

A GUIDE TO YOUR FISH GUIDE!

This booklet acts as a guide to a variety of popular species of fish and seafood. Sections include:

- FLAT FISH
- ROUND FISH
- FARMED FISH
- CEPHALOPODS
- SHELLFISH

The guide details the best time of the year for each of the species in terms of when they are in their prime / in season, or when prices are most reasonable. Alternative species are also listed so as to offer other options if / when the species are out of season. Yield is given as an approximation to enable more accurate costings.

The various ways the species can be caught / fished are available as 'catch method'.

Fish can be provided whole with no preparation.

Alternatively the preparation methods available for each species are listed on the relevant page.

FRESH FISH AVAILABLE

We have showcased our more popular lines within this guide, but we also have many other species of fish available which are listed below:

Key - Featured In Brochure

Anchovy and Sprat	Crawfish	Kingfish	Plaice ●	Sea Reared Trout ●
Arctic Char	Crayfish	Langoustine	Pollack	Scallops
Barramundi	Croaker	Lemon Sole ●	Pomfret	Snapper
Bonito	Cuttlefish ●	Ling ●	Tiger Prawns / King Prawns	Squid •
Black Bream	Dover Sole ●	Native Lobster	Rainbow Trout	Tilapia
Brill •	Flounder and Dab	Mackerel ●	Ray Wings	Trevally
Brown Crab ●	Gilt Head Bream	Mahi Mahi	Razor Clams	Tuna
Brown Trout	Grey Mullet ●	Megrim Sole ●	Red Mullet ●	Turbot ●
Brown Shrimps	Gurnard ●	Meagre (Stone Bass) ●	Sablefish	Whelks
Carp	Haddock ●	Monkfish ●	Swordfish	Whiting •
Clams •	Hake ●	Mussels •	Salmon •	Winkle
Cockles •	Halibut ●	Octopus •	Sardines •	Witch Sole
Cod ●	Herring	Oysters •	Sea Bass ●	Wrasse
Coley •	John Dory ●	Pike	Sea Bass (Wild) ●	Zander

CATCH METHODS

There are a variety of fishing techniques, or catch methods, used in fishing. Here we highlight a few of the common methods used to catch the fish and shellfish we supply.

Beam Trawl



Also known as a demersal trawl, this method uses two beams which are lowered either side of the boat. The nets are then lowered to the bottom of the sea where they are towed along before being brought in.

Demersal / Otter Trawl



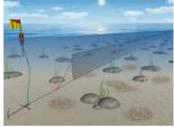
This particular method uses one, or several, nets with an otter board to keep the net open horizontally. The net will be towed from the stern of the boat and can be either demersal or pelagic (mid-water).

Hook & Line



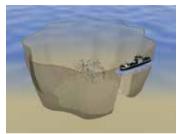
Hook & Line is one of the best methods of fishing as it has little impact on the surrounding environment, and the catch can be selective (i.e. any fish too small, or not the right species, can be placed back without harm). This method can be undertaken by one person and a rod, or by using a basic winch with a line of hooks.

Gill Net



Gill netting is a common method of fishing, designed to allow only the fish's head to go through the net. When the fish tries to escape, their gill cover gets caught. This entangles them in the net. There are two methods: one is a set net that will be anchored at the desired depth to stop any movement. The other is a drift net which is kept afloat with buoys, tied to the boat, and left to drift with the current.

Purse Seine



Once the fish are located, a large net is deployed from the boat via a smaller boat known as a Skiff. The Skiff circles the shoaling fish with the net, then joins it at either end. Gradually the net is drawn from the bottom until it is small enough to haul onto deck.

Pots



Potting is a method of dropping baited cages with a hole in one side. They are positioned so that once the fish/crustacean has entered, they cannot leave. Pots can either be attached together and dropped in a line with a buoy either side, or dropped individually with a buoy tied to each one to mark their position. The bait fishermen use is typically either small by-catch fish with little commercial value, or fish frames. Lobsters prefer smelly old bait! - so rotting fish frames are best for them. Crabs prefer fresh bait like small by-catch fish or fresh frames.

Dredge



Dredging / Scallop dredging is a method where a dredge is towed along the sea bed targeting any bottom dwelling species. Dredging is one of the least environmentally friendly fishing methods, but a very effective one for fishing for scallops.

FLATEISH

Flat fish are members of the order Pleuronectiformes of ray-finned demersal fish, or 'Heterosomata'.

Many flat fish have both eyes on one side of their head. Some have the left side of their face upwards whilst others have the right, or can face either side.

Examples of Flat fish include:

Brill, Dab, Megrim, Plaice, Sole, and Turbot



Category: Flat Fish

Seasonality: All Year Round (Best availability May - October)

Catch Method: Gill Nets, Trawled

Yield: (Approx depending on time of year) 50% to 60% / 43% Skinned

Alternative: Turbot

Brill has more of an oval shape and, unlike the turbot, its skin is completely smooth.

- TRIM FINS AND TAIL
- BLACK SKIN OFF
- SKINNED ON BOTH SIDES
- HEAD OFF
- FILLETED CROSS CUT OR QUARTER CUT

DOVER SOLE



Category: Flat Fish

Seasonality: All Year Round (Poor availability Jul - Aug)

Catch Method: Demersal Trawled / Gill Nets Yield: (Approx depending on time of year) 33%

Alternative: Lemon Sole, Sand Sole.

- TRIM FINS AND TAIL
- BLACK SKIN OFF
- SKINNED ON BOTH SIDES
- HEAD OFF
- FILLETED CROSS CUT OR QUARTER CUT

LEMON SOLE



Category: Flat Fish

Seasonality: All Year Round (January-April Best. November-December Expensive)

Catch Method: Beam Trawled, Otter Trawled

Yield: (Approx depending on time of year) 63% / 36% Skinned

Alternative: Dover Sole, Dabs, Megrim Sole

South coast lemon sole is identifiable by its light coloured skin compared to East coast which are darker in colour

- TRIM FINS AND TAIL
- BLACK SKIN OFF
- SKINNED ON BOTH SIDES
- HEAD OFF
- FILLETED CROSS CUT OR QUARTER CUT
- POCKETED

MEGRIM

Lepidorhombus Whiffiagonis



Category: Flat Fish

Seasonality: April - July

Catch Method: Beam Trawled, Demersal Trawled

Yield: (Approx depending on time of year) 50%

Alternative: Flounder, Turbot, Lemon Sole, Brill

Preparation Methods Available:

- TRIM FINS AND TAIL
- BLACK SKIN OFF
- SKINNED ON BOTH SIDES
- HEAD OFF
- FILLETED CROSS CUT OR QUARTER CUT

Also known as the Torbay sole, and will also be mistaken as a witch sole due to their similarities.



Category: Flat Fish

Seasonality: April - November

Catch Method: Beam Trawled, Otter Trawled Yield: (Approx depending on time of year) 50%

Alternative: Lemon Sole, Flounder

South coast plaice will have bright orange spots. The rule of thumb is that the further North you travel, the darker the spots.

- TRIM FINS AND TAIL
- BLACK SKIN OFF
- SKINNED ON BOTH SIDES
- HEAD OFF
- FILLETED CROSS CUT OR QUARTER CUT

RAY WINGS

Raja Brachyura (Blonde Ray)

Category: Flat Fish

Seasonality: All Year Round

Catch Method: Demersal Beam Trawled, Otter Trawled

Yield: N/A

Alternative: None

If not kept under temperature, ray wings can deteriorate quickly due to the ammonia in the skin.

- SKINNED ON BOTH SIDES
- TRIMMED TO SPECIFICATION REQUIRED
- REMOVE WING BONE



Category: Flat Fish

Seasonality: Farmed and Wild All Year Round (Wild best availability in Summer months)

Catch Method: Demersal Trawled, Farmed Yield: (Approx depending on time of year) 50%

Alternative: Brill, Halibut

Turbot has a distinct diamond like shape with tubercles on the darker side which differentiate it from Brill.

- TRIM FINS AND TAIL
- BLACK SKIN OFF
- SKINNED ON BOTH SIDES
- HEAD OFF
- FILLETED CROSS CUT OR QUARTER CUT
- TRONCON (on the bone portion)
- CHINED

ROUND FISH

Round Fish are cylindrical - round in the centre of their body. This then tapers to a tail.

Many of the fish found in UK waters are round fish.

Examples of Round fish include:

Cod, Bass, Whiting, Pollack, Mackerel, Red Mullet, Gurnard, Bream, Trout

COD

Gadus Morhua



Category: Round, Coldwater

 $Seasonality: {\it All Year Round (Best quality - Oct-Mar)}\\$

Catch Method: Demersal Trawled, Hook and Line, Gill net.

Yield: (Approx depending on time of year) 52%

Alternative: Haddock, Whiting, Pollack

Cod will be more expensive during the summer months when landings are low and demand is extremely high.

- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- STEAK THROUGH THE BONE
- SUPREME SKIN ON OR SKINLESS
- LOIN SKIN ON OR SKINLESS
- TAIL SKIN ON OR SKINLESS

COLEY

Pollachius Virens



Category: Round, Coldwater

Seasonality: All Year Round, Locally colder months

Catch Method: Demersal Trawled

Yield: (Approx depending on time of year) 55%

Alternative: Pollack, Cod

Used to be cat food! Now a great alternative to cod fillet.

- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- STEAK THROUGH THE BONE
- SUPREME SKIN ON OR SKINLESS

RED GURNARD

Aspitrigla Cuculus



Category: Round, Coldwater

Seasonality: All Year Round with best availability September - May

Catch Method: Demersal Otter Trawled, Beam Trawled

Yield: (Approx depending on time of year) 35% Alternative: Cod, Haddock, Red Mullet, Whiting

Preparation Methods Available:

- GUTTED AND SCALED
- TRIM FINS AND TAIL, GUTTED, SCALED
- HEAD OFF
- FILLETED AND BONED
- SKINNED

This fish can be skinned but not scaled. Pin bones are long and hook like which can be cut out, but not pulled out, with pin boners.

GREY MULLET

Chelon Labrosus



Category: Round

Seasonality: May to August Catch Method: Otter Trawled

Yield: N/A

Alternative: Bass, Bream

- GUTTED AND SCALED
- TRIM FINS AND TAIL, GUTTED, SCALED
- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED

HADDOCK

Melanogrammus Aeglefinus



Category: Round, Coldwater

Seasonality: All Year Round (Best availability Sep - Feb)

Catch Method: Demersal Trawled, Long Lining Yield: (Approx depending on time of year) 45%

Alternative: Cod, Whiting, Pollack.

Like cod, haddock prices will also go up in the summer from low landings. This also affects the cost of smoked haddock.

- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- SUPREME SKIN ON OR SKINLESS
- LOIN SKIN ON OR SKINLESS
- TAIL SKIN ON OR SKINLESS



Category: Round, Coldwater

Seasonality: February - November (Best availability May - Oct)

Catch Method: Gill Nets, Trawled, Line Caught Yield: (Approx depending on time of year) 50%

Alternative: Cod, Haddock

Hake are typically caught at night as they are nocturnal.

- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- STEAK THROUGH THE BONE
- SUPREME SKIN ON OR SKINLESS
- LOIN SKIN ON OR SKINLESS
- TAIL SKIN ON OR SKINLESS

JOHN DORY

Zeus Faber

Category: Round, Coldwater Seasonality: All Year Round

Catch Method: Demersal Trawled, Otter Trawled

Yield: (Approx depending on time of year) 35%

Alternative: None

Preparation Methods Available:

- TRIM FINS AND TAIL
- HEAD OFF
- FILLETED
- SKINNED

John Dory is also known as St Pierre fish. According to legend, over 2000 years ago, St. Peter dropped a coin into the Sea of Galilee and the fish caught it. St Peter picked the fish up and took the coin back, leaving his thumbprint on the skin of the fish. This thumbprint is said to be represented by the black spot on the side of the fish.

LING

Molva Molva



Category: Round, Coldwater Seasonality: All Year Round

Catch Method: Beam Trawled, Otter Trawled

Yield: N/A

Alternative: Any Cod Like Species

Pin bones are removed by V Pin only, as pulling the bones out results in a split fillet.

- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- STEAK THROUGH THE BONE
- SUPREME SKIN ON OR SKINLESS

MACKEREL

Scomber Scombrus



Category: Round, Coldwater

Seasonality: All Year Round (Best late summer)

Catch Method: Line Caught, Netted.

Yield: (Approx depending on time of year) 50%

Alternative: Herring, Sardines

We do not skin mackerel due to the skin being very thin. We only cut pin bones out, as pulling them out causes too much damage to the flesh with the possibility of the bones breaking.

- GUTTED
- TRIM FINS AND TAIL, GUTTED
- HEAD OFF
- FILLETED AND PIN-BONED
- CANOED
- BUTTERFLY CUT

MONKFISH

Lophius Piscatorius



Category: Round, Coldwater

Seasonality: All Year Round (Expensive in November & December) Catch Method: Demersal Beam Trawled, Otter Trawled, Gill Net.

Yield: (Approx depending on time of year) 70%

Alternative: None

Preparation Methods Available:

- FILLETED
- SKINNED
- MEMBRANE REMOVED
- PORTION
- MEDALLIONS

Monkfish is also known as anglerfish due to the rod like antenna that hangs from its mouth which is used to lure smaller fish close enough to capture. South Coast monkfish will be better trimmed (less flap), compared to Scottish monkfish where the Scottish fishermen usually leave a lot more flap on the fish. This is reflected in the price difference between the two.

POLLACK

Pollachius Pollachius



Category: Round, Coldwater

Seasonality: All Year Round (Best availability October - April)

Catch Method: Gill Nets, Trawled, Hook & Line. Yield: (Approx depending on time of year) 45%

Alternative: Cod, Haddock, Coley

Another great alternative to cod. Used to be bought as bait for crab fishing until celebrity chefs picked up on its delicious flavour.

- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- STEAK THROUGH THE BONE
- SUPREME SKIN ON OR SKINLESS

RED MULLET

Mullus Surmuletus



Category: Round, Coldwater

Seasonality: All Year Round (Best availability May - November)

Catch Method: Demersal Trawled, Otter Trawled Yield: (Approx depending on time of year) 45%

Alternative: Goatfish, Red Snapper

Be wary as red mullet can split when pin boned, giving the appearance of a gully down the fillet. We recommend using larger fillets if they are required to be pin boned as they hold together better.

- GUTTED AND SCALED
- TRIM FINS AND TAIL, GUTTED, SCALED
- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- CANOED
- BUTTERFLY CUT

SARDINES

Sardina Pilchardus



Category: Round, Coldwater

Seasonality: All Year Round (Best quality Spring - Summer months)

Catch Method: Gill Nets, Purse Seine

Yield: (Approx depending on time of year) 50%

Alternative: Herrings, Mackerel, Scad.

Sardines and pilchards are the same fish. Typically sardines are smaller, and pilchards are larger. As a general rule, Sardines are under 15cm, and Pilchards are over 15cm.

- GUTTED AND SCALED
- TRIM FINS AND TAIL, GUTTED, SCALED
- HEAD OFF
- FILLETED
- BUTTERFLY CUT

SEA BASS WILD

Dicentrarchus Labrax



Category: Round, Coldwater

Seasonality: Fish should be avoided during the spawning season Feb - March.

(May - December Best)

Catch Method: Gill Net, Trawled, Hook & Line. Yield: (Approx depending on time of year) 48%

Alternative: Meagre, Gilthead Bream, Stone Bass, Farmed Sea Bass

Preparation Methods Available:

- GUTTED AND SCALED
- TRIM FINS AND TAIL, GUTTED, SCALED
- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- SUPREME SKIN ON OR SKINLESS

The minimum landing requirement is 42cm. During late summer, sea bass yields can drop to approximately 40% due to mass amount of sprats that the bass has eaten, and that are still in their stomachs. This means the gross weight of bass you pay for will be higher than usual.

WHITING

Merlangius Merlangus



Category: Round, Coldwater

Seasonality: All Year Round (Best availability Sept - May)

Catch Method: Beam Trawled, Otter Trawled Yield: (Approx depending on time of year) 45% Alternative: Cod, Pollack, Pouting, Coley

Whiting is a member of the cod family, and are caught as by-catch.

- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- TAIL SKIN ON OR SKINLESS

FARMED FISH

Fish farming is the principle form of Aquaculture. Farmed fish are an excellent choice where the species wild counterpart is over-fished, often offering a more sustainable option.

Fish commonly farmed include: Salmon, Trout and Sea Bass

BREAM, GILT HEAD - FARMED

Sparus Aurata



Category: Aquaculture

Seasonality: All Year Round Catch Method: Aquaculture

Yield: (Approx depending on time of year) 49%

Alternative: Sea Bass - farmed, Black Bream - wild.

- GUTTED AND SCALED
- TRIM FINS AND TAIL, GUTTED, SCALED
- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- BUTTERFLIED



Category: Flat Fish

Seasonality: Farmed: All Year Round

Catch Method: Aquaculture

Yield: (Approx depending on time of year) 60% / 45% Skinned

Alternative: Turbot, Brill

Halibut can grow up to 4 metres in length, 300kg in weight, and live up to 50 years in the wild. The farmed fish we sell typically grow to 9kg as a maximum.

- TRIM FINS AND TAIL
- HEAD OFF
- FILLETED CROSS CUT OR QUARTER CUT
- TRONCON (on the bone portion)
- SUPREME SKIN ON OR SKINLESS
- CHINED

RAINBOW TROUT - FARMED

Onchorhynchus Mykiss



Category: Freshwater

Seasonality: All Year Round

Catch Method: Farmed

Yield: (Approx depending on time of year) 50%

Alternative: Sea Reared Trout, Salmon

We do not pin bone, as bones are too soft to remove without breaking or damaging the flesh.

- GUTTED
- TRIM FINS AND TAIL, GUTTED
- HEAD OFF
- FILLETED AND SKINNED
- CANOED
- BUTTERFLY CUT



Category: Coldwater

Seasonality: Farmed All Year Round

Catch Method: Aquaculture

Yield: (Approx depending on time of year) 65%

Alternative: Sea Reared Trout, Rainbow Trout, Arctic Char

- HEAD OFF
- GUTTED AND SCALED
- FILLETED AND PIN-BONED
- SKINNED
- STEAK THROUGH THE BONE
 - SUPREME SKIN ON OR SKINLESS
- SUPREME SLANT CUT OR CENTRE CUT

SEA BASS - FARMED

Dicentrarchus Labrax



Category: Aquaculture

Seasonality: All Year Round Catch Method: Aquaculture

Yield: (Approx depending on time of year) 48%

Alternative: Sea Bream - farmed, Meagre - Farmed.

- GUTTED AND SCALED
- TRIM FINS AND TAIL, GUTTED, SCALED
- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- CANOED
- BUTTERFLY CUT

SEA REARED TROUT - FARMED

Salmo Trutta



Category: Coldwater

Seasonality: Farmed All Year Round.

Catch Method: Aquaculture

Yield: N/A

Alternative: Salmon, Rainbow Trout, Arctic Char

- HEAD OFF
- GUTTED AND SCALED
- FILLETED AND PIN-BONED
- SKINNED
- STEAK THROUGH THE BONE
- SUPREME SKIN ON OR SKINLESS
- SUPREME SLANT CUT OR CENTRE CUT

MEAGRE (STONE BASS)

- FARMED

Agryrosomus Regius



Category: Aquaculture

Seasonality: All Year Round Catch Method: Farmed

Yield: (Approx depending on time of year) 45%

Alternative: Sea Bass - farmed

Preparation Methods Available:

- GUTTED AND SCALED
- TRIM FINS AND TAIL, GUTTED, SCALED
- **HEAD OFF**
- FILLETED AND PIN BONED
- SKINNED
- SUPREME SKIN ON OR SKINLESS

CEPHALOPODS

Any member of the molluscan class Cephalopod meaning "head-feet". Cephalopods are characterised by bilateral body symmetry, a prominent head, and a set of arms or tentacles. They are sometimes referred to as inkfish, due to their ability to squirt ink.

Examples of Cephalopods include:

Squid, Cuttlefish and Octopus

CUTTLEFISH

Sepia Officinalis



Category: Cephalopods

Seasonality: September - April

Catch Method: Cuttlefish Trap (Pot), Demersal Trawled, Otter Trawled.

Yield: (Approx depending on time of year) 30%

Alternative: Squid, Octopus

Preparation Methods Available:

- CLEANED
- TENTACLES REMOVED

OCTOPUS

Octopus Vulgaris

Category: Cephalopods

Seasonality: All Year Round

Catch Method: Otter Trawled, Demersal Trawled, Pots

Yield: N/A

Alternative: Squid, Cuttlefish

Preparation Methods Available:

CLEANED



Catch Method: Demersal Trawled, Otter Trawled, Jigged.

Yield: N/A

Alternative: Cuttlefish, Octopus.

SHELLESH

Shellfish is a term used for exoskeleton-bearing aquatic invertebrates used as food. They are water dwelling animals and most are harvested from saltwater. Many are closely related to insects and arachnids.

Examples of Shellfish include:

Crabs, Lobsters, Clams and Mussels

BROWN CRAB

Cancer Pagurus

Category: Crustacean Seasonality: April - November Catch Method: Pots, Hand Dived.

Yield: N/A

Alternative: Spider Crab, Blue Swimmer Crab, Red Swimmer Crab.

Preparation Methods Available:

 LIVE or PACKS OF COOKED PICKED WHITE OR BROWN MEAT (for our range of crab meat, please see our specialist and deli brochure)

CLAMS - PALOURDES

Ruditapes Decussatus

Category: Molluscs

Seasonality: All Year Round (Best in colder months)

Catch Method: Cultivated

Yield: N/A

Alternative: Cockles, Mussels.

Must have a closed shell with no smell, and must always have a health mark.

Preparation Methods Available: N/A



Category: Molluscs

Seasonality: All Year Round, (Best in colder months)

Catch Method: Cultivated

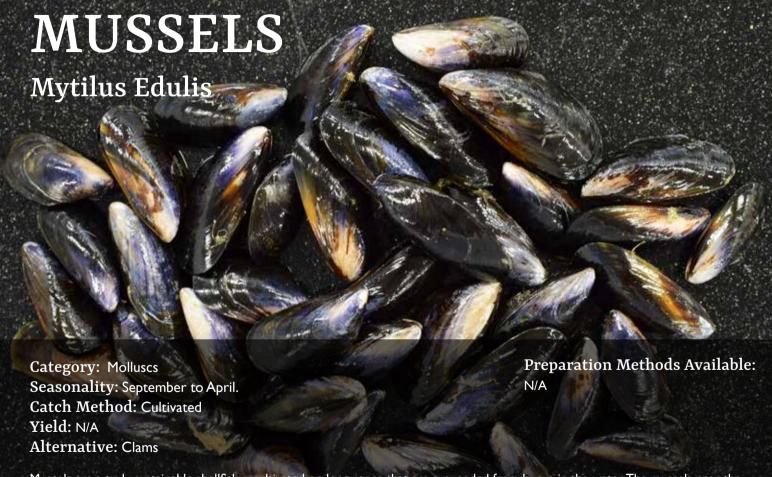
Yield: N/A

Alternative: Clams

Must have a closed shell with no smell, and must always have a health mark.

Preparation Methods Available:

N/A



Mussels are a truly sustainable shellfish – cultivated on long ropes that are suspended from buoys in the water. The mussels near the top of the rope tend to be larger than the ones lower down as a result of a greater concentration of their food source (plankton and microscopic sea creatures) higher up in the water.

NATIVE LOBSTER

Homarus Gammarus



Category: Crustacean

Seasonality: May-September (Limited availabilty & expensive Oct - April)

Catch Method: Pots, Hand Dived.

Yield: (Approx depending on time of year) 20-25% Alternative: Canadian Lobster, Spiny Lobster.

Preparation Methods Available:

N/A



Category: Molluscs

Seasonality: All Year Round (Best in colder months)

Catch Method: Cultivated

Yield: N/A

Alternative: Native Oysters

Preparation Methods Available: N/A

Usually stocked in nets of 12. Each net will have a health mark which is specific for each batch in the net. It is for this reason that we cannot separate and sell individually.



Pecten Maximus

Category: Molluscs

Seasonality: All Year Round (Best September - March)

Catch Method: Dredged, Hand Dived.

Yield: N/A

Alternative: USA Scallops / Japanese Roeless

Preparation Methods Available:

- SHUCKED & IN THE HALF SHELL
- Please note we offer a full range of roe on and roeless cut scallops. Please ask your sales advisor for details.

Get In Touch

Whatever your preferred method of contact, we are here to help.

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