

fishnews

Overleaf: our guide to
seasonal eating

Winter 2011

www.james-knight.com

Eat fresh? Eat seasonal!

We at James Knight have a mission: to help and encourage our customers to eat local, seasonal food.

It supports the British economy and cuts down on food miles. It reconnects us with nature's cycles and most importantly, it is also fresher, and so tends to be tastier than those imported. We hope that 90% of what we sell during any year will be British.

As usual, Fishnews will include your guide to seasonal fish and shellfish; going forward, we will also list which meat, fruit and veg are in season. Celeriac, kale, leeks and spinach are currently in season and are fantastic bedfellows with most fish.

The best of the flat fish at this time of year include brill, halibut and john dory (dover sole and lemon sole spawn in February and March and as a result are thin and stringy), but UK round fish – such as black bream, monkfish and red mullet – are more difficult to source. At this point, we are happy to source cod and haddock from sustainable fishing grounds in Norway. Skrei cod in particular is only in season for three months of the year; is in abundant supply and is a real treat for a winter's night fish n chips.

If you have any queries or feedback about this issue, please feel free to contact me via fiona@jkmayfair.co.uk



Fiona O'Callaghan
Retail Manager

Drop me a line anytime
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Channel 4's Big Fish Fight



It has been difficult to miss the nautical theme to the TV schedules at the start of 2011.

The key issue

Hugh Fearnley-Whittingstall's Fish Fight campaign received high profile coverage, with his series on Channel 4 prompting over 600,000 supporters to sign a letter to the European Fisheries Commissioner to change the Common Fisheries Policy (CFP) to protect fish stocks and tackle unnecessary discarding of certain species of caught fish.

The first programme – and the most shocking – illustrated the outrageous issue of discards. When fishing in a mixed fishery where many different fish live together, the fishermen cannot control the species that they catch. Under the EU quota system, they cannot legally land a significant proportion of their catch and therefore have to discard dead fish. While some of these species aren't commonly eaten, others are far from it – including cod, haddock, plaice and monkfish.

James Knight has signed the petition. If you'd like to, visit www.fishfight.net

The TV series did a great job of encouraging shoppers to cook less well-known species of fish, to take pressure off other more popular varieties. Our stocks of coley, dabs, mussels, sardines and squid flew off our displays and our overall sales were up by 15% on the same time last year.

James Knight's guide to alternative species

You can download a copy of our booklet at www.james-knight.com/retail/events.html

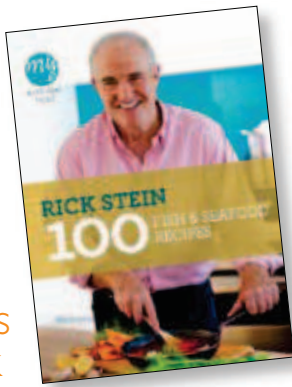
Here are some excerpts:

COLEY: Also called Saithe or Coal fish, this fish, before cooking, is an unappetising grey. When cooked however, it turns a brilliant white. It's a nice, sweet-tasting fish with a light texture, very similar to cod, and is much more loved on the Continent, particularly in Norway. It can be baked, battered or put into a stew or curry.

DAB & FLOUNDER: these flat fish are also known as 'fluke' and are similar to sole and plaice – just a bit smaller. These can be grilled whole and served with a generous trickle of melted butter, flaky sea salt and chopped fresh parsley. A delicacy in Spain, they can also be served fried, steamed or filleted, often with a light, creamy saffron sauce.

RED GURNARD: a great characteristic of the gurnard is that its tight, meaty flesh holds together perfectly during cooking, unlike that of many white fish, so is particularly good in soups and stews. Its robust flavour and firm texture also makes it easy to peel off the bone if cooked whole.

SARDINES: the old-fashioned pilchard, Cornish sardines are enormously rich in omega-3 fatty acids. Fantastic on toast, barbecued on the grill or added to pasta dishes.



Rick Stein's new book

The Godfather of seafood cooking, Rick Stein, published his latest book in January. My Kitchen Table: 100 Fish & Seafood Recipes is inspired by recipes from all over the world, to suit every level of skill and occasion.

TV for foodies

Masterchef (from 12 February, 9pm, BBC1)
Cooking competitions don't get tougher than this as Gregg Wallace and John Torode present a new series of MasterChef.

Bill's Tasty Weekends
(20-24 February, 9pm, Good Food Channel)
Australian chef, Bill Granger, tours the UK to discover regional foods.

Annabel Langbein: The Free Range Cook Book (7-28 February, Good Food Channel)
The New Zealand star gets back to the good life, showing how to cook with homegrown produce.

Our stores

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

Become an account customer

Account customers receive free local delivery on telephone orders over £15. Ask a member of staff for details.

Our opening hours are:

Date	Notting Hill	Selfridges
Mon-Wed	09:00-19:30	09:30-20:00
Thurs	09:00-19:30	09:30-21:00
Friday	09:00-19:30	09:30-20:00
Saturday	09:00-18:00	09:30-20:00
Sunday	Closed	11:30-18:00

James Knight of Mayfair

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



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What's in season February – April

Seafood

Brill, clams, cockles, cod, haddock, halibut, hake, john dory, mackerel, mussels, oysters, ray wings, seabass, turbot, winkles

Fruit & veg

Beetroot, brussel sprout, cauliflower, celeriac, chicory, Jerusalem artichoke, kale, leeks, parsnips, potatoes, purple sprouting broccoli, radishes, rhubarb, spinach, swede, turnips

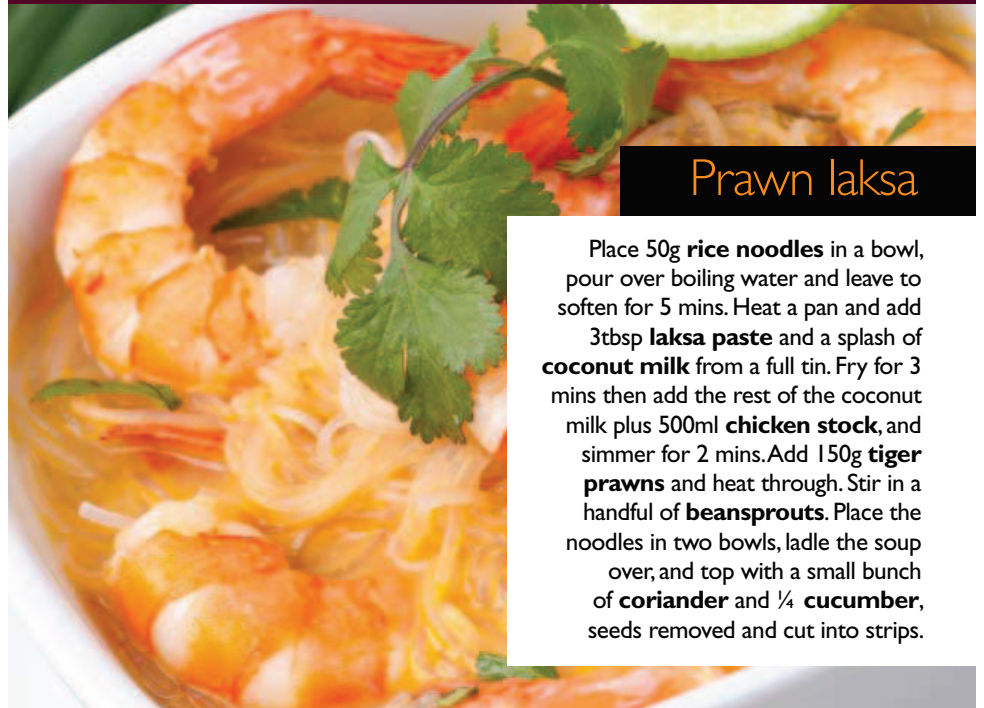
Meat

Guinea fowl, goose, grouse, hare, partridge, rabbit, turkey, venison



Mackerel with beetroot – a fantastic seasonal combo

Fish in fifteen mins (All recipes serve two people)



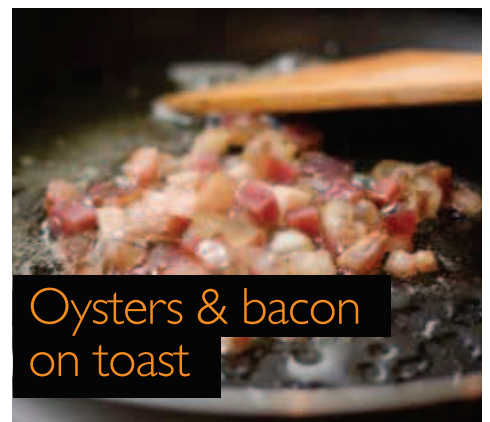
Prawn laksa

Place 50g **rice noodles** in a bowl, pour over boiling water and leave to soften for 5 mins. Heat a pan and add 3tbsp **laksa paste** and a splash of **coconut milk** from a full tin. Fry for 3 mins then add the rest of the coconut milk plus 500ml **chicken stock**, and simmer for 2 mins. Add 150g **tiger prawns** and heat through. Stir in a handful of **beansprouts**. Place the noodles in two bowls, ladle the soup over, and top with a small bunch of **coriander** and $\frac{1}{4}$ **cucumber**, seeds removed and cut into strips.



Seabass with basil balsamic

Score the sides of a whole cleaned **seabass** and pack the cuts roughly with a pounded mixture of 3 tbsp **balsamic vinegar**, 1 clove of **garlic** and a handful of **basil**. Place on a roasting tray and roast for 18 mins at 190°C. Serve with **fresh peas** and **chunky chips**.



Oysters & bacon on toast

Open a **dozen oysters** carefully, remove from the shell and place in a bowl, reserving half of the liquor; then roughly chop the oyster meat. Heat a frying pan and dry-fry 6 rashers of chopped **bacon**. Once cooked, add the oyster meat and liquor, and stir through, and then add two tbsp fresh **parsley** and **black pepper**. Serve on buttered **toast**.