'TIS THE SEA-SON: SYDNEY FISH MARKET'S BELOVED CHRISTMAS TRADITION RETURNS BIGGER AND BETTER AT ITS NEW HOME

- *Sydney Fish Market celebrates first 36-Hour Seafood Marathon at its new home*
- *Fishmongers will trade non-stop from 5:00am on Wednesday 23rd until 5:00pm on Thursday 24th December*
- *Beyond a spectacular selection of Australian seafood, visitors can enjoy waterfront dining, speciality shopping, and gifting*
- *Live music, Santa visits, roving entertainment and festive lighting bring Christmas cheer throughout December*

Link To Media Assets

Sydney, November 2026 – One of Sydney's most beloved Christmas traditions is making a comeback, as Sydney Fish Market prepares to host the iconic 36-Hour Seafood Marathon at its new Blackwattle Bay home for the very first time.

After more than three decades of bringing Sydneysiders together for their Christmas seafood fix, the Marathon returns on 23–24 December, and this year there's more reason to visit. Waterfront dining, speciality shopping and live entertainment make it as much a festive outing as a shopping trip.

With more than 100,000 visitors expected and 350 tonnes of seafood anticipated to be sold, the event will see Sydneysiders stock up on festive favourites, from prawns and oysters to Rock Lobster and fresh fish. The site will remain open from 5am Wednesday 23 December until 5pm Thursday 24 December with fishmongers trading continuously for the 36 hours straight, and the specialty retailers and restaurants offering various extended trading hours during the two-day event.

Sydney Fish Market Chair Craig Davison says the first Marathon at the new market marks the start of an exciting new era for the festive event.

"Year after year, the Marathon has been about one thing: making sure Sydneysiders can put the very best Australian seafood on their Christmas tables. That's something our fishmongers and producers take enormous pride in.

"Our new purpose-built market lets us showcase that produce like never before, while giving visitors a far richer experience. Shoppers can now enjoy a meal on the waterfront, take in the festive atmosphere and make a real occasion of their Christmas seafood shop."

With hundreds of seafood species available, there's something to suit every Christmas menu and budget. Alongside seasonal staples, top picks this year include Eastern School Whiting, Sardines, Hawkesbury River School Prawns, and centrepiece showstoppers New Zealand King Salmon and Tropical Rock Lobster. Whether it's a relaxed Christmas lunch or feast for the extended family, shoppers can turn to the market's expert fishmongers for advice on what to serve and how best to prepare it.

For more inspiration, the Sydney Fish Market cookbook 'A Fish For All Seasons' offers plenty of delicious ideas for the holiday table and makes a great gift for the foodie in your life.

The Christmas catch doesn't stop at seafood. Across the market's speciality retailers, visitors can tick off the rest of their shopping lists, from gourmet deli goods and premium olive oils to fresh flowers, kitchenware and thoughtful gifts.

Limited-edition treats are also on the menu, including an advent calendar from Cow & The Moon, seasonal grazing boxes from Blackwattle Deli, hampers from Olivetta and a specialty 'Bah Humbug' coffee blend from Stitch Coffee. Seafood lovers can also pick up a range of Christmas ornaments, socks and hats featuring their favourite species from Sydney Fish Market's Welcome Hub on Lower Ground level.

Beyond the shopping, visitors can enjoy waterfront dining and entertainment overlooking Blackwattle Bay, with sundowner live music planned for 5-6, 12-13, 19 and 23 December, and visits from Santa and other roving performers on 19, 20 and 23 December. During the 36-Hour event, roving performers, live music and DJs will keep the spirit flowing, while festive lighting brings the waterfront to life after dark.

For those looking to get ahead of the Christmas rush, pre-order and home delivery options are also available through individual retailers' websites.

Visitors are encouraged to plan their journey ahead of time and make use of public transport where possible. For the latest Christmas programming, individual retailer offers, trading hours, and visitor information, visit https://www.sydneyfishmarket.com.au/36-hour-seafoodmarathon.

Event Details:

- **WHAT:** Sydney Fish Market 36-Hour Seafood Marathon
- **WHEN:** 5:00am on Wednesday, 23 December, through to 5:00pm on Thursday 24 December
- **WHERE:** 1 Bridge Road, Glebe, NSW, 2037
- **HOW TO GET THERE:** Visitors are encouraged to use public transport, with light rail access via nearby Glebe and Wentworth Park stops. Visit www.transportnsw.info to plan your journey. Limited parking available onsite (standard rates apply), with overflow options next door at Blackwattle Bay Secondary College for $20 flat fee, or metred parking at Wentworth Park.

- ENDS –

Follow Sydney Fish Market online:

Facebook | Instagram | TikTok

FOR FURTHER INFORMATION PLEASE CONTACT:

Zoe Noble

DEC PR for Sydney Fish Market

Mobile:0400 726 414
Email: sydneyfishmarket@decpr.com.au

Stephanie Margrain
Sydney Fish Market
Mobile: 0400 308 614
Email: stephaniem@sydneyfishmarket.com.au