



19 April 2019

## Vote now for your favourite fish and chips!

Voting starts today to find Australia's best fish and chips!

Easter is one of the busiest times for both fish and chip shops and the Australian seafood industry. Nielsen data\* shows Australian households spend 40% more on fresh fish and seafood in the Easter month than they usually do.

So while you are enjoying your seafood today, make sure you support your favourite chippers and cast your vote.

Fish 'n' chips is a cultural icon in many parts of the world, including Australia. Celebrity Chef Luke Mangan OAM says, that while he was growing up in Melbourne, "Friday fish (flake) and chips was part of life". Now many years later fish and chips still remains a part of this chef's life and regularly features on his menus.

Check out Luke's tips on cooking fish and chips in his exclusive video at – <https://www.facebook.com/catchoftheyear/videos/428202877968318/>

The awards are now in their third year and they 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.

Shops will be judged by the public for the people's choice awards and can also nominate themselves to receive a visit from a secret critic as part of the judged competition.

Taste will weigh in the most in the voting criteria, but the level of service, choice, information provided and the presentation will also count.

Voting will close on Friday 31 May 2019.

Hop on board and vote for your favourite fish and chip store by visiting:

**[www.fishandchipsawards.com.au](http://www.fishandchipsawards.com.au)**

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### Social Media:

Instagram: [https://www.instagram.com/frdc\\_au/](https://www.instagram.com/frdc_au/)

Facebook: <https://www.facebook.com/catchoftheyear/>

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#catchoftheyear2019

\*Source: "FRDC calculation based in part on data reported by Nielsen through its Homescan Service for the fish and seafood category for the period 24 months to 23/03/19 for the total Australia market, according to the Nielsen standard product hierarchy. Copyright © 2018, The Nielsen Company."