

fishnews

Inside: ideas for
festive entertaining

Autumn 2010

www.james-knight.com

2010 has seen a number of unprecedented global events – some natural and others man-made – which have played havoc with our industry's supply chain for much of the year.

The eruption of the Eyjafjallajökull volcano in Iceland disrupted supplies from the Indian Ocean and Persian Gulf, whilst the BP Deepwater Horizon explosion coincided with Gulf of Mexico's prawn fishing season, pushing global prices up by some 25%.

Meanwhile, production levels from two key aquaculture producers, Chile and Greece, were respectively badly damaged by an outbreak of Infectious Salmon Anemia (ISA) and by a lack of financial credit, which had a serious knock-on effect on farmed salmon, farmed seabass and farmed bream. Salmon prices alone rose by nearly 50%, and a lack of farmed product inevitably pushed up the value of wild prices.

Against this macro economic background, we have been working very hard to keep our prices on an even keel, and in the main, our prices have remained unchanged for 18 months. Yes, we're more expensive than



Global events take their toll on fish prices

supermarket prices, but the freshness of our product is unrivalled in London. And if you consider our UK line-caught wild seabass costs £24.95/kg against £22.00/kg for the price of Walkers Crisps, we think it represents value for money.

Extended opening hours for Notting Hill

Many of our regular customers have told us how they would like to be able to drop in on us on the way home from work. Always keen to oblige, please note our opening hours are now: **09.00–19.30, Mon–Sat.**

Exclusive sustainable fish project

James Knight in Selfridges is currently working on an exclusive project with the Marine Conservation Society (MCS) and the Zoological Society of London to enhance and update their future sustainable fish recommendations. Details to be published in the spring.

What a difference a year makes

I joined James Knight a year ago, with my only fish experience being an enthusiastic foodie; I was squeamish about cooking whole fish and was fairly scared of shellfish, especially the live ones! What a difference a year makes. Whilst I'm not going to win a filleting award anytime soon, I know heaps about fish and have had the privilege to talk about food and cooking to hundreds of customers and to experiment with the freshest fish in London.

I'm telling you this because I feel passionately that cooking fish from scratch, using fresh ingredients, is something that should be enjoyed by everybody. I know that, for many, the fishmongers' slab is intimidating and people find it hard to picture how that scary looking fish can translate into an actual dinner,

but in my experience, once they've tried it, they never again touch a frozen fish finger.

If you're like me, you will be dismayed by the growing disconnection between consumers and the supermarket chains, the facelessness and contempt some show for their customers. This madness makes me all the more determined to shout from the rooftops that James Knight is your local fishmonger. Introduce yourself and ask the name of who's serving you. We'll get to know what you like, we'll ring you when that special product you're after comes in; in short, we would like to build a relationship with you.

And the major reason for shopping with us can be summed up in one word: freshness.

Our fish can only reflect the season and the weather, so in the coming colder months I'm looking forward to an abundance of scallops, mussels, oysters, wild bass, cod and haddock in particular.

Finally, I'd like to extend a big, big thank you to our loyal customers who have made a positive choice to shop at their local fishmonger. Enjoy the autumn!



Fiona O'Callaghan
Retail Manager

Drop me a line anytime
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River Cottage TV series

If you've missed any of the latest River Cottage (Series 14) programmes on Channel 4, it's definitely worth a look on www.channel4.com/river-cottage. Episode 2 focused on fish, and Hugh Fearnley-Whittinghall's recipe for Bloody Mary Sardines seemed a sensible recipe to note in the run up to Christmas.

New staff

A very warm welcome to our newest recruits – young Eastender, Michael and Antipodean, Stephen – for what we hope will be the start of a long and beautiful friendship.

Your guide to oyster tasting

There are two types of oysters widely consumed and available in the UK. The Pacific (or rock) oyster which are available all year round and the native (or flat) oyster which is available from months with an 'r' in them.

Oysters are cultivated in 23 locations across the UK, and there are large differences among oysters in relation to taste, body and nose. Tastes can range from salty to floral, some

have fruity notes, mineral flavour or even hints of spice.

For instance, Whitstable rock oysters have a meaty texture and an aroma of seaweed and rockpools, with a metallic smack of tin with salt. Scottish natives meanwhile smell of a sandy shore, with a nutty, woody flavour.

An idea for your autumn entertaining might be to order a dozen oysters from a range of locations. Our website has an oyster tasting guide and full details of the oysters we stock www.james-knight.com/retail/events.

At last, some healthy figures to chew over

Researching information in relation to the nutritional breakdown of different fish species for this edition of Fishnews was surprisingly difficult, but the results were worth it.

Some interesting factoids include:

- Contrary to popular belief, shellfish are low in cholesterol
- Monkfish is the least calorific fish, containing less calories than cod, sole or seabass
- The most oily fish (herring, mackerel) contain less fat than chicken and lamb, whilst other oily fish (rainbow trout, salmon) contain less than a lean sirloin steak



Nutritional value of selected fish, shellfish and meat products

			Fat		Minerals			Vitamins		
	Calories (g/kj)	Protein (g)	Total fat (g)	Omega 3 fatty acids (mg)	Calcium (mg)	Iron (mg)	Magnesium (mg)	Vitamin A	Folate	Cholesterol
Cod	105 (440)	22.8	0.9	172.0	14.0	0.5	42.0	47.0	8.0	55.0
Halibut	140 (586)	26.7	2.9	669.0	60.0	1.1	107.0	179.0	14.0	41.0
Herring	203 (850)	23.0	11.6	2218.0	74.0	1.4	41.0	120.0	12.0	77.0
Mackerel	262 (1097)	23.9	17.8	1422.0	15.0	1.6	97.0	180.0	2.0	75.0
Monkfish	97 (406)	18.6	1.9	0.0	10.0	4.0	27.0	46.0	8.0	32.0
Rainbow trout	169 (708)	24.3	7.2	1236.0	86.0	0.3	32.0	287.0	24.0	68.0
Red mullet	150 (628)	24.8	4.9	420.0	31.0	1.4	33.0	141.0	10.0	63.0
Salmon	178 (745)	24.3	8.2	1355.0	12.0	0.4	34.0	197.0	14.0	63.0
Seabass	124 (611)	23.6	2.6	859.0	13.0	0.4	53.0	213.0	6.0	53.0
Soles	117 (490)	24.2	1.5	563.0	18.0	0.3	58.0	43.0	9.0	68.0
Tuna	139 (582)	30.0	1.2	311.0	21.0	0.9	64.0	68.0	2.0	58.0
Mussels	86 (360)	11.9	2.2	483.0	26.0	3.9	34.0	160.0	42.0	28.0
Clams	74 (310)	12.8	1.0	198.0	46.0	14.0	9.0	300.0	16.0	34.0
Oysters	59 (247)	5.2	1.5	435.0	44.0	5.3	33.0	25.0	18.0	25.0
Chicken	223 (934)	24.0	13.4	180.0	12.0	1.3	20.0	83.0	1.0	76.0
Lamb	256 (1072)	24.5	24.5	196.0	16.8	19.6	17.0	1.9	22.0	87.0
Sirloin steak	193 (808)	26.3	9.7	30.0	15.0	1.8	22.0	0.0	9.0	83.0

Note: figures for fish and meat assume grilled method of cooking, shellfish figures are for raw. All assume 100g portions. Source: www.nutritiondata.self.com

Ideas for autumn

BBC Children in Need, Friday 19 November

For the opportunity to win a 2kg wild seabass, visit our Notting Hill branch and enter our raffle to raise money for BBC Children in Need. Sorry to disappoint our younger customers, but strict hygiene regulations means that bears like Pudsey can't come into the shop.



October

Bream, clams, cockles, cod, dover sole, haddock, halibut, herring, kingfish, langoustine, mackerel, monkfish, mussels, plaice, pollock, native oysters, red gurnard, sardines, seabass, scallops, squid, tilapia, turbot, whiting.

November

Bream, clams, cockles, hake, halibut, herring, kingfish, langoustine, mackerel, monkfish, mussels, native oysters, plaice, pollock, sardines, scallops, seabass, squid, tilapia, turbot, whiting.

December

Bream, clams, cockles, hake, halibut, kingfish, langoustine, mackerel, monkfish, mussels, native oysters, plaice, pollock, sardines, seabass, squid, tilapia, turbot, whiting.

For those on the go

FISH IN FIFTEEN MINS



Scallops with pea and mint puree

Scallops with pea and mint puree

Simmer 250g **peas**, 25g **butter** and 100ml **chicken stock** with seasoning for 4 mins, then whizz to a puree with a small bunch of **chopped mint**. Season 12 **scallops** with **cumin** and **salt** and sear in a very hot frying pan for 1 min on both sides. Serve three scallops per person on a bed of pea puree with a few **winter salad leaves**, a glug of **balsamic vinegar** and some crispy strips of **bacon**.

Home made fish fingers

Create 3 separate bowls of 100g seasoned **plain flour**, 2 **eggs** lightly beaten and 150g **fine white breadcrumbs**. Using 4 fillets of **either pollock, cod, haddock or whiting**, cut your fish into strips. Take each fish strip and first lightly coat in the flour, then dip into the egg and finally roll in the breadcrumbs. Fry in 1 cm of **groundnut oil** for 2-3 minutes on each side, until golden brown and crisp.

Bream carpaccio with lime

Thinly slice 4 skinned and pinboned **bream fillets**, and lay on a plate. Juice 2 **limes** and zest one of them. Combine the lime juice with 3 tbsp **soy sauce**, 1 tbsp **fish sauce** and 3 tbsp **olive oil**, and pour the dressing over the fillets. Scatter with 2 chopped **spring onions**, some **mint leaves** and the lime zest, then season and serve.

Crab and apple salad on sourdough toast

Deseed and finely chop 1 **red chilli** and place in a bowl with 200g **white crabmeat**. Very thinly slice ½ a sharp eating **apple** and toss into the crab with 2 tbsp chopped **coriander**, a handful of **rocket leaves**, the juice of 2 **limes** and some seasoning. In a separate bowl, mix 4 tbsp **crème fraiche** with a squeeze more lime juice and black pepper. Divide the salad between 4 slices of toasted **sourdough bread** and top with the crème fraiche mixture.



Classic poached salmon



It may not be trendy, but there is something very pleasingly wholesome about a whole poached salmon. Having invested in an array of new fish kettles James Knight is delighted to offer a poached salmon service – dressed or otherwise, depending on your specification – available for delivery or collection.

The salmon are available in either 2kg (which will feed around eight people) or 4kg.

If, however, you prefer to do your own, here is a foolproof way of poaching a salmon. Lay a salmon down in a fish kettle and add cold water until it is just submerged, then add a pinch of salt, a bay leaf, some black peppercorns, a roughly chopped leek and a carrot. Heat the water until it reaches a gentle boil.

Remove the kettle and leave the fish to cool. By this time, it will be cooked. The magic is that the length of time it takes to reach the boil and then cool is in proportion to the weight of the fish. Serve with watercress, a horseradish and crème fraiche sauce and a twist of lime.

Fruit de mer

This Christmas, James Knight has two ready-to-go luxury seafood platters which will be available in-store during Christmas week.

To really impress your guests, a genuine **fruit de mer** is simply fabulous and calls for a long, lingering, messy lunch or dinner. Apart from some robust napkins and a large bowl for the debris, you will need an oyster knife, shellfish crackers, shellfish picks and oyster forks – alternatively a small hammer, a flathead screwdriver, some nutcrackers and a small fork will do the trick. The great thing about a fruit de mer is, of course, you can build your own, according to how adventurous you're feeling. Here's our recommendation to serve six guests.

2 x lobsters, cooked and split
 2 x crabs, cooked and cracked
 12 x Mediterranean prawns, cooked
 6 x langoustine, cooked
 18 x oysters, raw
 12 x large clams, raw
 24 x mussels, raw
 Sides: aioli, shallot vinegar, Tabasco, lemon wedges, Marie Rose sauce

This Christmas...

Ordering with us is easy

You can phone our Selfridges branch on **020 7318 3725** or our Notting Hill branch on **020 7221 6177**. Our Notting Hill branch can also be reached by email: retail@jkmayfair.co.uk

Our opening hours over Christmas are:

Date	Notting Hill
Wed 22 Dec	09:00-19:30
Thur 23 Dec	08:00-19:30
Fri 24 Dec	08:00-16:00
Sat 25 Dec	Closed
Sun 26 Dec	Closed
Mon 27 Dec	Closed
Tues 28 Dec	Closed
Wed 29 Dec	09:00-19:30
Thur 30 Dec	08:00-19:30
Fri 31 Jan	08:00-16:00
Sat 01 Jan	Closed
Sun 02 Jan	Closed
Mon 03 Jan	Closed
Tues 04 Jan	09:00-19:30

Selfridges

Yet to be confirmed at time of going to press. Please call us or visit www.selfridges.com in December for opening time information.

James Knight of Mayfair

67 Notting Hill Gate, London W11 3JS, tel: 020 7221 6177, retail@jkmayfair.co.uk

Selfridges Food Hall, 400 Oxford Street, London W1A 1AB, tel: 020 7318 3725

Autumn warmer – Cod with mussels



Ingredients (serves 4)

700g cod fillet, skinned and in one piece
 1kg mussels, scrubbed and de-bearded
 10g butter
 1 tbsp light oil
 6 celery sticks, sliced diagonally, leaves reserved
 3 garlic cloves, finely chopped
 150ml dry white wine
 a handful of chopped parsley

Method

– in a large saucepan or casserole dish, heat the oil and butter and gently fry the celery and garlic for 5 mins until they begin to soften. Add the mussels to the pan, pour over the white wine and cover. Cook for

2-3 mins until all of the mussels have opened.

- Take the pan off the heat and using a slotted spoon, transfer the mussels to a bowl, leaving the liquor in the pan. Leave for 5 mins until cool, then remove from mussel flesh from half of the mussel shells and set aside with the rest.
- Place the cod in the saucepan, season with black pepper and cover. Cook over a medium heat for 18-20 mins until the fish is just cooked. Return the mussel flesh and remaining mussels to the saucepan, cover and heat for a further 2 mins until hot.
- Serve in deep, warm plates with chopped celery leaves and parsley on top, with thick slices of crusty bread.