



## **PARAMOUNT 21 WIN FOODSERVICE PRODUCT OF THE YEAR AWARD**

Ali Hannaford, Chairman of Paramount 21 Ltd., proudly accepted the 2007 Seafish Seafood Award for the best product in Foodservice with their scrumptious "Luxury Fish Pie". Congratulations to Ali and her team for triumphing at this prestigious awards ceremony.

Amongst the other winners, Waitrose was named Seafood Multiple Retailer of the Year, the best Seafood Week Campaign Award went to Asda. Morrisons "The Best Wild, Tagged, Line Caught Cornish Sea Bass" product was the award winner for white fish and Young's won the Oil Rich Fish Award for Sainsbury's "Be Good to Yourself Mackerel Strips in Oat Breadcrumbs".

A special award was presented to Wynne Griffiths and Mike Parker for Young's Seafood to recognise Outstanding Achievement and in particular for their vision and commitment to the future of the industry by investing in research and by setting innovative sustainability standards.

We offer our congratulations to all of the much deserved winners.

**BFFF**

**23<sup>rd</sup> March 2007**