

# THE FISH PEDDLAR

## Newsletter September 2009

Autumn is upon us and now that the holidays are over, some semblance of normality has been bestowed on Southfields once again. There was no barbeque summer as predicted and the rain fell in buckets. The sun shone briefly in the first week of September but quickly realized that it wasn't the UK's turn and promptly disappeared. I can't say that I am unhappy to see the back of August and warmer weather. The move from Replingham Road has so far proved to be a success, with our brand being open to a wider public. The open front has both its good and bad points, and for those of you who know us, I'm sure you are aware of them. With the cooler weather here, we can return to normal trade and fuller displays.

### Fish News

Unfortunately August was one of the poorest months for certain fish. The lack of Wild Bass, Red Mullet and John Dory was alarming. Their prices were held consistently high as demand far outstripped supply. Wild Atlantic Salmon was once again in short supply. However, white fish is now plentiful with Cod, Haddock and Pollack all in fine form. A cheaper option of Coley or Channel Whittings are also around. The king of white fish, the Halibut is proving to be a good seller and a hearty meal for a reasonable price. The regular farmed fish, Black Bream, Seabass and Rainbow Trout are all available and reasonably priced. As the weather slowly turns colder you may want to think about ingredients for fish soup or bouillabaisse, or if you are lazy then we have a cracking range of soups. Angela's fish pies and homemade fish cakes are available and from October will be a regular weekend feature.

If you have a taste for smoked fish we have a wide variety, especially at the weekends. There are naturally smoked haddock fillets, Manx kippers, smoked trout, mackerel and whole smoked finnan haddocks and Arbroath smokies. We also have cockles, whelks, winkles, prawns in shell and dressed crabs. So come and treat yourself.

### Other News!

The Southfields Business Forum is taking shape nicely. A collection of local traders, fighting their corner, trying to make Southfields an even better place to shop. In September I hope to change the opening hours at The Fish Peddler by staying open later on a Thursday night, this will commence on 24<sup>th</sup> September and if successful I would consider later opening hours on a Friday too. Should you have any suggestions please feel free to voice them over the counter or by email. I only look grumpy on the outside. And not forgetting home deliveries. Autumn is the time for entertaining friends and family in the run up to Christmas and we would be delighted to prepare and deliver your fish to you. Please check website for details. We also have a small fish kettle for hire, should you wish to poach a whole fish at home. Not forgetting Andrew's (at Wine Rack in Replingham Road) suggestions for wine to accompany your meal.

For any orders or enquiries please call me at The Fish Peddler on 0208 871 4411 or by email at [info@fishpeddler.co.uk](mailto:info@fishpeddler.co.uk). Our website address for news and recipes is [www.fishpeddler.co.uk](http://www.fishpeddler.co.uk)  
Best wishes  
The Fish Peddler