New 'Seaside Chef Of The Year' Award Launches To Change The Image Of Britain's Seaside Food

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Seaside chefs around Britain can now battle it out to put their resort on Britain's culinary map, thanks to a new 'Seaside Chef of the Year Award' created by England and Wales' 'Best Bistro'.

Aspect Bar and Bistro, in the Lancashire seaside resort of Morecambe, scooped its national title in the FOOD Awards 2014. It is now seeking to champion fine and quality dining experiences in other seaside resorts, to help change the public perception of food served by the seaside.

Its new Seaside Chef of the Year competition is open for entry to any seaside chef, other than celebrity and TV chefs, and those working in restaurant or hotel chains who do not have control over their menus. The competition has a list of resorts from which it would expect chefs to come.

To enter, an eatery or chef needs to submit a menu, on paper, under three headings: First Fathom (starter); Full Tide (main course) and Ocean's Heaven (dessert). The menu does not need to be based on seafood, but should have a distinctly local flavour. The menu submission should include details of how the dishes would be presented and priced and show a commitment to quality dining. Chefs should also highlight which local produce is used and can enclose photos of their dishes.

The eatery or chef submitting the award, then just needs to write up to 200 words to say why they deserve the Seaside Chef of the Year title.

Entries need to be submitted to: Aspect Bar & Bistro 'Seaside Chef of the Year' Competition, c/o The Lothersdale Hotel, 320-323 Marine Road, Morecambe, LA4 5AA, by September 1. All entries will be judged by Aspect's owner, Paul Bury, head chef, Gavin Riley and guest judges. Two finalists will then be invited to a cook-off and gala dinner at Aspect in October 2015. The winner will be chosen on the night, after guests have been able to see and sample the dishes.

Apart from the kudos of winning, the prize on offer is a specially commissioned glass trophy, which highlights Britain's coastline, plus a special certificate. The two finalists will also be provided with one-night's accommodation in a twin or double room at the time of the cook-off and breakfast the following morning. Certificates will also be awarded to 'highly commended' winners in different regions of Britain.

Aspect Bar and Bistro's owner, Paul Bury, says: "We need to shift perceptions and stop seaside food in Britain being viewed as constituting nothing more than soggy fish and chips, burgers and hot dogs. While diners are happy to drive to country inns as destination venues serving great food, there is still a reticence to do the same when an eatery is in a seaside resort.

'This competition will allow us to showcase some of the passionate chefs working in seaside resorts – like our own Gavin Riley - who are creating quality dishes that incorporate local produce, inventive twists and first-class presentation.'

The entry form and full rules can be downloaded fromwww.aspectbar.com/chefofyear/seaside-chef-of-year-2015-rules.pdf or http://ow.ly/M4Wuv

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