



BRITISH TROUT CHAMPIONED IN SAINSBURY'S 'SWITCH THE FISH' CAMPAIGN TO ENCOURAGE THE CONSUMPTION OF ALTERNATIVE FISH SPECIES

Britain's trout farmers are confident in achieving another surge in sales as for the third year running, supermarket giant Sainsbury's has endorsed British trout by choosing it as one of the five alternative species to be promoted in its *Switch the Fish* campaign launching on Friday 14th March.

Switch the Fish – first championed by top TV chef Jamie Oliver - is part of the retailer's continued commitment to encourage the UK population to eat sustainable fish whilst at the same time trying something new. Following an impressive 147% sales increase of trout products during last year's campaign¹, the British trout industry is hoping the 2014 campaign will build on this success.

For one day only, customers approaching the fish counter in any branch of Sainsbury's throughout the country asking to purchase one of the five market leading fish species (cod, haddock, tuna, salmon and prawns) will be offered trout, coley, sea bass, mussels or lemon sole as an alternative for free.

The supermarket giant is keen to encourage customers to think about switching their routine fish purchases to include more sustainable options. A 20% discount will also be applied to various products – including trout - at Sainsbury's fish counters for a three week period after today's launch.

The British trout industry are urging shoppers to support their local British trout farmers and to "switch the fish" to trout this year. Not only will they be bagging a delicious bargain, but a healthy one too. Sustainably farmed right here in the UK, trout is an oily fish high in Omega-3 essential fatty acids along with key nutrient Vitamin D – a vitamin that health experts are increasingly worried large sections of the UK population are deficient in. Trout will help keep you feeling fuller for longer as it is high in protein and easily digestible.

¹ 16.02.2013. The Grocer <http://www.thegrocer.co.uk/fmcg/fresh/fish/loch-trout-top-of-sainsburys-switch-fish-list/236596.article>

Government body the Food Standards Agency recommend eating one portion of oil rich fish per week – so now is the time to make this week’s oily fish trout. Further good news is trout has relatively low total fat and saturated fat content compared to others in the same category such as salmon and mackerel.

This hugely versatile, affordable and easy to prepare fish can be cooked whole or as fillets and is a perfect basket staple for all the family.

Russell Donaldson from Dawnfresh, trout supplier to Sainsbury’s, commented:

“It’s fantastic to see Sainsbury’s supporting British trout in its *Switch the Fish* campaign. Consumers all too often stick with what they know, so it’s refreshing to see a major supermarket get behind species like trout, and help make this delicious and sustainable fish a more common feature on the nation’s shopping lists”.

British trout is widely available in supermarkets, independent fishmongers, deli’s and farm shops either as whole fish, fillets or both hot and cold smoked.

For more information go to www.britishtROUT.co.uk.

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Issued by The BIG Partnership on behalf of The British Trout Association. For further information please contact:

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NOTES TO EDITOR

Trout nutritional information (sourced from Food Standards Authority):

Omega 3 - These fatty acids have been shown to help protect against coronary heart disease.

Vitamin A – Helps to maintain healthy skin, strengthen immunity to infection and help vision.

Vitamin D – Also known as the ‘sunshine vitamin’. It helps promote healthy teeth and bones.

Selenium - Plays an important role in our immune system's function, in thyroid hormone metabolism and in reproduction. It is also part of the body's antioxidant defence system, preventing damage to cells and tissues.

About the British Trout Association:

The **British Trout Association** has over 80 members, and represents over 90% of trout production in the UK. For further information please visit www.britishtROUT.co.uk.