



Omega 3 Fish Fingers wins Grocer Award

Birds Eye Omega 3 Fish Fingers recently won the 'Best Product' award in the Frozen Food category, at The Grocer's Branded Excellence Awards 2009.

A firm favourite with children and adults everywhere, the product is currently enjoying tremendous success in Birds Eye's recently launched Foodservice division, where Local Authorities are eager to include them on their school menus.

Justin Burbage, Birds Eye Foodservice Director comments on the win: "We're thrilled that our Omega 3 Fish Fingers has been recognised as a leading fish product, and its appeal is clearly evident to both consumers and the catering trade. Containing a natural source of Omega 3, they're ideal for fuelling children, whether in a school, travel and leisure or a pub environment."

He continues: "As part of our ongoing commitment to sustainability, these fish fingers also use 100% Alaskan Pollock fillet, sourced from a well-managed and sustainable fishery. So a great catch for us becomes a great dish for our customers – including a number of Local Authorities already signed up to serve the product in their schools."

However, it's not just the Local Authorities that these classic Fish Fingers appeal to. The universal appeal of the product to schools, pubs and restaurants (and anyone with a children's menu) has seen leading delivered wholesalers such as 3663 listing the product, amongst other Birds Eye Foodservice favourites.

Justin Burbage, Birds Eye Foodservice Director, explains the products' immediate appeal to caterers: "Our Omega 3 Fish Fingers aren't our only pioneering product – our Steam Bag Vegetables combine a mixture of single-serve vegetables in pouches that can be microwaved for an instant, nutritious side of plate serving, whilst our Soya Beans are also proving a contemporary addition to menus. We're working closely with key catering customers to develop an exciting range of Birds Eye products, specifically for the foodservice market."

The full Foodservice covers four core product categories of fish, poultry, vegetables and red meat, and includes Chicken Burgers, Peas and Soya Beans and Beef Burgers.

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