

# Marine Times Newspaper Fish & Chips Awards 2012

**The Search for Ireland's Best Independent Takeaway  
Fish and Chip Shop of the Year Starts Right Here!**

## **- Entry Form -**

Please complete this entry form and submit it to the Marine Times Newspaper along with requested supporting photos, filled in questionnaire and written documentation.

### **Contact details**

Shop name (in full): \_\_\_\_\_

Name of shop manager: \_\_\_\_\_

Address of shop: \_\_\_\_\_

\_\_\_\_\_

Tel: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

### **Photographic requirements:**

You must submit four photographs (in digital or print format).

The photos must include the following:

1. Photo showing frontage and shop signage.
2. Photo showing customer area – counter / serving area, surrounding price boards, promotional posters, etc.
3. Photo showing staff dress code.
4. Photo showing range and hot box.

Photos can be submitted as either prints or in digital format; either copies onto a blank CD or emailed to [marinetimes@eircom.net](mailto:marinetimes@eircom.net) (If emailing please do not exceed 5mb in size)

### **Written documentation:**

You must supply a written statement (250 words maximum) on your approach to selling and marketing fish and chips through your shop, sourcing of your fish, selling of sustainable seafood products.

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## **- Questionnaire -**

Do you obtain your fish from sustainable sources?    Yes     No

Please describe your policy with regards to ensuring that the fish you buy from your supplier is from sustainable, well-managed and Irish stocks.

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What species of fish do you use?

Fresh

Frozen

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How do you promote the sustainability and Irish caught nature of your fish?

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## **- Questionnaire -**

What form of packaging do you use to serve your fish and chips?

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Where is your shop located?    Town / city centre     Rural / village Other

Dining facilities?    Takeaway only     With restaurant

What percentage is fish and chips to your business?    \_\_\_\_\_ %

What is the average quantity of fish that you use per week?    \_\_\_\_\_ Kg

What fish is your best seller?

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If you were to reach the next stage of the competition –  
what product would you submit for tasting?

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Completed entry forms, questionnaire, photographs and written documentation should  
all be either posted to:

**Marine Times Newspaper  
National Fish and Chip Awards  
Cranny Road, Inver, Co. Donegal**

Or emailed to [marinetimes@eircom.net](mailto:marinetimes@eircom.net)

**Closing date for entries is 1st June 2012**

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## **- Rules -**

**Please read rules carefully.**

The promoter / organiser of the National Fish & Chip Awards 2012 is the Marine Times Newspaper which is published by Marine Media Ltd.

There is no entry fee.

Entries for the Awards are open to all bona fide independent fish and chip takeaway shops with three outlets or less (including those with restaurant attached) in Ireland.

The promoters / organisers reserve the right to disqualify any entrant shown to have given false information throughout the qualifying process.

All entries must be accompanied by requested photos, written documentation and completed questionnaire and ensure they are submitted before closing date in time for judging.

Entries will be scored by the Marine Times Newspaper judging panel in order to shortlist a total of five shops in each of the four provinces of Ireland. The judging panel will then further score these shops to pick a top three from each province. These twelve shops will then be visited by a member of the organising panel along with an independent judge who will have responsibilities for reviewing product at the shop.

The whole judging process will result in a winner from each province going forward to the national final being announced at an event to be held later in the year - venue and date will be in late 2012.

The winner of this award agrees to commit to supporting, promoting and publicising the award and the fact that they are a winner, in the year after their victory.

**Important:** The mislabelling of fish is prohibited and if any entrant or subsequent winner is found to be guilty of such actions the promoter / organisers will have no recourse but to disqualify and negate any awards.

The decision of the judges is final.

**Marine Times Newspaper  
National Fish and Chip Awards  
Cranny Road, Inver, Co. Donegal  
marinetimes@eircom.net  
www.marinetimes.ie**