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SFM inaugural For the Love of Seafood Festival

Sydney Fish Market (SFM) will this weekend host a free mouth-watering event catering for foodies, families and seafood lovers – the inaugural *For the Love of Seafood Festival*.

The event will be held this Saturday, 31 October from 11am–3pm at Sydney Fish Market, combining Australian seafood with great entertainment including guest host Lyndey Milan, a three-piece jazz band, free face painting for the kids and delicious food stalls.

Louise Nock, Marketing and Communications Manager at SFM, said SFM was thrilled to be part of the 2009 Sydney International Food Festival celebrations this year.

“The *For the Love of Seafood Festival* is a fitting way to showcase Sydney’s love affair with the sea, in the context of the Sydney International Food Festival.

“Some of the key attractions will be the Get Fresh with Fish cooking demonstrations, the Oyster Appreciation session and the Chef Challenge. It’s also a great opportunity for visitors to learn about sustainability, food culture and life as a fisherman,” Ms Nock said.

The *For the Love of Seafood Festival* is sponsored by, Industry & Investment NSW, Huon Aquaculture Group, Christie’s Seafoods, Fisherman’s Wharf Seafood Restaurant, Net & Tackle Sales, Cleanseas, Market Pride and OceanWatch Australia.

Entertainment sessions on the main stage include:

Get Fresh with Fish: Local fishermen Paul Bagnato and leading food consultant and cookbook author Brigid Treloar, will prepare a simple and delicious seafood recipe.

The Chef Challenge: The main stage will host an energised cooking competition setting one of Sydney’s top chefs Greg Anderson from Sugaroom against his top apprentice chef Kristal Page. In 25 minutes, they will each create a sumptuous seafood dish from a surprise bag of ingredients, with Lyndey Milan and local NSW fisherman Paul Bagnato to judge the ‘King/Queen of the Sea’.

Oyster Appreciation: Hosted by Brigid Treloar and Christie’s Seafoods Wayne Hume, this session is a must for those wishing to learn how to select, prepare and match delicious oysters with tantalising accompaniments. Four lucky audience members will be selected to the tasting panel.

Fish Tails: Lyndey Milan will hold informal interviews with food experts and fishermen throughout the day on a range of issues such as sustainability, food culture and life as a fisherman.

The best way to get to SFM at Bank Street, Pyrmont is by the Metro Light Rail – hopping off at the Sydney Fish Market stop. Bus services 501 and 443 depart from the city, for stop and timetable information visit www.131500.com.au. Further event information can be found on the ‘Events’ page on the SFM website www.sydneyfishmarket.com.au

FOR FURTHER INFORMATION PLEASE CONTACT:

Belinda Toward
Cox Inall Communications

PH: 02 8204 3850
Mob: 0402 012 531
Email: belindat@coxinall.com.au