

THE FISH PEDDLAR

Newsletter December 2010

December already and I know that you are now all gearing up for the Christmas period. November was gone in the blink of an eye. The start of the new month brought a deluge of snow around the country. Southfields joined in the fun a little later but had its fair share. As usual, gritting lorries and council workers or should I say the council work shy were noted for their absence. So much for having enough grit to ensure that things wouldn't grind to a stand still.

Fish News!!

The snow has been particularly heavy in the North of England and Scotland and being a Londoner I could say that they deserve it but it would be petty of me. It has however severely affected the transport infrastructure with roads being closed and companies that move the fish from point to point being unable to get supplies into London. It hasn't been much better coming up from the West Country either. The weather has also seen a large amount of boats unable to set sail. All these factors causing a shortage. The fish has been landed but unable to be moved on. Prices in the early part of the week rose sharply with white fish fillets being hit hardest. In the run up to Christmas the price of salmon always goes up, this year is no exception with the Norwegian suppliers hiking their costs up by over £2.00 per kg. I've noticed that the supermarkets have raised their prices considerably in order that in the run up to Christmas they can offer it at half price which in reality is the proper price, good marketing but why are they charging as much if not more in some cases than independents such as us. Supplies remain good at the moment, however should the weather turn again it may cause a few problems in the ensuing weeks. I advise you to plan early and make sure that what you want can be obtained. Fresh Carp will be available for those that want it. Again I advise you to order in advance. Poached salmon and cooked crevettes are always a treat at this time of year so don't be afraid to ask. Boiled Lobsters and Crabs are also available and for those of you who enjoy scallops again an early order is recommended.

Smoked salmon packed in various sizes, sliced and unsliced are available along with a wide range of other smoked products that will be on sale over the next few weeks.

We have reintroduced our Portuguese range of products. The extra virgin olive oil is exceptional and we are stocking 3 types from mid range (pricewise) up to a deluxe bottle that you will just want to have on its own with a baguette. and Tinned products like sardines, octopus, squid and pates are available and can be used on toasted bread as canapés for those of you that are looking for something different.

Other News!!

For those of you that don't know, the planning application for the potential Sainsbury's site has been approved, so I can only see it as a matter of time before you see work starting on the site opposite the shop. There is rumour that they are in negotiations for the third empty shop on the parade to make it bigger than originally thought. We will keep you posted. I really y believe that this is a danger to some of the local businesses in the area, perhaps ours included in this. For those of you that petitioned against it, it was all in vain and for those that objected there are many more in Southfields who are pleased, there are many who aren't fussed, there are also many who don't want a Sainsbury's here but I imagine use the home delivery services of multi nationals. The same people that maybe use the farmers markets that trade at prime time on Saturdays taking trade away from local traders and putting money into pockets of people in the shires. Support your local shops or Southfields will soon be like any other high street in London.

Should you wish to discuss you can call into the shop or call on **02088714411**. or you can email enquiries to us at **info@fishpeddlar.co.uk**