



55th Annual Conference

Shellfish Association of Great Britain

#SAGB55

From Coast to Counter; Shellfish and the Modern Fishmonger

Sue MacKenzie Owner of The Fish Shop

President of The National Federation of Fishmongers



Shellfish
Association of Great Britain

SAGB 55th Annual Conference

10th June 2025



Agenda

- About us
- Sourcing
- Our Offer
- Andrew's Catch
- Maximising the catch
- Customer Engagement
- The future is bright





About Us

We opened in December 2014 with the ambition to bring the freshest fish from around the UK to Camberley, Surrey never expecting to build a business with a £2m turnover, serving over 1000 customers every week

Our core values...

- Quality without compromise
- Respect for our suppliers
- Listen to what customers 'really' want
- Invest in our team
- Innovation is key
- Continue to adapt and meet challenges head on

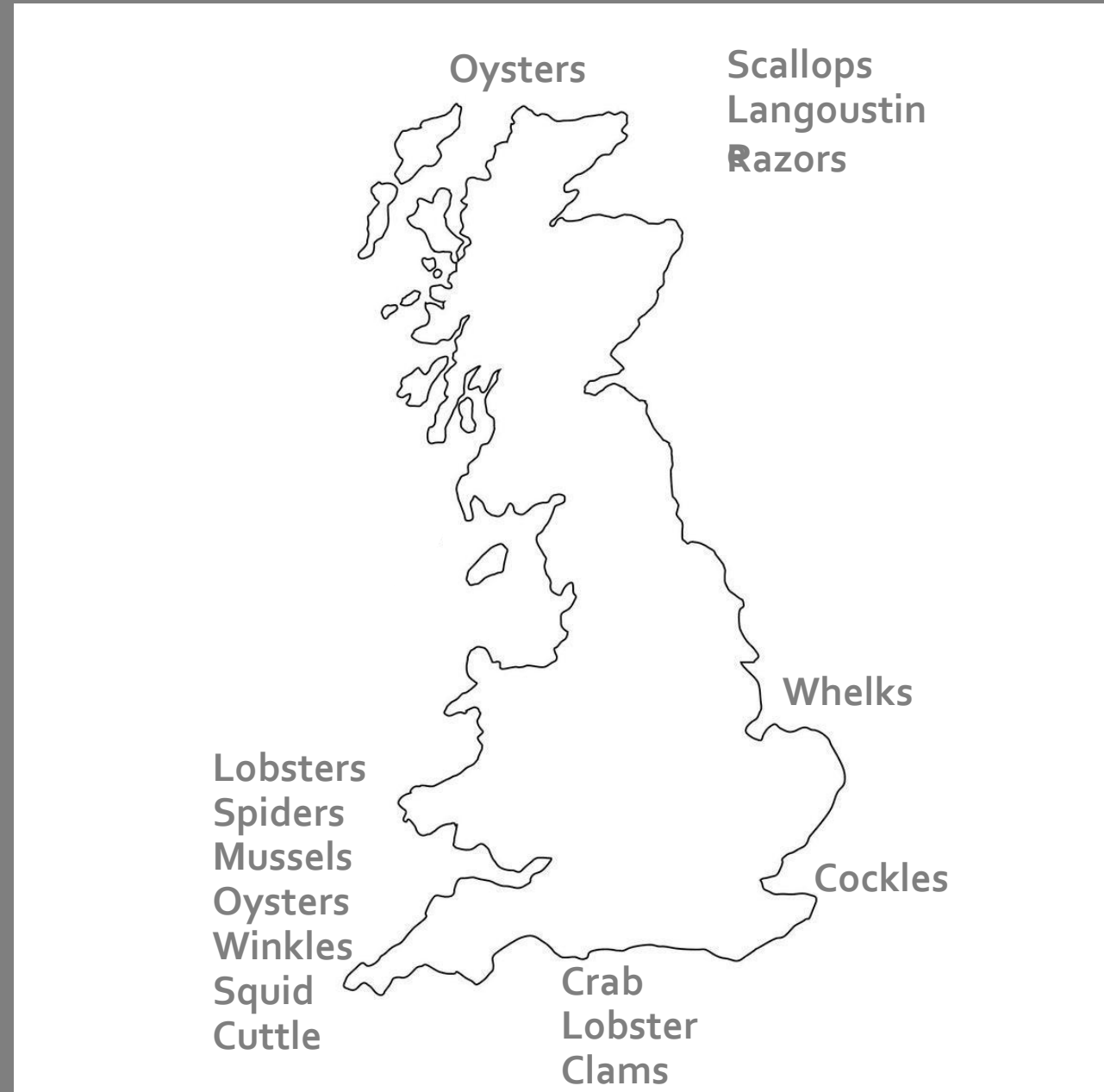


Sourcing

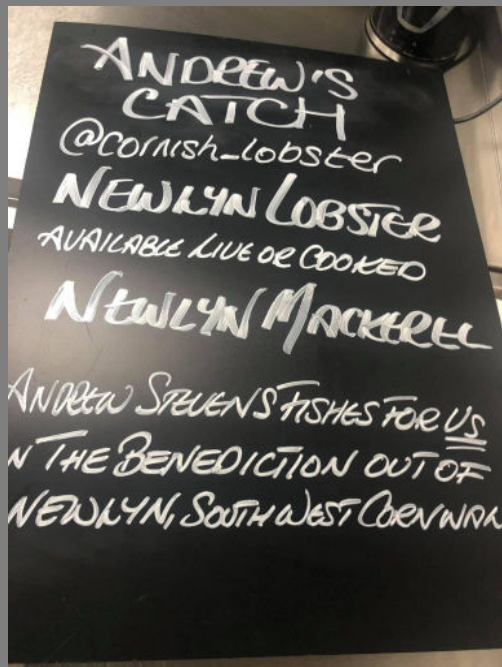
- 5 Shellfish Suppliers
- 1 intrepid lobster hunter

Prioritising

- Quality
- Seasonality
- Provenance



What we offer our customer



Provenance
and story
behind the
product



Quality
without
compromise



Making the
most of
seasonality



The Best of
British



Innovation

Feeling the connection



#Andrew'sCatch



Maximising the catch



Shouting
about
seasonality



Minimising
Waste



Innovating



Quick, easy
AND
delicious

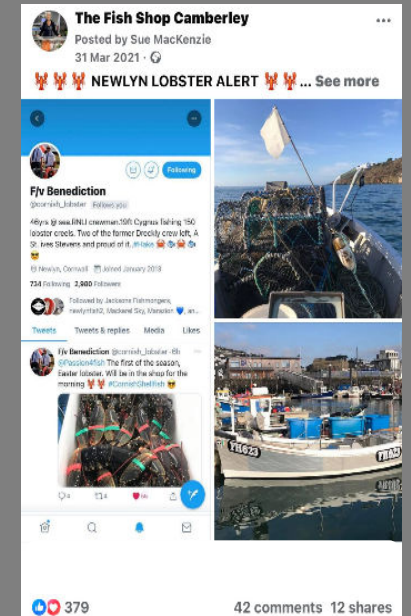
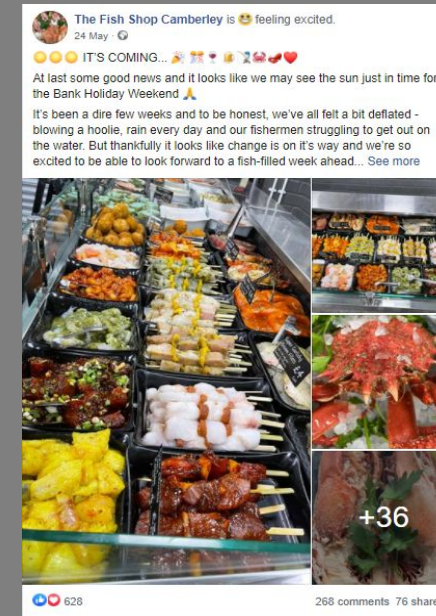


Ideas and
inspiration

The Power of Social Media

How we use Social Media to engage with our customers:

- Social media allows us to talk to our customers In real time, and show the passion and people behind The Fish Shop
- Facebook is by far our biggest platform, with over 18,000 people following our page and high engagement metrics for our posts; we are now much more active on Instagram
- Seasonality is a huge part of our business, we share new menus, seasonal catch and information on our product sourcing
- Showcasing ideas for key events like Fathers Day and Valentines Day
- Encourage customers to engage with the page by sharing their latest recipes, how they are enjoying their purchases
- Reaching the next generation of fish lovers



The challenges ahead



Ever increasing costs

#TeamFish, Energy, Rates, Ingredients, Packaging...
everything!



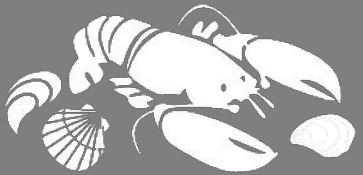
WATOK

Communication and
implementation

Thank you for listening!



**Come and
visit...but do
expect to queue!**



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