

THE FISH PEDDLAR

Newsletter August 2008

Wimbledon has long since gone. The Olympics are nearly upon us and the start of the new football season is just around the corner if you didn't already know. So you parents have enough to worry about with the exam results due, notification of school places etc, etc, etc. Perhaps some of the reasons why Southfields goes quiet during August. Many people are away on their annual holidays, looking for sunnier climates and things that perhaps SW18 can't offer them. I'm always in two minds whether to close for two weeks or not. This year we have chosen the not option and will be open throughout August. For those of you still around, we still have a variety of fish on offer and with more sunshine than last year (long may it last) it is a chance to get the barbeque fired up and enjoy the warm summer evenings.

Fish News!

I must say that I have been a little disappointed at the distinct lack of red mullet and John Dory that have been available for this time of year. Wild Sea bass have at last come in abundance but the price of the aforementioned is still extremely high on the markets and difficult to get hold of. Although generally sales of white fish such as cod and haddock are down during the summer months the price has continued to rise. This rise in premium white fish causes an increase in the lesser demands such as Pollack and coley making the price unrealistic for the product. Again with uncertain weather in the Indian Ocean area some of the more exotic fish such as tuna, swordfish and various lines of snapper have increased in cost. I must just add though the tuna that is arriving is of exceptional quality. I think the current global financial situation and general increases in the cost of living nationally is having an effect on consumer confidence with more people watching the pennies. The strength of the Euro continues to make buying produce from France, Spain and Belgium difficult. There is however, an amazing selection of fish available. Mackerel and sardines extremely high in essential oils are absolutely fantastic at present. Farmed salmon and organic farmed salmon are superb value for money and readily available and on the lighter side. As are scallops and samphire (only a short season).

If you fancy something lighter for lunch why not try the kiln roasted salmon or our Italian style seafood salad in oil. For those of you with a more adventurous taste the Bismarck herrings are a must. Smoked trout fillets with horseradish are lovely and not forgetting the ever reliable smoked salmon.

Other items!

I have been asked by a few customers about their knives. I find that anyone who enjoys cooking at home should really have the correct hardware. A decent filleting or boning knife will cost anywhere between 12 and 18 pounds. Good knives need a decent steel to help maintain the edge. Again a decent steel will cost around £20 but will last you years. An oil stone is a must for when you have lost the edge on your knife. If you wanted to bring your knives into the shop I would be more than willing to sharpen them for you.

Courses!

I am also looking into the possibility of arranging some in shop courses. One will be to show methods of fish preparation from scaling and gutting through to the filleting and skinning of both round and flat fish. The second would be a cooking based course. With a qualified chef showing how to prepare, cook and present a starter and main course.

These are obviously in the preliminary stages of arrangement but if you are interested you can contact either Angela or Roger at

The Fish Peddler on 020 8871 4411 or by email, info@fishpeddler.co.uk or visit the website and go to contact area www.fishpeddler.co.uk