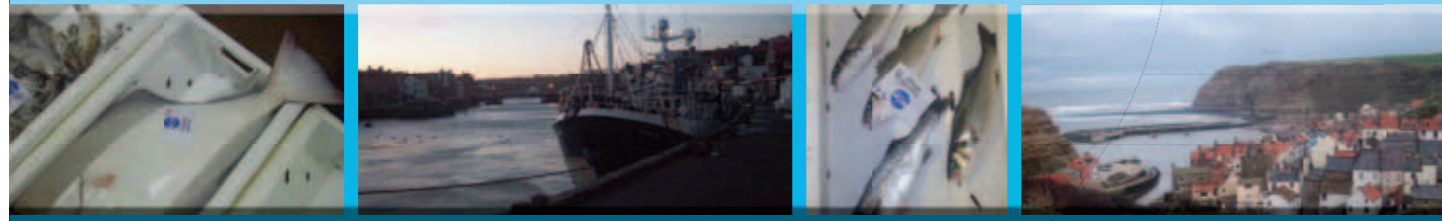
Tenants

Billingsgate Market has 98 stands, 30 shops and 79 offices.

We are a long established business based at Staithes on the coast of the North Yorkshire Moors National Park. In its heyday Staithes was home to hundreds of fishing boats and was the busiest fishing port of the North East. It was here that Captain Cook discovered his taste for the Sea during his Apprenticeship at the Chandlers.

We have the luxury of buying direct from Staithes Fishermen who still use the traditional methods and are only at sea for a matter of hours, this freshness combined with the traditional methods provide truly exceptional quality. We are also located next to Crab and Live Lobster processors. This means we can offer a broad range of products caught and processed here, minimising 'food miles' with full traceability.

All of our prime fish is sourced from the North East Coast, without exception. Namely Whitby and Scarborough Fish Quays. As the boats are at sea for 3 days at the most, more often only 24 hours, the quality is excellent, and the variety is surprising; Halibut, Turbot, Seabass, Squid, Dover sole, Lemon Sole, Red Mullet, Gurnard, Skate, Monkfish and John Dory's all landed frequently, as well as the Cod and Haddock you would expect. All trade customers can ring the Manager Matthew Asquith on 07980866654 every evening till 10pm to discuss their requirements for their next order.



We are a small yet efficient team, with combined experience of over 90 years. We can provide the variety of species all prepared and filleted by hand to your exact requirements. Thus meeting the needs of an increasingly demanding consumer who wants to try new tastes but is concerned about 'food miles', sustainability and traceability.

A history of Billingsgate

The Market rights of the City of London were based on a charter granted by Edward III in 1327 which prohibited the setting up of rival markets within 6.6 miles of the City, (six and two thirds miles being the distance a person could be expected to walk to market, sell his produce and return in a day). In 1400 King Henry IV granted to the citizens the right, by charter, to collect tolls and customs at Billingsgate, Cheap and Smithfield. Since then, the Billingsgate Market Acts of 1846 and 1871 and the City of London (Various Powers) Acts of 1973, 1979, 1987 and 1990, have confirmed the City's role as the Market Authority and laid down its responsibilities and rights, including the making of

regulations, byelaws and the collection of tolls, rents and other charges.

Billingsgate was known as Blynesgate and Byllynsgate before the name settled into its present form. The origin of the name is unclear and could refer to a watergate at the south side of the City where goods were landed-perhaps owned by a man named 'Biling'- or it may have originated with Belin (400BC) an ancient King of the period.

Billingsgate was originally a general market for corn, coal, iron, wine, salt, pottery, fish and miscellaneous goods and does not seem to have become >>



Pleased to be associated with J. Bennett (Billingsgate) and wish them continued success



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Select Europe Limited would like to thank A.H Cox, Bards Shellfish, J. Bennetts (Billingsgate) Ltd., and John Koch (Seatek) for their support and loyalty over the past 10 years. We look forward to a long and prosperous future together.

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A history of Billingsgate

associated exclusively with the fish trade until the sixteenth century.

In 1699 an Act of Parliament was passed making it "a free and open market for all sorts of fish whatsoever". The only exception to this was the sale of eels which was restricted to Dutch fishermen whose boats were moored in the Thames. This was because they had helped feed the people of London during the Great Fire.

Until the mid-nineteenth century, fish and seafood

were sold from stalls and sheds around the 'hythe' or dock at Billingsgate. As the amount of fish handled increased, a purpose-built market became essential. In 1850 the first Billingsgate Market building was constructed on Lower Thames Street but it proved to be inadequate and was demolished in 1873 to make way for the building which still stands in Lower Thames Street today. This was designed by the City Architect, Sir Horace Jones and built by John Mowlem. It was opened in 1876. It is now a listed building.



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The restaurant can accommodate sixty people at once, with the largest table seating ten. There is a sense of unremitting concentration and effortless attention to the needs of the clients, who are immediately made to feel at home by the award winning maitre'd, Silvano Giralдин and his team.

For more than thirty five years the skill and devotion of the Roux family has blessed this corner of Mayfair and today and for the foreseeable future Le Gavroche continues to offer the finest dining experience in London. Whether for a relaxed meal pre-theatre or taking advantage of the best set lunch menu

in London - three courses with half a bottle of wine and coffees at £40 - Le Gavroche maintains the highest standards of cuisine, wine and service in the capital.
(A jacket is required in the restaurant.)

Opening Times:

Monday to Friday: For lunch (12 noon to 2pm)
And dinner (7.00pm to 11.00pm) Saturday dinner only.

Le Gavroche
Ltd.

Le Gavroche
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STUFFED SEA BASS WITH CREOLE RICE



Serves 2

1.2kg sea bass (preferably wild not farmed)
60g long-grain rice
1 red pepper
4 shallots
2 cloves of garlic
3 curry leaves
3 mild red and 1 green chilli
1 large bunch of fresh coriander
2 limes
salt, pepper
3 tbsp olive oil

of the blackened skin, remove the seeds and finely dice the flesh. Peel the shallots and chop three with the garlic. Sweat the shallots and garlic in a little olive oil until completely cooked but not coloured, then add the curry leaves, diced red pepper and chopped chilli to taste. Cook for 5 minutes, then add the rice and season with salt and pepper. Continue to cook, stirring well, for another 5 minutes, take off the heat and leave to cool. When the rice is cold, add some chopped coriander leaves and the juice of one lime.

Preheat the oven to 200c/gas mark 6.

Using a pair of heavy-duty scissors, snip the fins off the sea bass. With the back of a heavy knife, scrape off the scales and snip out the gills and eyes. Starting from the back of the head, follow the backbone with a sharp knife. Repeat on the underside until you reach the belly. Being careful not to cut through the flesh and make a hole, snip both ends of the backbone and pull it out. Remove the innards, remove the pin bone with a pair of tweezers and rinse clean. Dry the fish and keep it in the fridge until you're ready to cook it. Put the rice in enough water to cover it twice over. Bring the water to the boil and cook the rice until tender – about 18 minutes. Drain well. Grill the pepper under charred all over. Peel

Place the sea bass on a piece of lightly oiled greaseproof paper, season it and stuff with the rice mixture. Roll up the fish in the paper, twirling the ends so it's held nice and tight in the bag. Place on a heated baking tray in the preheated oven and cook for 8 minutes. Turn the bag over and continue to cook for 7 minutes. Bring to the table and open the bag to serve. Accompany with a little vinaigrette made from 1 chopped shallot, the juice of 1 lime, chopped coriander leaves, salt and a tablespoon of olive oil. Season and, if you feel daring, add some more chilli.

GRILLED MACKEREL WITH GREEN ASPARAGUS AND ANISEED FLAVOURED CAULIFLOWER CREAM

Serves 6

3 mackerel
30 medium-sized green asparagus spears
300g cauliflower
200ml milk
8 whole star anise
pastis
Juice of 1 lemon
1tbsp walnut oil
salt, pepper, olive oil



the milk through a sieve, keeping the star anise to decorate the finished dish.

Keep back some florets for the garnish and put the rest of the cauliflower in a liquidizer or food processor. Blitz at full speed, slowly pouring in the sieved milk, until smooth. Season with salt, ground pepper and a few drops of pastis and refrigerate until ready to use. Toss the asparagus in the lemon juice, walnut oil, salt and pepper. Arrange the asparagus in a star on each plate with florets in between

Fillet the mackerel and remove the pin bones with a pair of tweezers. Rinse and dry the fillets and cut into 12 equal diamonds. Peel the asparagus and cook in boiling salted water until almost done. Refresh in iced water and drain. Cut the cauliflower into florets and cook in salted boiling water. Refresh in iced water and drain. Bring the milk to the boil with the star anise and leave to cool. Pass

and put a generous spoon of cauliflower cream in the middle. Place the fillets of mackerel on a baking sheet, smear with olive oil and season with salt and pepper before placing under a hot grill to cook for 2-3 minutes. Place some mackerel on top of the cauliflower cream and serve immediately.

As a family-owned company with roots in the restaurant trade, our goal remains the same as it always has been: to supply wines of outstanding character and typicity that are made to be drunk with food. We choose to work with suppliers who will not compromise quality. With this in mind, we can afford to be fussy: from the humblest house wine to the grandest of grands crus, we make sure we select only the best. After all, life is too short to drink anything else!

Here are just some suggestions for pairing with seafood dishes – all on offer currently in our Spring/Summer promotion:

Vitiano Bianco, Umbria, Italy

Nutty aromas introduce this crisp and savoury white wine which would stand up well to the aromatics of curry leaves and coriander in the Stuffed Sea Bass with Creole Rice.

Mastro Bianco, Campania, Italy

Mastroberardino is a leading Campanian producer who has championed local grape varieties for over 200 years. Their Mastro Bianco is fresh and zesty with citrus fruit and quince notes.

Casa Lapostolle Sauvignon Blanc, Chile

This elegant Sauvignon Blanc offers a delicate sweetness and abundant citrus aromas. Its fresh acidity would cut through the richness and the aniseed flavours found in Le Gavroche's Grilled Mackerel dish.

Chapel Hill Verdelho, McLaren Vale, Australia

The Verdelho from this award-winning winery displays an intriguing array of flavours: kaffir lime, passion fruit, lemongrass and honeysuckle!

Coopers Creek Sauvignon Blanc, New Zealand

A Marlborough classic: vibrant passion fruit, gooseberry and tomato leaf aromas with lovely length of flavour.

Gran Feudo Rosado, Chivite, Spain

A benchmark rosé. Made from the garnacha grape this wine is dry yet full of berry fruit, with a floral soft finish.

for further information please contact:

Telephone: 020 7609 4711

email: info@berkmann.co.uk



www.berkmann.co.uk



Speciality Fishshop Ltd, offer fish in bulk at cost effective prices into the UK, EU and USA markets. We import and distribute fish from global catchment areas and offer DDP (delivery duty paid) services into all UK mainland fishmongers and fish wholesalers. We distribute fish from the UK mainland by road to France, Italy, Germany, Belgium, Norway and Spain. We work with a wide range of products to suit all requirements, products offered fresh, frozen, canned, marinated, pan ready, or cooked. We also offer products in Brine and offer the option of products being packaged with customers "own labelling".

We offer the freshest fish; delivered straight from fishing boats to your doorstep; we don't sell you thawed out fish as fresh; nor do we need vast or extensive storage space as our fish doesn't wait around long enough to need the storage. The maximum time from catch to delivery anywhere on the UK mainland or EU is 72 hours. Fish offered whole round, whole gutted, headless gutted, or loins, steaks and fillet format. Fish fillets can be skin on or skinless, boneless, and cut to exact portion size if required. Our only limitations are that the fish you want may not be available as and

when you want it; this can be due to several factors such as the weather being too bad for the boats to get out to sea; if you want fresh fish, exotic fish, shell fish, pan ready fish, oven ready fish; live crabs and lobsters as they should be; we are not the cheapest but we will certainly provide the best quality. We offer discounted prices for bulk deliveries to wholesalers.

We also offer an extensive range of ready to eat meals. The only limitation with these meals is that they should be ordered a minimum of two days in advance, so it makes sense to be penny wise and order all your home made "specially made" ready to eat curries, pickles, and sushi meals in advance on Sundays for the forthcoming week.

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Merchants at Billingsgate Market

Billingsgate Market

NAME	OFFICE	PREMISES	PRODUCTS	PHONE (All prefixed 020 except as indicated*)	FAX	E-MAIL	CONTACT
ASIAN FRESH		STAND A6/A7/A8 SHOP 15	FRESH EXOTIC	*0208 682 3138			Mr. B. Sivakanesh
AAK TRADING LTD T/A		SHOP 22	EXOTIC FRESH &	8888 5708			Mr. A. Kureeman
POLYDOR FISH & SEAFOODS			FROZEN				
AFIKALA AFRICANA INT. FOOD		STAND E7/E8	EXOTIC FROZEN	7249 0497	7249 0497	afikala@aol.com	Mr. Kuku
BARDS SHELLFISH		STAND I6/I7/I8 STAND F12	SHELLFISH	7538 2835	7515 9875		Mr. Simon Chilcott
BARTON & HART		STAND H6/H7/ H8/H9/H10	WET	7515 2341			Mr. Roger Barton
BENNETT J. (B'GATE) LTD	10	SHOP 23/24/25	WET, PRIME, EXOTIC	7515 6007		enquiries@jbennets.co.uk	Mr. Neil Shelton
BENNETT J.JNR.	51	SHOP 9/STAND D3	WET, SMOKED	7987 2848	7987 2848		Mr. Don Tyler
BILLINGSGATE COLD STORE	36	COLD STORAGE		7515 3075/2655	7538 9844		Mr. Neil Staples
BILLINGSGATE EXOTIC FISH LTD	62	STANDS G3/G4	EXOTIC	7987 4333	7519 3639		Mr. Mohammed Ayub
BILLINGSGATE OVERALL SERVICE		SHOP Q14	LAUNDRY SERVICE	7515 1032			Mr. David Branch
BILLINGSGATE SEAFOOD TRAINING SCHOOL	28/30		TRAINING SCHOOL	7517 3548	7538 0174	info@seafoodtraining.org	C.J. Jackson
BLOOMFIELD R. (B'GATE)	45	OFFICE ONLY		7538 9743	7515 3584		Mr. Terry Bloomfield
BOBBIE'S FISH		STAND F1	SMOKED, WET	7515 0404	*01708 556 991		Mr. Scott Unwin
BUSH T. (B'GATE) LTD	44	STAND D7	WET	7515 1345/1426			Mr. Suett
C & A SEAFOODS	66	STAND F5/F6	SHELLFISH	7515 9192			Mr. Alan Cook
CHAMBERLAIN & THELWELL LTD	53 55	STAND J SHOP Q1 / Q7	WET, PRIME, SHELL	7987 2506/2639	7538 4723	jeff@chamberlainthelwell.co.uk	Mr. Leslie Steadman
CHILLSERVE	85	OFFICE ONLY	COLLECTION/DELIVERY	7515 3123			Miss Angela Fox
COX A.H. LTD	27	SHOP 1, STAND H3/H4	WET, SMOKED	7987 2846/2847	7538 3872		Mr. Steve Garaty
CRISSY'S CAFÉ		SHOP 28	MARKET CAFE	7531 6671			Shimmy
CYPRUS FISHERIES		STAND G6/G7/G8/G9	WET	7537 9945	7537 7587	cyprus.fisheries@btconnect.com	Mr. Nick Tsindides
DALYAN SEAFOOD		STAND E2/E3	WET, PRIME	07988851209		alperdalyan@yahoo.com	Mr. Dalyan
DARBY G.A. LTD	25	STAND H5	WET, FROZEN, PROCESSED	7515 4347	7538 5550		Mr. Wally Howes
EAMES A. LTD	78	SHOP Q5/Q8	POTATOES, TRADE SUNDRIES	7515 4074/4075	Mr. Tim Eames		
FAWSITT FISH LTD	4/5	STAND D4/D5	WET, PRIME, SHELLFISH	7987 9933	7987 5415		Mr. Lee Fawsitt
FISHMONGERS COMPANY	37		FISH HYGIENE INSPECTION	7515 4425/ 626 3531		chris@fishhall.co.uk	Mr. Chris Leftwich
GREATER LONDON GROUP TRAINING ASSOCIATION	30		INDUSTRY TRAINING (LONDON)	7517 3545	7517 3535	info@london-seafish.org.uk	Mr. Adam Whittle
HART S & A LTD		STAND F7/F8/F9	SHELL	7515 9118			Mr. Matthew Hart
HOLMES C. T. LTD (COLNCREST)	46	SHOP I6/I7	WET, FROZEN, SHELL	7515 1255	7538 1143	sales@holmesseafood.co.uk	Mr. Chris Holmes
HOWES BROS (BILLINGSGATE) LTD	25	SHOP Q13	WET, PROCESSED, PRIME, HOTEL & CATERING SUPPLY	7515 3039/ 4173/3343	7538 5550		Mr. Wally Howes
INDO LANKA		STAND F3/F4	EXOTIC	0208 5428027	0208 5421648	bhkaran@hotmail.com	
J.P. EXOTICS		SHOP 5/6 & STAND G10	EXOTIC, FROZEN	7538 5500		jtf.hollick@aol.com	Mr. John Hollick
LACELIN LTD		STAND I9/I10 SHOP 29/30	EXOTIC	8803 0651	8905 8374		Mr. Aloysius Lobo

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First for Fish Limited

Our company has been established since 1996 with the sole aim of supplying fresh fish and shellfish to the Restaurant and Hotel trade within London and the Home Counties. Our buyers are experienced in purchasing the finest quality product from the famous Billingsgate Market on a daily basis. Our cutters and Block Men will prepare your orders and then ensure that your order is delivered, in time, from one of our fleet of temperature-controlled vehicles.

Our main aim is to supply the finest quality produce at the most competitive prices.

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LELEU & MORRIS LTD	48	STAND D10, D11 & D12	WET, FROZEN, SHELL, EXOTIC, SMOKED	7987 2268/2269	7538 3200		Mr. Peter Morris
LONDON FISH MERCHANTS ASSOCIATION	36		TRADE ASSOCIATION	7515 2655	7517 3535	fishmerchants@aol.com	Mr. Mike Foulgar
LYONS A.A.	6/7	STAND 11/12/13/14/15	WET, FROZEN, EXOTIC	7537 3263/3264		Mr. Tony Lyons	
MASTERS & CO LTD		SHOP Q3 & Q11	POTATOES, TRADE SUNDRIES	7987 7890/8456			Mr. David Masters
MICKS EEL SUPPLY LTD	56	SHOP 18, STAND C1, C6	EELS, SHELL	7515 2249			Mr. Mick Jenrick
NASH J. & SONS LTD	22	STAND E11/ E12/E10	WET	7515 3806			Mr. Michael Eglin
NATHAN J. LTD		STAND E5	WET, FROZEN	7515 3947/4308			
NEWNES C.J. & PTNRS.	76 77	SHOP 10 STAND A10	WET, PRIME, FROZEN, EXOTIC, SMOKED	7515 0793	7538 4614	bevansfish@aol.com	Mr. Brian Evans
NOORDZEE UK LTD	82/83	STAND B1	WET, PRIME	05601131013	02075152221	selim@noordzee.co.uk	Mr. Selim Malek
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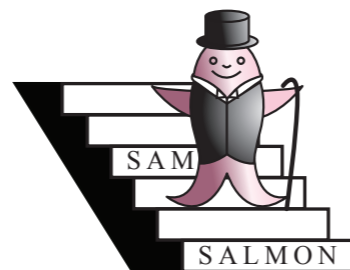
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Bord Lascaigh Mhara
Irish Sea Fisheries Board

The Irish Sea Fisheries Board, Bord lascaigh Mhara (BIM), have recently announced the appointment of Ian Mannix as UK Market Advisor.

This diverse role will involve working closely with Irish seafood companies and UK industry contacts, helping to develop and grow this important market sector, in a profitable and sustainable manner.

A key part of the role is to act as a single point of contact for UK based buyers for information and support regarding Irish seafood. Ian can help provide interested UK buyers with all the key details on a wide range of Irish Seafood.

Bord lascaigh Mhara
Appoints New UK
Market Advisor

So, if for example, you were looking for new seafood ideas (chilled or frozen), or reviewing your seafood offering, Ian will be happy to assist and work with you to organise Irish company profiles, trade visits or samples for your attention.

Having worked with BIM since 2005, Ian is not only already well-known to many in the seafood industry, but is also keenly aware of UK buyers' needs and expectations. In addition, he brings a wide range of relevant experience to this role, particularly in the areas of foodservice, retail and new food product development.



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Road - From the City - A1100 Tower Hill - A1203 East Smithfield - The Highway - Limehouse Link Tunnel (follow signs to Royal Docks) on exit form tunnel into Aspen Way. Take the 1st slip road and follow the signs to Billingsgate Market.

From the South - A102 via Blackwall Tunnel take first exit on North side follow signs to Canary Wharf / Isle of Dogs

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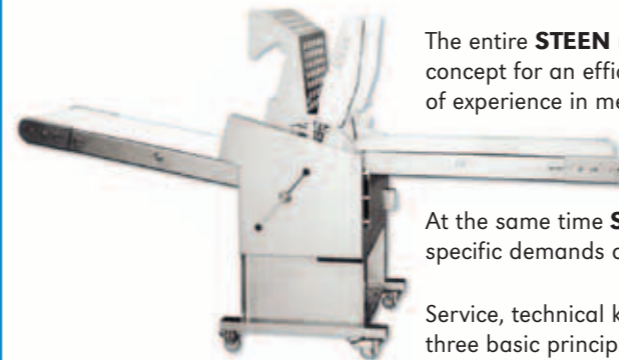
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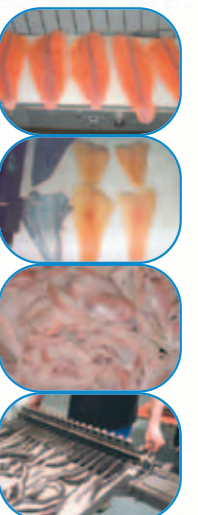


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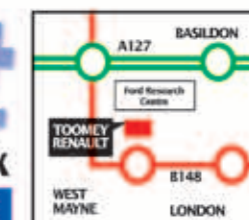
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S&B celebrates its Silver Jubilee

You could argue that by starting his new business on Friday 13th, Ron Holmes was asking for trouble. But while S&B Commercials has weathered a few storms along the way, it has now emerged, bigger and better than ever, to celebrate its first 25 years of trading.

Few could have predicted such success for a Black Country boy whose first job was coal mining.

Crucially, though, Ron had excelled at school – “I was the only worker down the pit with three A-Levels,” he laughs. The National Coal Board spotted his potential and awarded him a scholarship to read Mining Engineering at Nottingham University.

Armed with an Honours Degree he quit the NCB – “I couldn’t face the prospect of going underground again” – and joined cement and concrete giant Blue Circle as a graduate trainee manager. “I ran a quarry in Kent,” he recalls. “We were extracting 12 tons of chalk every hour, seven days a week. It’s now the hole in which the Bluewater shopping centre sits.”

In 1972 Ron accepted a trainee manager’s position with the Lex Group. “Because of my engineering background they steered me towards commercial vehicles rather than cars, which I suppose was sensible,” he observes. Nevertheless, as he rose through the ranks at Lex, Ron ran car as well as truck and van dealerships – he realised that, if he ever had to choose he’d plump for commercials every time.

His chance came in August, 1982. “The opportunity arose to do a management buyout of an ERF franchise and I grabbed it.” S&B Commercials was born – the dealership had previously traded as Sellers & Batty, but was already known as S&B.

“The truck market was dead at the time and informed people were convinced I was mad,” says Ron. “They were probably right. Fortunately, however, my acquisition coincided with a general upturn in the economy and within a few weeks the market started to take off.”

Ron quickly added MAN and VW franchises, giving him three brands under one roof. And then, in 1992, came the single most significant moment in the history of S&B Commercials. Wooed by the manufacturer, he switched to Mercedes-Benz.

“It was a little embarrassing because I’d just received a diamond pin award from VW in recognition of our outstanding service,” he admits. “But I could only see the industry contracting in terms of the number of ‘players’ and I thought, When it does, who will be left? Not ERF, but certainly Mercedes-Benz.

“So I went with the biggest truck maker in the world, and the one with the best brand image, although by no means the finest product range – Mercedes heavy trucks were not at all competitive in those days.”

Fifteen years on and twice a winner of the Mercedes-Benz Commercial Vehicle Dealer of the Year title (it was again nominated this year), S&B Commercials has grown out of all recognition. It is now an £80-million turnover business, employing more than 300 staff at main dealerships in Welham Green, Stansted and Thurrock, and other workshops in Harlow and Hatfield. Within the last couple of years alone, Ron has invested a staggering £13.5 million in new and improved facilities.

So what is the secret of his success? “I’ve been very lucky,” he says. “In 1987, for example, I was ready to expand to a new site. Everything was in place, then the bank withdrew the funds at the last minute. I was bitterly disappointed but had it not done so I would surely have gone broke, as we then went into a deep recession.

“I was also right to move to Mercedes-Benz. I’ve had my run-ins with the manufacturer but there’s no doubt that it now offers the finest product range on the market.

“If I’ve done anything well,” Ron continues, “I’ve employed the right people. My firm view that staff should be treated with dignity, and have their value to the company acknowledged regularly, has stood me in good stead down the years, because we have many long-serving employees.

“And finally, there’s my wife Carol. A Partner in a firm of City lawyers, she is very intelligent and can always be relied upon to provide sound, impartial advice.”

The couple live in the Hertfordshire village of Arkley, and have two children and one grandchild. Baby Jacob was born last year to daughter Naomi, a doctor; son Daniel, meanwhile, runs S&B’s Stansted dealership.

Though now 63, Ron has no thoughts of retirement. “I’ll call it a day when I no longer enjoy coming to work, or my colleagues tell me I’m too old and decrepit to be of any value. Mind you,” he adds, “I’m sure some think that already!”

Together forever, or so it probably seems!

Ron Holmes, foreground, with long-serving S&B staff members, from left, Tachograph Engineer Les Maynard (29 years), Sales Director Nick Lambert (30 years), Driver-Trainer Andrew Terpilowski (30 years), Technician Nigel Savage (28 years), Bought Ledger Supervisor Avril Watts (30 years), Driver-Technician Tom Woodcock (26 years) and Group Purchasing Manager Graham Turner (29 years)



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Billingsgate's East Canopy which accommodates year-round, daily deliveries and provides valuable marshalling space during trading hours, was highlighted as not complying with strict food hygiene and environmental legislation. Being open-sided and offering no real degree of temperature or vermin control, the Environmental Health Department of Tower Hamlets Borough Council enforced strict future compliance procedures.

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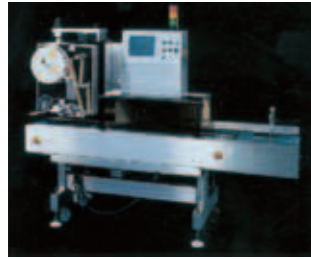
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NCC are a company that can offer you the supply and installation of laminated panels, offering insulating, hygienic and fire resisting properties to the hygiene and temperature controlled industry.



With the insulated panel now being used as a major part of the construction of a temperature controlled environment, the traditional cold store usage has now grown. We now have multi doors, bigger higher rooms filled with racking, which require fork lift trucks to move product around.

This has now lead to a very busy industry with new builds, alterations, extensions and damage repairs. Doors now have heavy usage which has increased wear and tear which means we have to offer a maintenance and repair service, also fork lift damage to panels has dramatically increased. We have a designated team to carry out these works which means we should be able to stick to a 24 hour response time if required.

As a leader in this industry, NCC will go one step further to backup our clients with an all new online support channel.

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The Humber Seafood Institute

The Grimsby Institute has had a long association with the seafood industry, locally, nationally and internationally and is proud to be the operator of the £5.6 million Humber Seafood Institute (HSI) which is backed by Yorkshire Forward, North East Lincolnshire Council and the European Regional Development Fund.



Mike Dillon
 Vice Principal
 Research & Enterprise

Speaking about the Humber Seafood Institute vision, Professor Mike Dillon, Vice Principal Research & Enterprise says, "The Humber region is the core of seafood processing in the UK. HSI will be responsive delivering professional, expert support and state-of-the-art facilities to meet the complex demands of the seafood sector. It will engage in collaborative research with industry leaders so as to optimise market and trade opportunities."

Innovative Solutions

One of HSI's key objectives is to provide innovative solutions and in response to this four Innovation Groups focusing on Trade Corridor issues, Cold Chain developments, Process & Product and 'Green' Technical support have been set up. Through these groups HSI will address a number of current sector issues including; helping to identify supply opportunities and provide effective solutions, providing leading edge research and

service provision in cold chain technologies, optimising and developing products and processing through research, leading solutions on environmental sector issues and facilitating access to EU funding for large and small companies. Each group consists of sector specific industry members who are leaders in their respective fields.

Business Benefits

Alongside the modern facilities, HSI will offer a broad spectrum of complementary services including practical, technical support and guidance for product innovation and business development for the region's seafood companies, helping those who might not otherwise have afforded specialist services.

HSI will be officially launched on Friday 30th May 2008 by Austin Mitchell, MP for Great Grimsby. In attendance will be celebrity chef Anthony Worrell-Thompson, along with invited guests and dignitaries from Yorkshire Forward, North East Lincolnshire Council, international visitors from Iceland, Norway and Ireland and local business representatives.

To find out more about the innovation, research and education solutions on offer through the Humber Seafood Institute please contact Helen Thompson;

T: 01472 311222 ext. 187
E: thompsonh@grimsby.ac.uk
Website: www.grimsby.ac.uk





UPSkill YOUR workforce

The Grimsby Institute plays a vital role by working with business and industry to develop solutions to proactively achieve highly skilled workforces.

As the operator of the new £5.6m Humber Seafood Institute, the Grimsby Institute provides expert support and services.

Facilities include: access to managed work space units, new product development kitchens, refrigeration research facilities, process hall and microbiological laboratories.

Innovation, research, consultancy and education for business and industry


For further information please contact:
Helen Thompson
T: 01472 311222 ext 187
E: thompsonh@grimsby.ac.uk
www.grimsby.ac.uk






Holmes Seafood is a family business whose connections with the industry span over 70 years. We are now firmly established as one of the UK's leading importers and distributors. From our traditional base at Billingsgate, we use an extensive knowledge of international markets to work closely with leading suppliers all over the world. This experience and expertise enables us to constantly secure the highest quality products on behalf of our customers.

Wholesale and distribution service



With a product portfolio in excess of 500 lines, we specialise primarily in the provision of frozen seafood products to wholesalers and food service suppliers. Our own fleet of refrigerated vehicles delivers swiftly to customers throughout Southern England. Established national carriers distribute products punctually and reliably throughout the UK.

Quality and Commitment



In addition to representing the best overseas suppliers, we also offer a comprehensive range of own brand seafoods. All our products meet strict specifications and comply with comprehensive quality control standards. Our objective is simple: To consistently offer a first-class range, backed by equal efficient customer service.

- **Coldwater prawns**
- **Cooked & coated king prawns**
- **Raw king prawns**
- **Scampi & Scallops**
- **Molluscs**
- **Sardines, Octopus & Whitebait**
- **Fishsteaks, Soles & Monkfish**
- **Exotic fish**
- **Crab and lobster**
- **Squid & Cuttlefish**
- **Value added & specialist fillets**
- **Breaded battered fillets**

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