



## **Last chance to vote in Australian National Fish and Chips Awards!**

**30 May 2019**

Do you feel like there's something you've forgotten? No you haven't left the oven on or left the front door unlocked (as far as we know), but maybe you've forgotten to vote in this year's most important election – to crown your favourite fish and chipper, doyen of the deep fried, master or mistress of marinara!

Don't worry, with voting closing on the 31<sup>st</sup> of May there's still one last day to vote for your favourite fish fryer. So fish and chippers rally your supporters, and customers make your way to the voting page <http://fishandchipsawards.com.au/>

To avoid a 'turtle' disaster, keep 'clam' and vote for the Fish and Chips that have you hooked! With places on the leadership board moving weekly, any-'fin' is possible at this stage of the awards!

The awards are a fantastic opportunity to support local businesses as well as to educate consumers on the sustainability of the Australian seafood industry and the vast range of seafood options on offer. So far this year 32 thousand people have cast their vote, a massive increase in participation from last year when the final tally was about 19 thousand votes.

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.

In its third year, the National Fish and Chips Awards are the only Australia-wide event that supports local Fish and Chips businesses and celebrates Fish and Chips excellence. The proud organiser of the event, the Fisheries Research and Development Corporation (FRDC), uses this initiative to educate consumers on the sustainability of Australia's fisheries and the wide range of seafood options on offer.

Chosen by consumers, the People's Choice award allows Fish and Chips lovers to nominate and vote for the Fish and Chips that have them hooked. Voting is cast against a set of five criteria, to ensure the best is found: taste, service, choice, information and presentation.

### **How to vote:**

1. Visit the voting page via the Fish and Chips Awards website,
2. Enter your email address,
3. Choose your store (start typing and select),
4. Give the shop a rating against the five criteria,
5. Click the vote button,
6. Verify your vote: you will receive an email asking you to verify your vote. You must click the link for your vote to be counted.

If you love Fish and Chips get online and vote for your favourite shop via the Awards website [www.fishandchipsawards.com.au](http://www.fishandchipsawards.com.au)

To find out more about the Fish and Chips Awards go to: [www.fishandchipsawards.com.au](http://www.fishandchipsawards.com.au) or follow the awards on the Australian Fish and Chips Awards Facebook site: catchoftheyear ([www.facebook.com/catchoftheyear](http://www.facebook.com/catchoftheyear)).

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**Social Media:**

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

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#catchoftheyear2019