

THE FISH PEDDLAR

Newsletter April 2011

It seems that I'm getting slack at getting these newsletters on time but trust me; it's just the time passing by too quickly. January February and March have disappeared into the distance, with the New Year the cold gone along with Valentines and Pancake Day. April brings us Easter and for those of you who will benefit from an extra day off a royal wedding. The sun is trying to poke his head through the clouds and the daffodils are moving skyward ready to bloom. For those of you that know us here at The Fish Peddler, you'll know that we look to the warmer months with some trepidation. Having to work harder to keep the product fresh and being an open fronted shop the problems that that entails.

Fish News!

January and February see the passing of white fish being in their spawning season with cod, haddock, coley and Pollack all out to breed. As February finishes and the weather warms slightly it is the turn of the flat fish like plaice, lemon sole and dover sole to be laden with roe. Mid April sees that season come to an end with the flatties plumping up and being more plentiful. The beginning of April saw high tides around the coast and bad weather push up prices just as Hugh Fearnley Whittingstall and friends were banging on about the big fish fight. We have as a result of the programme started stocking a few more less fancied fish such as whiting, Pollack, coley, small hakes, grey mullet and gurnards. All good tasting fish at the lower end of the price range. Late April will see sardine become more abundant and Spanish mackerel on the market with the English season starting mid May. Although a little early, I have seen wild atlantic salmon in the market but at present far too costly to put on the counter. Shellfish, although available all year round aren't at there best through May to September. Supplies will be hit and miss through this period. Squid also leaves our shores to go to colder waters. It will still be available but the price tends to creep up to ridiculous levels and when to expensive we will only take orders on it. Game fish like tuna and

swordfish are a little more plentiful for the next few months. There are many more types of exotic fish such as snappers, trevally, parrot fish, groupers that we can source, so if you fancy something a little different just ask! We have started stocking our range of Portuguese products again and they take up a small amount of space in the counter. I really do recommend you try the various types of Olive oil, they offer a real alternative to the usual supplies you see in the shops.

Other News!

It seems that Sainsbury's has got the green light and are putting in all the relevant applications to the council to get their local store open in Southfields. I have heard conflicting stories that they feel the premises is too small but until I hear any definitive information I presume that they will go ahead. I have no update on the proposed cinema that may come to the area at the old snooker hall. For info on that go to www.southfieldsplaza.co.uk where you can find out all you need to know. As Easter approaches I would like to take the opportunity to inform you of our opening hours over the period. Good Friday (22nd) and Saturday 23rd will be half days 9.30-1.30pm. we will be closed on Tuesday 26th as there is no market and the royal wedding (29th) has left myself and Angela with a dilemma whether to open or close and then of course May 3rd after the bank holiday we will again be closed as there is no market. We can take orders for Easter should you want anything in particular and we do poach and dress salmon, something to bear in mind should you want one in the future. We would like to wish you all a Happy Easter and thank you for your continued custom and support

Should you wish to discuss orders you can call into the shop or call on 02088714411. Visit our website where there are numerous recipes at www.fishpeddler.co.uk or you can email enquiries to us at info@fishpeddler.co.uk