



EASTER AT SYDNEY FISH MARKET

**THIS EASTER, SYDNEY FISH MARKET WILL BE OPEN DAILY FROM 7AM TO 4PM
WITH EXTENDED TRADING FROM 5AM TO 5PM ON GOOD FRIDAY**

Sydney Fish Market is gearing up for a huge Easter long weekend with extended trading from 5am to 5pm on Good Friday. Traditionally Easter has seen a focus on fish, particularly for Good Friday, while the long weekend is a great opportunity for a seafood barbeque with family and friends.

SFM will have plentiful stock of amazing seafood including Yellowfin Tuna, farmed Barramundi and Yellowtail Kingfish, Sydney Rock and Pacific Oysters as well as BBQ favourite's Octopus and Blue-Eye Trevalla. Snapper, Pink Ling and Swordfish will hit the Market at affordable prices, while Prawns will be in abundant supply from the Queensland King Prawn to the local Hawkesbury School Prawn, thanks to the rain in the coming weeks.

"Following on from a hugely successful Christmas trading period, Sydney Fish Market is preparing for a bumper Easter weekend. We're expecting to trade approximately 600 tonnes of fresh fish and crustaceans to Sydney's seafood retailers in the lead up to Good Friday and are anticipating in excess of 50 000 people to come through our gates during the period" Louise Nock, Marketing and Communications Manager, Sydney Fish Market.

With six of Sydney's finest seafood specialists selling the freshest Easter catch, an onsite bakery selling hot cross buns direct from the oven, Blackwattle deli, fruit & veg market, bottle shop, sushi bar, gift shop, seafood restaurant and fully licensed seafood café, Sydney Fish Market has everything you need to prepare for your Easter celebrations.

HOW MUCH SEAFOOD TO BUY FOR YOUR CELEBRATION

SEAFOOD	PER PERSON
Whole fish	350 – 550g
Fillets	150 – 220g
Cutlets	175 – 300g
Prawns	Approx 300 – 400g
- Small	51 – 70 prawns per kg
- Medium	31 – 50 prawns per kg
- Large	20 – 30 prawns per kg
Blue Swimmer Crab	1 per person – 300g
Mud Crab	1 for 2 people – 1.2kg
Oysters	Estimate 4 – 6 oysters per person
Smoked Salmon	Approx 100g per person
Octopus/Squid/Cuttlefish	Approx 250g per person

For more public information:

www.sydneyfishmarket.com.au, email fishline@sydneyfishmarket.com.au or phone +61 2 9004 1122.

How to get to SFM

- The best way to travel to SFM is via Metro LightRail jump on and off at our very own Fish Market Stop.
- NSW Police Service will be on point duty to assist with traffic in and out of SFM
- Additional car parking attendants will be on duty to ensure the smooth flow of the car park.
- **\$3.00 flat rate (maximum 2 hours).**
- Casual berthing at SFM's Pontoon Wharf is charged at \$5.50 per hour (incl GST) for a maximum of 2 hours.
- RTA have imposed special event clearways in and around SFM to ensure optimum travel flow

Purchasing

- When selecting fish or crustaceans, look for seafood that is intact, has good colour and lustre, a pleasant fresh sea smell, firm flesh that springs back when pressed and bright pink-red gills.
- **Don't forget your esky!** - Seafood should be kept cold at all times. Ask your fishmonger to pack your purchase with ice or take an esky or chiller bag along when purchasing seafood.
- Unwrap your seafood when you get home and either put in an airtight container or in a bowl and cover with cling film. Do not leave wrapped in paper.
- Mussels – make sure your fabulous Blue Mussel is closed when tapped or squeezed gently to indicate that it is still alive and very fresh. Please note, as AQIS does not allow live product to be imported into Australia, the New Zealand Greenlip Mussel is poached and will be open when purchased.

Storage

- When you get home, remove the wrapping and refrigerate in a covered container or plate. A small bag of ice placed on top of the seafood can help to reduce the temperature. You can store fresh seafood at 0 - 4°C for up to 2 - 3 days.
- **Live crustaceans:** Place live product in a container and cover with damp butcher's paper or a tea towel and place in the crisper (the warmest part of the fridge 5C).
- **Killing:** This can be done by freezing for 1 hour or immersing in an ice slurry, 50% ice and 50% water, this slows down the metabolism and sends the animal to sleep. The RSPCA recommend freezing as the kindest method of killing.
- Commercially frozen seafood is often of a higher quality than seafood that is frozen in a domestic freezer. Commercially frozen product is usually processed close to the point of harvest, using blast freezers that freeze in a fraction of the time. **Thaw any frozen products overnight in the refrigerator.**

FOR FURTHER MEDIA INFORMATION PLEASE CONTACT:

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