FROM SUNRISE AUCTIONS TO SUNSET ON THE WHARF: DISCOVER A DIFFERENT SIDE OF SYDNEY FISH MARKET

- Sydney Fish Market is inviting guests to go deeper at Australia's home of seafood with four signature experiences showcasing the people, produce and daily workings of one of the world's largest fish markets
- More than 8,500 visitors have explored the new Sydney Fish Market through guided tours since the precinct opened in January 2026
- New Mandarin and Italian Discovery tours will be available from January 2027, making the experiences more accessible to Sydney's multicultural communities and international visitors

Sydney, November 2026 – Think you know Sydney Fish Market? Think again. Sydney Fish Market is inviting locals and visitors to experience a side of the Market most shoppers never see.

From the bustle of the early-morning wholesale auction to seafood tastings and sunset views across Blackwattle Bay, four signature tours led by Sydney Fish Market's expert seafood educators invite guests beyond the retail floor of its new waterfront home to meet the people, explore the produce and discover the journey of Australian seafood from ocean to plate.

- **Sydney Fish Market Discovery:** A guided introduction to the Market, taking guests through the retail floor and the auction stands while exploring local fishing history, the Dutch auction system and how to select seasonal and sustainable seafood.
- **Behind the Scenes:** An early-morning experience taking guests into wholesale areas normally closed to the public to experience the morning auction. Along the way, guests learn how the market connects Australia's best seafood with Sydney restaurants and gain insight into the daily life of a working fishmonger.
- **Taste of Sydney Fish Market:** With so much on offer, knowing where to start can be a challenge. This food-led tour takes the guesswork out, guiding guests to a selection of the Market's best produce. Guests try premium seasonal seafood, including sashimi, oysters and prawns, along with treats from the Market's specialty retailers such as award-winning gelato and premium olive oil, and learn practical tips for choosing and preparing seafood at home.
- **Sunset on the Wharf:** An evening experience exploring the commercial fishing wharf and behind-the-scenes areas to learn more about the supply chain and the fleet that calls Sydney Fish Market home. If the fleet has just docked, guests may see vessels unloading their catch for the next day's auction, before finishing with seafood canapés and a beverage of choice overlooking Blackwattle Bay.

More than 8,500 guests have joined a guided tour since the new Sydney Fish Market opened in January, and Sydney Fish Market Visitor Experience Manager Michael Huls said the strong uptake reflects a growing appetite to discover the people and processes behind Australia's home of seafood.

“Sydney Fish Market has always been more than a place to buy seafood, and welcoming so many tour guests since opening shows just how eager people are to discover what happens beyond the retail floor,” Mr Huls said.

“What makes these tours special is the opportunity to connect with the people and processes behind Australia’s seafood industry. Whether it's discovering how the wholesale auction operates or learning practical tips from our seafood experts, guests leave with a greater appreciation of the journey from ocean to plate.”

Recognising Sydney’s diverse communities and international visitor appeal, Sydney Fish Market is also introducing Mandarin and Italian Discovery tours, giving more guests the opportunity to discover the people, stories and traditions behind Australia’s seafood industry in their preferred language.

With summer and the festive season approaching, Sydney Fish Market’s signature guided tours operate daily and offer a unique way for locals and visitors to explore the iconic destination, while also making a memorable gift for seafood lovers looking to share an experience with family or friends.

To explore the tours or book an experience, visit: www.sydneyfishmarket.com.au/tours/

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