

A Cut Above The Rest - The Fish Society Launches Its New Catalogue

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When it comes to buying fish, how many of us know a fillet steak from a fillet portion, or a bullet from a belly?

This is where The Fish Society, the UK's premier online fishmonger, can help. Its latest catalogue includes a handy 'cuts explained' guide, so you'll know exactly what to expect having placed an order. And if you don't see what you're looking for, then call up and have a chat with one of their experts.

That's just what one sushi fan from Vienna did. He wanted a yellow-tailed kingfish cut to his very special requirements. The Fish Society suggested a Skype session in which these were followed to the letter. Watch here.

For fans of quality produce, the new catalogue features over 150 items and is bursting with tempting ideas for any occasion. Whether you're looking for a dinner party special such as black cod, or, some sardines and king prawns to throw on to the barbecue, they're all here. Popular favourites like the paella pack provide everything needed for a taste of the Mediterranean. While any day is kick-started by the breakfast hamper, with its smoked fish and loose leaf tea selection.

The Fish Society's chairman Alistair Blair, says, "It's our pleasure to offer customers the best fish and shellfish available and here it is, laid on a plate, well a page. You can see the catalogue here. There's also a feast of serving suggestions online at, www.thefishsociety.co.uk" ?
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For more information, please contact Viv Micklefield, on 0786 753 8566 / viv@thefishsociety.co.uk?

Notes to Editors

About The Fish Society

The Fish Society is the UK's leading online fishmonger. Its range of over 300 products extends from Abalone to Zander. All the mainstream favourites such as Salmon (both organically farmed and Scottish wild) and Plaice feature, as well as many obscure gems, including Goose-neck Barnacles and Maatjes Herring Fillets.

All fish is of the highest quality with most supplied frozen, in thermo-proofed packaging, within 24 hours. As The Fish Society's website states: "It's not cheap to deliver a highly perishable item to your door. So we have to make sure you're very pleased when you open our box."

The Fish Society was founded 20 years ago by Alistair Blair, a journalist who, disappointed by the fish he could buy in supermarkets, decided to do something about it.

Over 10,000 customers now enjoy fish from The Fish Society; see the latest reviews. [here](#)

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