Have Yourself a Tasty Little Fishmas - An Icelandic Celebration Held (at least) Twice a Week -

Saturday 5 September, 2020

It’s the most wonderful time of the week! An Icelandic Fishmas is a twice weekly culinary celebration of the Nordic island’s bounty of delicious seafood. Until now, Iceland’s long tradition of sustainable fishing in its pristine oceans combined with its state-of-the-art processing equipment has been the stuff of legend and celebrated primarily by the Icelandic people. Now Father Fishmas is keen to share his gifts with the people of the world, whether they have been naughty or nice.

Delicious, packed with protein and sustainably sourced, in Iceland this Fishmas tradition comes but twice a week where Icelandic friends and families dine on some of the world’s finest seafood. The mouth-watering tradition is finally reaching the UK – and it’s beginning to look a lot like Fishmas.

https://fishmas.com/#saga

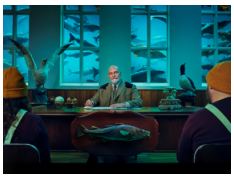
Do you wish it could be Fishmas every day? Well, this Fishmas holiday season, Father Fishmas himself has launched a new website with the help of his helpers at Seafood from Iceland featuring 10 festive Fishmas recipes for healthy and delicious family meals from the sustainable fishing shores of Iceland.

Guaranteed to bring goodwill to all around the table, the festive Fishmas recipes include Cod Ceviche, Fish Croquettes and Fish Tacos. There is also a suggested accompanying playlist of Fishmas Carols including *Cod Rest Ye Merry Fishermen*, *Deck the Halls with Boughs of Haddock* and *Hark! The Haddock Anglers Sing.*

Father Fishmas - pictured here making a list, checking his water purity levels (twice) - commented: “I’m delighted to bring our Fishmas traditions to the UK. Generation after generation, Icelandic fishermen have battled Arctic weather and formidable waves for the perfect catch. We don’t take that lightly. We treat our waters with respect as we know that a sustainable relationship with our marine resources is the key to our very existence. But more importantly, our fish tastes so yummy, it is too good not to share with our neighbours to the south – it’s all part of the Fishmas spirit. In Iceland we follow the ethos that the best way to spread Fishmas cheer is cooking a delicious fish supper for all to share. I’m really looking forward to coming to town."

For more information about how to celebrate Fishmas at home with Iceland’s outstanding fresh produce visit: www.fishmas.com

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