



## **Birds Eye Foodservice – a fresh approach to sustainability**

Recently launched into the Foodservice marketplace, Birds Eye is famous for its fish fingers – and it's not just their great-taste and menu appeal that's appealing to caterers, but their sustainability credentials as well.

Justin Burbage, Birds Eye Foodservice Director explains: "At Birds Eye we're committed to the environment from which we source our fish. We were one of the first manufacturers to stop sourcing cod from the North Sea back in 1999, and only use fishing methods that won't harm the environment. Crucially, our fish is fully traceable – and we know exactly when and where it was landed."

He continues: "Also, our best-selling Omega 3 Fish Fingers are sustainably certified. Using 100% Alaskan Pollock fillet, the product comes from a well-managed and sustainable fishery. So a great catch for us becomes a great dish for our customers."

In recognition of the product's credentials, the Omega 3 Fish Fingers has recently won 'Best Product' in the Frozen Food category in The Grocer's Branded Excellence Awards 2009. They are part of a full foodservice range, covering four core product categories of fish, poultry, vegetables and red meat, and include Chicken Burgers, Peas and Soya Beans and Beef Burgers.

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