



CHEF OF THE YEAR SEAN CONNELLY CREATES WORLD FIRST FOR 2009 SEAFOOD EXCELLENCE AWARDS

Sydney Fish Market is delighted to be working with 2008 Good Food Guide Chef of the Year Sean Connelly of Astral Restaurant to create a scrumptious culinary experience for the 2009 Seafood Excellence Awards. Sean was 'Chef of the Year' at the 2006 and 2007 Australian Hotels Association Awards for Excellence and under Sean's guidance Astral Restaurant has received a chef's hat at both the 2007 and 2008 Good Food Guide Awards. Thanks to Sean, guests at the awards will be treated to a never seen before, de-constructed prawn cocktail as a feature entree along with Sashimi of Ocean Trout, Kingfish, Yellowfin Tuna, fresh wasabi leaves and soy & mirin jelly. This lavish menu will follow on from champagne and canapés including a new Beechwood smoked salmon; with will be served courtesy of Tassal's Pure Tasmanian smoked salmon.

On Saturday, 14 March, 2009 Sydney Fish Market will host this premiere seafood event in the illustrious surrounds of the Star City Grand Ballroom. Highlighting the outstanding achievements of Australia's world class seafood industry, the Seafood Excellence Awards will be an event not to miss, with special guest celebrity hosts, a 5 star menu, world class live entertainment and the who's who of the Australian seafood and hospitality industries.

Building on previous winners including Pier Rose Bay, Fins at Bryon Bay, Tetsuya's Restaurant, Christie's Seafoods, Bub's at Nelson Bay, Wallis Lake Fisherman's Co-operative and George Costi the Seafood Excellence Awards will offer an exciting array of nominees across all categories recognising top performers in Australia's seafood industry. No aspect of the state's vibrant seafood trade will go unnoticed, with fourteen awards ranging from industry judged awards including Excellence in Environmental Practice, Seafood Business, and Best Seafood Restaurant, to the people's choice awards for Best Fish and Chips (Sydney and regional).

Nominations for the 2009 awards close Friday 30 January 2009. If you work in the seafood industry head to www.seafoodexcellenceawards.com.au to nominate yourself or your business.

A highlight of the night will be the Inspired By Seafood Award. Apprentice chefs from across the state are invited to participate in this, a unique and exciting opportunity challenging them to create a new recipe using Kingfish. Nominations will be judged by Sean Connelly, Sydney Seafood School Manager Roberta Muir and Food Editor of Delicious Magazine Valli Little. Finalists will be chosen to participate in a Seafood Showdown in February with the winner of the award being announced at the gala dinner in March.

The Seafood Excellence Awards will be open to the general public, to acknowledge their loyalty to Australia's seafood industry. The public can purchase tickets through the Seafood Excellence Awards website from late January 2009. For further information and tickets go to www.seafoodexcellenceawards.com.au.

For further media information or images please contact:

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SYDNEY FISH MARKET

SEAFOOD EXCELLENCE AWARD CATEGORIES 2009

- **Excellence in Environmental Practice** - A member or organisation of the NSW fishing community will be awarded the recipient for excellence in environmentally responsible practice.
- **Best Supplier (Aquaculture)** - Aquaculturists from across the state will be judged to determine who produces the most popular and highest quality aquaculture product. Applicants can self nominate or be nominated by a Sydney Fish Market buyer.
- **Best Supplier (NSW)** - Suppliers will be judged to determine who provides the best quality product from a NSW individual or business sold through Sydney Fish Market. Applicants can self nominate or be nominated by a Sydney Fish Market buyer.
- **Best Supplier (Interstate or Overseas)** - Suppliers will be judged to determine who provides the best quality product from interstate or overseas sold through Sydney Fish Market. Applicants can self nominate or be nominated by a Sydney Fish Market buyer.
- **Inspired by Seafood** - Apprentice chefs from across the state are challenged to create a new recipe using a specific species when they participate in a 'Seafood Showdown' at Sydney Seafood School judged by a top Sydney chef and industry leaders.
- **Best Seafood Retailer (Suburban and Regional)** - This award recognises excellence in seafood retailing and business initiative as the best seafood retailer in NSW outside the Sydney Fish Market.
- **Best Seafood Retailer (Sydney Fish Market)** - This award recognises excellence in seafood retailing and business initiative as the best seafood retailer in Sydney Fish Market's highly competitive environment.
- **Best Fish and Chips (Regional)** - Fish and Chips are a favourite with the Australian public and this 'people choice' award gives consumers the chance to vote for their favourite fish and chips in regional NSW.
- **Best Fish and Chips (Sydney)** - Fish and Chips are a favourite with the Australian public and this 'people choice' award gives consumers the chance to vote for their favourite fish and chips in Sydney.
- **Best Seafood Restaurant (Regional)** - Recognising regional restaurants that create seafood dishes to reflect the quality and seasonal availability of the finest Australian seafood and acknowledge those who embrace sustainability in their buying decisions.
- **Best Seafood Restaurant (Sydney)** - Recognising Sydney restaurants that create seafood dishes to reflect the quality and seasonal availability of the finest Australian seafood and acknowledge those who embrace sustainability in their buying decisions.
- **Seafood Promotion Award** - Presented to an individual, company, organisation, promotion activity or event that has made a substantial positive contribution towards improving the public profile of seafood and the seafood industry, including the industry's ongoing access to sustainable fisheries resources.
- **Seafood Business Award** - This award will be presented to a seafood company that has demonstrated business growth, innovation, excellence in product, service and marketing as well as making a significant contribution to the future of the seafood industry.
- **Star of The Sea** - This highly prestigious award is given to an individual who is an ambassador for the Seafood Industry and who has made a significant contribution to the development of the Seafood Industry.

All award submissions are now open and will close on Friday 30 January 2009. Further information and nomination forms are available at www.seafoodexcellenceawards.com.au

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