Most Sustainable Product Award for Co-operative Fishcakes

Released on: August 01, 2011, 12:03 pm
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Industry: Food & Beverage

The Co-operative has scooped the "Best Sustainable Product" award at the SuperMeat & Fish awards for the second year running.

The SuperMeat & Fish awards aim to reward excellence in supermarket retailing of meat and fish - at both store level and in manufacturing.

This year, the accolade was awarded to The Co-operative for its premium Truly Irresistible Cod & Minted Pea Fishcakes. Firmly aimed at the indulgence sector, the fishcakes are a rich blend of naturally smoked cod, white cod, British mashed potato and Jersey cream, surrounding a minted mushy pea sauce centre and coated in a crispy and crunchy breadcrumb.

In keeping with The Co-operative's highly developed sustainability credentials, the cod is line-caught from a responsibly fished source and is naturally smoked in Scotland to ensure the finest quality.

The Co-operative's Responsible Fish Sourcing Policy, launched in 2008, is a unique method of assessing the sourcing of fish, and was developed by The Co-operative along with its partner suppliers and leading NGO's, taking into account both environmental and ecological issues. It applies to all Co-operative own-brand fish, including canned and frozen, products containing fish and even sandwiches.

Readers of The Co-operative Magazine can also make their own delicious gourmet tuna fishcakes at home, following one of the many simple, quick and healthy recipespublished in the Food and Drink section online.

The Co-operative has long been associated with the Fairtrade movement, with responsible retailing, ethical living and much more, and as well as this award, the implementation of its Elmwood standard across its range of own-brand fresh pork and sausages earned it the accolade of Most Improved Supermarket, as voted for at the Welfare Awards 2011.

The Co-operative also won a Good Dairy Award in recognition of its good work supporting British workers to date, and of its pledge to join a milk producer scheme in August.

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