

fishnews

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December 2009

A very warm welcome to this inaugural edition of what we hope will become a quarterly newsletter. We hope you like it and would welcome any feedback you might have.

Our customers in both Notting Hill and Selfridges have made it clear that they are concerned about responsible fishing practices and the provenance of the food they eat, and like to know what is seasonal. Many ask our fishmongers for recipe and preparation ideas, whilst some are keen to experiment with seafood they have never tried before.

So with the festive season in mind, we hope this newsletter will give you some helpful suggestions to assist your menu planning over the coming weeks.



Paschal Tiernan
Managing Director



Should cod and haddock be off the menu?

North Sea cod and haddock (a member of the cod family) used to be abundant, but as a result of over-fishing and poor fishery management, this is no longer the case.

Concerns over North Sea fish stocks led to our decision to source all our fresh cod and haddock from Iceland, which has one of the most well managed fisheries in the northern hemisphere, caught by fishing vessels using long line fishing methods.

Best bought in winter or early spring, their firm flaky flesh and strong flavour mean that cod and haddock work well with rich sauces and are always good in a fish pie.



Flat fish now at their plumpest

December and January marks peak season for flat fish such as lemon sole, dover sole, halibut and turbot, the majority of which we source from the south coast.

Dover sole is the king of the soles! It has a delicate flavour and its flesh is lightly textured but firm. It is delicious grilled, fried or served à la meunière (a sauce of browned butter, parsley and lemon juice).

Lemon Sole has soft flesh and a delicate flavour and is recognisable by its light brown skin and white belly. Available to buy whole or in fillets, it cooks in just four to five minutes, whether grilled, fried or poached.

Turbot is considered to be the greatest fish by many chefs. Its pronounced 'fishy' taste means it requires very little to enhance the flavour, whilst it also retains plenty of moisture during cooking, preventing it from drying out

– ideal for functions. Usually caught by line, it is expensive, but is also now being successfully farmed. Available as a whole fish, in fillets or steaks, it is good poached or grilled with a simple parsley or hollandaise sauce.

Halibut is also a highly esteemed and very tasty fish, which can be bought as steaks, fillets or cutlets. The best way to cook halibut is to quick pan fry in extra virgin olive oil, or steam in foil in the oven. Good accompaniments include lemon butter, hollandaise or tomato-based sauces. Poach it in a good fish stock or white wine, then use the cooking liquors as a base for some superb sauces (delicate flavours work best).



Starters or canapes

Crab lemon bruschetta

For the bruschetta: grill a piece of sourdough bread on both sides. Rub one side with peeled garlic, season and pour over olive oil.

For the crab lemon: mix white crabmeat with lemon juice, olive oil, dried chilli, crushed fennel seeds and seasoning. Toss together with salad leaves, and place on the bruschetta.

Scallop and chorizo skewers

Slice four chorizo cooking sausages into chunks and fry in a little olive oil until cooked through. In a separate pan, fry eight scallops for two minutes on each side, until browned, remove from the heat and drizzle with a little oil from the chorizo pan. Thread a scallop and piece of chorizo onto the end of small bamboo skewers and serve.

Smoked salmon blinis

Heat a packet of blinis as per packet instructions, then allow to cool. Place a teaspoon of crème fraiche onto each blini, followed by a wafer of smoked salmon and half a teaspoon of lumpfish caviar.

This Christmas...

For something really special this year, why not pre-order some Beluga, Oscietra or Sevruga caviar, black cod, cromer crab, king crab legs, native Scottish lobster, oysters or wild smoked salmon.

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	Selfridges
Mon 21 Dec	07:00-19:00	09:30-22:00
Tues 22 Dec	07:00-19:00	09:30-22:00
Wed 23 Dec	07:00-19:00	09:30-22:00
Thur 24 Dec	07:00-16:00	09:00-17:30
Fri 25 Dec	Closed	Closed
Sat 26 Dec	Closed	09:00-21:00
Sun 27 Dec	Closed	11:30-18:00
Mon 28 Dec	Closed	09:30-21:00
Tues 29 Dec	Closed	09:30-21:00
Wed 30 Dec	07:00-19:00	09:30-21:00
Thur 31 Dec	07:00-16:00	09:30-19:00
Fri 01 Jan	Closed	12:00-20:00
Sat 02 Jan	09:00-18:00	09:30-22:00

James Knight of Mayfair

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

Main dishes



Whole fish baked in salt (serves 8-10)

In this recipe, the salt is part of the cooking method – as the salt goes into the oven, it bakes hard like pottery, giving a really dry and crispy fish on the outside while retaining the juices and natural flavours on the inside.

Ingredients

2.5 – 3kg organic salmon, seabass, cleaned but not scaled
750g course sea salt
2 lemons, sliced
handful of fennel stalks and leaves

Method

- Preheat the oven to 200°C/Gas mark 6
- Mix the salt with 500ml cold water to give a wet sand consistency
- Stuff the cavity of the fish with the lemon and fennel. Cover the bottom of a baking dish with half the salt and lay the fish on top. Cover the fish completely with the rest of the salt and pat it down with your hands to form a smooth surface, approx 3cm around the fish
- Bake the fish in the pre-heated oven. After 30 minutes, insert a fork into the fish. If the tip of the fork is hot, the fish is ready. If not, continue baking for another five minutes
- Remove from oven and leave to sit for five minutes. Serve at the table, cracking open the salt crust in front of your guests, taking care to remove any loose salt away from the flesh of the fish
- Serve with a hot potato salad



Seafood linguine (serves 4)

Ingredients

225g linguine or spaghetti
2 tablespoons extra-virgin olive oil
4 cloves garlic, chopped
1 tablespoon chopped shallot
200g cherry tomatoes
1 glass white wine
pinch of salt and pepper
450g clams
450g flaky white fish, (haddock, cod, tilapia), cut into 3cm strips
450g squid rings
1 tablespoon chopped fresh parsley, plus more for garnish

Method

- Boil a large pot of salted water, add pasta and cook until just tender
- Heat oil in a large skillet over medium heat. Add the garlic and shallots and cook until they begin to soften, for about one minute
- Increase the heat and add the tomatoes, wine, salt and pepper; bring to a simmer and cook for one minute
- Add the clams, cover and cook for two minutes. Stir in the squid, fish and parsley, cover and cook for another five minutes until the squid and fish are cooked through and the clams have opened (discard any clams that do not open)
- Stir the sauce and clams in with the pasta and sprinkle with additional parsley