

THE FISH PEDDLAR

Newsletter July 2008

Welcome to the July newsletter. Where did June get to? Did I blink and miss it? Summer is officially here. Although the dispute on the continent eased the supplies of fish the prices haven't drooped by the normal amounts due to the rising cost of fuel. The high price of diesel putting a considerable strain on the transport companies delivering the fish around the country. We at The Fish Peddler have seen a substantial rise in the levy that we pay to our direct suppliers to have goods delivered to us, from £0.40p/kg to £0.95p/kg in the last six months and I think it will increase further. Obviously these charges have to be met and the costs passed on through the consumer chain.

Fish News

The fish that has been coming through though has been a delight. The new season Wild Salmon is extremely tasty and at around £25.00/kg reasonably priced this early in the season. Wild Seabass have also been abundant and the price is dropping all the time. We were recently selling as low as £12.00/kg. The two species that haven't shown up in any great numbers much to my disappointment are the Red Mullet and John Dory with prices on both being extremely high for this time of year. Lemon Sole is good at the moment and reasonably priced at between £10.00 and £12.50/kg for an average 500g fish. For those of you looking for the more sustainable species Pollack although a little more expensive than it should be is around along with the much maligned Coley. Not just good for cats but excellent in fish pies, fish cakes and although maybe a bit warm for them at the moment, fish curries. Mackerel and Sardine are in excellent shape now and these oily rich fish are superb on the barbeque and extremely good for you. The scallops of late have been absolutely wonderful. Large, white meat and juicy orange coral. Seared in a pan and served on some blanched, or stir fried Samphire (edible sea grass), available this time of year. They really are a match made in heaven, making an ideal starter or main course. The Yellowfin Tuna that has been coming through of late has been of superb quality and in some cases so good that it could be used for sashimi.

Combine this with the Wild Salmon and you could really enjoy some rather good tasting sushi.

As the summer is here don't forget the large Tiger Prawns on the grill or perhaps Yellowtail Snappers or Pink Sea Breams. Swordfish and Monkfish are another two species that lend themselves well to being cooked on charcoal.

For those of you who perhaps feel a little intimidated by fresh fish, I say never be afraid to ask. We can advise on cooking, prepare your fish to fillets if you don't like bones and generally make the whole process of having fresh fish more pleasant

Other News



Finally as many of you would know Roger took part in the London to Brighton Cycle Ride. Pictured above are Roger, Mark (Jenna's Dad) and Jenna. From everyone at The Fish Peddler we would like to say an enormous Thankyou to those who sponsored us and helped raise through the shop approximately £1300.00. With your kind help you have already made a difference.

If anyone would like to go on a mailing list to receive news, offers and any other information that The Fish Peddler can offer, or indeed have suggestions. Please email visit our website www.fishpeddler.co.uk and send an email to info@fishpeddler.co.uk and you will be placed on it.

Should you have any other fish related queries. Please don't hesitate to call The Fish Peddler on telephone No 020 8871 4411

