



BRITISH SEAFOOD ADDS MORE SPONSORSHIP TO BFFF'S 60TH EVENT

BFFF are pleased to announce that leading seafood operators, British Seafood Ltd, will sponsor a surprise feature at the Federation's Gala Dinner Dance, the occasion which celebrates 60 years' existence of the frozen food industry and BFFF itself.

British Seafood, whose subsidiaries are actively involved as seafood producers, importers and wholesalers are fast growing in the frozen food market and see a strong future for frozen seafoods.

Sarah Ellison, Marketing Director of British Seafood, said, *"We continue to be an increasingly significant player in the seafood market, with a strong emphasis on frozen seafood products for both retail and foodservice sectors.*

"It is an important achievement for frozen foods to have grown to a £7 billion pounds turnover in the 60 years of its existence and as a strong supporter of its representative body, BFFF, we take this opportunity to provide an extra and exciting feature to the proceedings at the London Hilton on Park Lane on Thursday, 12th June.

"We hope to bring some fun and an enjoyable surprise to some of the industry guests who are attending."

BFFF salutes this generous gesture from British Seafood, which adds even more anticipation to the 60th anniversary event which is already sold out.

<http://www.britishseafood.com>