

# THE FISH PEDDLAR

July is upon us and Wimbledon is no more. Andy Murray never quite lived up to the hype. At least he lives to fight another day. For those who may not know we have moved premises. Our Replingham Road site was becoming a little quiet. On some days it would be ages between customers. A long hard think and a quick decision was made. We moved to a new, albeit smaller site on Wimbledon Park Road, sandwiched between Rubinos and The Original Fish & Chip Shop.



(Our new home)

Despite being much smaller we are gradually settling in and seeing a little benefit in trade already. There is a busier feel to the area with the post office, banks, the bus stops and the tube station all producing a lot of passers by. I'll have to get used to the open frontage, however I'm not looking forward to the winter should the temperature dip into single figures. I best make the most of the summer.

## Fish News!

You may be aware of recent television programmes regarding tuna and bill fish such as swordfish, marlin and sailfish. The tuna market has really seen a drastic shortage in blue fin tuna with bans in the EU on importing it without a license. This coupled with the off season for tuna has created a worldwide shortage. The trouble is that the demand is still there and the price of the raw article has increased almost double in six months. With commercial fishing and the rise in popularity of these game fish it will be a

difficult time ahead in terms of gaining supplies at competitive prices. Other species noted by their absence so far this summer have been the red mullet and John Dory, superb fish but at present astronomically priced. Wild bass in comparison to last year have held their price along with wild Atlantic salmon. There are however, still some exceptional species to be eaten. Plaice and lemon sole are really good this time of year, sardines and mackerel should be in abundance and go really well on the barbeque. I currently have a good line of Irish organic salmon which really is tasty and you could always serve it on a bed of samphire (edible sea grass) the combination is really good.

On Friday's and Saturday's in recent weeks for those of you that have been to the new shop, Angela has made fish cakes. So far we have been treated to cod with flat parley and mustard as one type or salmon with a touch of spring onion as the other. I may sound biased but they are really good. She only makes about fifteen at a time and they go quickly. Orders can be taken to ensure your supply.

## Other news!

I have said in the past that we would think about doing home deliveries. This is now possible for areas SW15, 18, 19, 20 and parts of Chelsea area. There will be a minimum purchase of thirty pound (£30), payment taken by card over the phone prior to delivery. Deliveries will be made in the mornings so we can incorporate them into our wholesale round. Should you wish to use this service or have an enquiry please call the shop on **0208 871 4411** Or send an enquiry email to [info@fishpeddlar.co.uk](mailto:info@fishpeddlar.co.uk).

Alternatively you can contact us through the link on our website at [www.fishpeddler.co.uk](http://www.fishpeddler.co.uk) .