

THE FISH PEDDLAR

Newsletter June 2009

Firstly I must apologize for my tardiness in keeping you up to date with the news. From the last newsletter I intimated that things were becoming difficult in the current financial situation that seems to have engulfed the world let alone the UK. As a small business we are not immune to the hard times. For those of you that visit the shop on a regular basis and get some semblance of a conversation from me you will know that of the two sides of our business, wholesale and retail, the wholesale side has taken a massive downturn in trade causing extreme measures to be taken. Coupled with substantial business rate rises and general increases across the board in products we had to find a solution.

We had two choices! Fold the business and leave Southfields or try and salvage what we have. Of the two the latter was always going to be our preferred choice. Due to the amount of time effort and expense we had put into the venture and also the support that we have received from local residents. Glad to say that we have managed to secure a spot and transferred the business to 253a Wimbledon Park Road. For those of you that know the area you will know that it is the main crossroads of Replingham Road/Augustus Road. We are situated opposite the Nat West Bank in between Rubinos Café and The Original Fish & Chip Co.

The shop is open fronted and the display is there for all to see. The premises although smaller will still be able to cope with our customers demands. We are hoping that the change of site will bring with it a raised profile in Southfields and new customers to The Fish Peddlar. The range of fish will stay as fresh and wide as it ever was.

There has also in conjunction with the Southfields Grid Residents Association, been developments in arranging a body of traders to oversee the good health of Southfields. This may involve future events in the area, any issues that need to be taken up with authorities, i.e. councils; police etc can be done en mass as opposed to single voices. I personally think that this is a good thing and can only benefit what is already a good area to live and shop in. Local shops need the support and feedback of local residence in order to survive and thrive. Don't be afraid to voice your opinion to traders or ask them for products that you don't seem to be able to source locally. In some cases you may be surprised. All it costs is a question.

Fish News

All that news has somewhat cut my space down. Still no sign of the red mullet or John Dory that should be lining our shores at this time of year. There are however, plenty of sardines and mackerel to keep you omega 3 levels up. Flat fish like plaice and lemon sole are good now along with the more expensive turbot and brill. Wild sea bass are plentiful too and for the connoisseur wild Atlantic salmon has entered our waters, not cheap but worth the experience. For the barbeque! Swordfish, monkfish and snapper fillets. Raw tiger prawns and scallops and my favourite on the outdoor grill a nice chunky halibut steak, the juicy white flesh bring complimented by that lovely char grill flavour

Any questions or queries
Contact us on **020 8871 4411** or
info@fishpeddlar.co.uk