

Poppies Fish & Chips London Named UK's Best Independent Fish And Chip Restaurant Of The Year 2014

Thursday 23 January, 2014

Poppies Fish & Chips in Spitalfields, London has been voted the UK's best Independent Fish and Chip Restaurant at The National Fish & Chip Awards, organised by Seafish. Owned by Pat Newland, Poppies Fish & Chips battered off competition from Page's Fish and Chip Restaurant in Cwmbran, Wales as well as Quayside in Whitby, North Yorkshire to claim the award for 2014.

As the only representative from London and the South, Poppies placed highest in terms of the quality of its catch, going one better than 2013 when it was an runner up in the same competition.

Pat Newland of Pop's of Poppies Fish & Chips in Spitalfields said: "This is a huge honour. 50 years in the business and being recognised for all our hard work and keeping our diners happy, certainly doesn't grow old. But I couldn't have done it alone and would like to thank the tremendous team that I have around me, that really makes things like this happen.

"At Poppies we put so much in to the entire experience, from our fish of the finest quality which is prepared on the premises by our onsite fishmonger, to our friendly 'Poppettes' waitresses dressed in wartime 'land girl' outfits and vintage-style décor. It is important that our customers leave happy, full and eager to repeat the experience."

David Lovell, Business Director of award sponsors Goldensheaf, said: "The UK's multitude of fish and chip outlets are a national institution and Poppies Fish & Chips in Spitalfields is a wonderful example of how fish and chips can best be enjoyed in a restaurant setting."

"This competition has been the fiercest yet with each finalist demonstrating the highest standards and best quality. However, Poppies Fish & Chips in Spitalfields demonstrates a fantastic commitment to excellence and we congratulate them on winning such a prestigious award."

Paul Williams, Chief Executive of Seafish, said: "Every year we see a wealth of new and established talent vie for the different award categories, and the competition gets fiercer each year as a result. This year was no exception and the judges were faced with particularly tricky decisions."

"Poppies Fish & Chips in Spitalfields stood out for their commitment and determination throughout the entire awards process and we'd like to congratulate them in taking the top accolade."

"Year on year, the outstanding standards set by entrants across all the award categories, continues to impress. Their unwavering commitment to the industry and the efforts made towards responsible sourcing and maintaining standards are vital in ensuring future generations can enjoy the UK's favourite dish."

Follow @popsfishnchips to GET HOOKED and get a flavour of what you can expect from the award-winning restaurant itself.
www.poppiesfishandchips.co.uk
www.fishandchipawards.com

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Editors Notes

Notes on Pop

Pop has lived in the East End all his life. Growing up just after the war, Pop witnessed the Spitalfields transition from a traditional society of markets, trading and textiles into a vibrant post-war economy where television, juke boxes, teddy boys and new fashions brought new life to the area.

Working all his life in the fish and chips business, Pop believed that he could make the best fish and

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chips shop in London's East End. He wanted the best fish from Billingsgate, the fluffiest, crispest chips and classic favorites like jellied eels. Not only this, but feeling nostalgic himself, he believed that others would feel the same.



Notes on the 2014 competition

The Best Independent Food Service Operator Award category is sponsored by Seafood Scotland

The Best Newcomer Award category is sponsored by Frymax

Other awards sponsors include: Drywite, Goldensheaf, Middleton Food Products, Unique Seafood Ltd., Caterway, The Q Partnership, Isle of Ely Produce, Marine Stewardship Council, the Marine Conservation Society, Collins Seafoods, Olenex Trading (UK) Limited, Global Brands, The National Federation of Fish Friars, Norwegian Seafood Council, JFK, BD Signs, Henry Jones, AAK, Henry Colbeck, VA Whitley, Friars Pride, Kingfrost, Pukka Pies, James T Blakeman & Co. LTD and the Responsible Fishing Scheme.

Supporters of the awards include the Frozen At Sea Fillets Association, Highland Spring, National Edible Oils Distributors Association, Seafarers UK, Vandemoortele, KFE School of Frying, Russums, The Fishermen's Mission, Larry's Fishcakes, Florigo and Sepamatic.

Seafish, the authority on seafood, was founded in 1981 by an act of parliament and supports the UK seafood industry for a sustainable, profitable future. Our services range from research and development, economic consulting, market research and training and accreditation through to account management and legislative advice for the seafood industry. www.seafish.org

This award category is sponsored by Goldensheaf <http://www.kerry-foodservice.co.uk/gsheaf.htm>

The team has also been recognised for its marketing efforts in developing and promoting the Poppies brand, by being shortlisted to 1 of the 3 finalists in the Marketing Innovation Award. Whilst not winning overall, they were still again the only representative from London and the South East, an achievement that they're also proud of.

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