



It's an egg-citing time of year for Australia's fish 'n' chippers

15 April 2019

Good Friday is one of the busiest times for both fish and chip shops and the Australian seafood industry. Sydney Fish Market expects over forty thousand visitors, and better not forget the several hundred thousand serves of fish and chips Australians will consume.

With everyone focused on fish, it make it an “egg-cellent” time to kick of the Australian Fish and Chips Awards!

Voting opens Friday 19 April 2019 in all States and Territories and ends Friday 31 May.

Grilled, battered, crumbed—everyone has a favourite and that is the best part – everyone can have what they want, says Peter Horvat, General Manager for Communication Marketing and Trade at the Fisheries Research and Development Corporation.

“We hope voters will “hop” to it and cast a vote for their favourite this Easter and help find out who Australia’s favourite fish and chips shops are for 2019,” says Peter Horvat.

Fish 'n' chips is a cultural icon in many parts of the world, including Australia. For us it is sun, seagulls and family. Whereas, in the UK it might be fish, chips and mushy peas with a pint at the local pub.

Chef Nik Hill has a lot of experience cooking and eating fish from all around the world. Having worked at some of the best restaurant in Australia and overseas including the Ledbury in the UK. He is now in charge at the old Fitzroy Hotel in Woolloomooloo, NSW his take on fish and chips.

“You could say fish and chips have been part of my culinary journey. I started out as a youngster working in a fish and chips shop in Seaforth in Sydney,” says Nik Hill.

“Quality fish, meaty, not too wet, and the batter, they are everything. There is a real art to making a good batter. Likewise good chips. One thing we do a bit different to most is we make our own malt vinegar at the pub. Tartare is ok, but I like to drown mine in malt vinegar and that’s all you need,” says Nik Hill.

The awards are a fantastic opportunity to support local businesses as well as educating consumers on the sustainability of the Australian seafood industry and the vast range of seafood options on offer.

Voting will begin across all states and territories on Friday 19 April 2019 and will finish on Friday 31 May 2019. To vote visit www.fishandchipsawards.com.au

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Media Release

Details of the 2019 Fish and Chips Awards

- **National Timetable:** voting will open in all states and territories Friday 19 April 2019 (12:00 am) and close Friday 31 May (11:59). This ensures a consistent timetable across the country and provides time to judge the awards for the State and Territory Awards.
- **People's Choice:** every consumer can vote (once) for their favorite shop. Consumers are required to verify their vote to ensure it will be counted.
- **Nomination for Judging:** this year the Awards will trial an online application system for shops to nominate themselves to be judged by our official judges. The stores need to self-nominate by filling out the application form. The application is based on the criteria used by the judging panel. The application process aims to allow shops across all regions to be assessed on an equal basis. Only the shop(s) rated with the highest scores will be judged. Stores can nominate at www.fishandchipsawards.com.au/nominate.

Voting Criteria – People's Choice Fish & Chips Award

Fish and chips shops will be judged against five criteria by their consumers and judges. Each one of the criteria has been weighted to reinforce the importance of great tasting seafood and good service. But importantly the criteria also highlight the importance of details like labelling, information and choice. Customers will rate each shop against the following five criteria:

- **Taste 40%:** Does the seafood taste good? Cooking method will be key here – using the right approach for the right fish and doing it well to make your seafood sing.
- **Service 30%:** Does the service meet customer expectations? Everything from the welcome to the goodbye is important.
- **Choice 10%:** Does the menu offer customers options? Different types of fish or seafood; local or imported; cooking methods [grilled, fried, etc.]; and preparations battered, crumbed or natural.
- **Information 10%:** Are customers provided with accurate information about the source and qualities of the seafood? The menu must comply with the Australian Fish Names Standard [fishnames.com.au] and accurately label the seafood's provenance to a national level, or better.
- **Presentation 10%:** Is the store clean and inviting? Is the food packaged to maintain quality?

A consumer's vote addresses the criteria and gives a weighted score. The score will be very important should two shops have the same number of votes. The score is based on a five star rating, with each criteria weighted against their importance. For example, 'Taste' is worth 40 points – each star is worth 8 points. Whereas 'Choice' is worth 10 points – making each star worth two points.

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