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SEAFOOD FROM NORWAY



Seafood from Norway 2025

A Voyage of Excellence,
Sustainability and Trade

SEAFOOD FROM NORWAY

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FROM
NORWAY

Honouring Excellence in the Fish and Chip Industry

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Honouring Excellence in the Fish and Chip Sector

The partnership between Norway and the UK in seafood is built on decades of collaboration, shared values, and a deep respect for the sea. United by a commitment to sustainability, provenance, and quality, these two nations have forged a strong alliance – one that continues to support the UK’s most iconic dish: fish and chips.

At the heart of this relationship lies Norway’s role as a trusted supplier of responsibly sourced cod and haddock – premium whitefish that meets the highest standards of quality and sustainability. For generations, this seafood has formed the backbone of the UK’s fish and chip industry, delivering consistent quality, flavour, and traceability to friers across the country.

Norway’s support for the sector extends far beyond supply. For over a decade, Seafood from Norway has proudly partnered with the organisers of the National Fish & Chip Awards (NF&CA) to celebrate excellence across the industry. Since 2022, the awards have been organised by the National Federation of Fish Friers (NFFF), with whom Seafood from Norway works closely to champion the people and businesses behind the UK’s most iconic dish. This collaboration has taken many forms, from sponsorship and educational initiatives to immersive experiences that connect award winners with the source of their seafood.

In 2025, in addition to headline sponsoring the Awards, Seafood from Norway supported the Environment and Sustainable Business Award, reinforcing its commitment to responsible practices across the supply chain. Earlier in the year, it hosted NF&CA winners for an Inspiration Day – a celebration of achievement and a platform for dialogue on the future of sustainable seafood in UK hospitality. The day included a tour of Capital City College Westminster, a hands-on cooking session with Master Fishmonger Carol ‘CJ’ Jackson using Norwegian saithe, and a reception at the Norwegian Ambassador’s Residence, where H.E. Tore Hattrem praised the enduring seafood partnership between the two nations.



In June, the UK celebrated the 10th anniversary of National Fish & Chip Day (NF&CD) – a milestone event honouring the people, businesses, and traditions behind the dish. Seafood from Norway proudly stood alongside operators and consumers in marking the occasion, reinforcing its role as a key supporter of the industry.

“We’re incredibly honoured to be a part of it”

Victoria Braathen
UK Director, NSC

Looking ahead, the 2026 National Fish & Chip Awards have launched with a refreshed application process and new categories, including the Menu Innovation Award. As a continued partner of the NFFF, Seafood from Norway remains committed to supporting the next generation of talent and celebrating the people who bring this beloved dish to life.

Victoria Braathen, UK Director of the Norwegian Seafood Council, summed it up: “The Norwegian seafood industry has worked closely with the fish and chip industry in the UK for many years, supplying responsibly sourced cod and haddock of the highest quality. This year has seen many enriching opportunities for us to celebrate our longstanding relationship with distributors and the many talented, dedicated fish and chip operators across the UK. We’re incredibly honoured to be a part of it.”



Hosting the Winners: Celebrating the Best in British Frying

In June, Seafood from Norway, in collaboration with Norwegian Frozen at Sea, welcomed a new wave of the UK’s top fish and chip shops and industry stakeholders on an unforgettable educational journey to Sortland in northern Norway. The trip marked more than a decade of this collaborative initiative, which celebrates the enduring bond between Norway’s fishing industry and the UK’s beloved fish and chip sector.



by the Mayor of Sortland, Grete Ellingsen, and hosted by local hosts Holmøy Maritime.

Held from 17–19 June, the three-day programme immersed the 2025 National Fish & Chip Awards winners – across all award categories – in Norway’s fishing culture and seafood supply chain. The trip has become an iconic part of the awards experience, offering winners a rare opportunity to witness the provenance, care, and sustainability behind the whitefish that anchors their menus.

As headline sponsor of the National Fish & Chip Awards, and proud supporter of the Environment and Sustainable Business Award, Seafood from Norway continues to champion excellence and sustainability across the sector.

This year’s group included award-winning operators, representatives from the National Federation of Fish Friers (NFFF), the Frozen at Sea Fillets Association (FASFA), invited industry stakeholders, and members of the media. They were warmly welcomed

The itinerary offered a rich mix of educational and cultural experiences. Expert briefings with the Norwegian Fishing Vessel Owners Association and the Norwegian Coast Guard provided valuable insights into Norway’s world-leading fisheries management system. A video message from Norway’s Minister of Fisheries and Ocean Policy, Marianne Sivertsen Næss, reinforced the importance of the UK market to Norway’s seafood sector.

A standout moment was a voyage aboard *Langøy*, a Norwegian Frozen at Sea member vessel owned by Prestfjord, part of the Holmøy Group. Onboard, guests experienced first-hand the craftsmanship and sustainable practices that define Norway’s whitefish industry.

“The sea has always been at the heart of life here in northern Norway,” said Knut Holmøy, CEO of Holmøy Group. “As a family-owned company with deep

roots in the local community, Holmøy is built on generations of dedication and a profound respect for the ocean that sustains us.”

Beyond the voyage, the itinerary offered a rich mix of cultural and operational insights. A visit to the historic fishing site of Sildpollen gave guests a taste of tradition, where they enjoyed the local speciality saithe *mølje*. While some participants tried their hand at fishing in the fjord, others visited the Holmøy offices and whitefish storage facilities, gaining a close look at the day-to-day operations supporting the region’s seafood industry.

The trip concluded with a tour of the Holmøy production facility – a state-of-the-art facility – showcasing the innovation and care that underpin Norway’s seafood exports.

Victoria Braathen, UK Director of the Norwegian Seafood Council, reflected on the experience: “It was a great pleasure to host the winners of the 2025 National Fish & Chip Awards in Sortland to celebrate their achievements.

“This year marks more than a decade of collaboration between Seafood from Norway and the UK’s iconic fish and chip industry. The trip provided a valuable opportunity to strengthen ties while showcasing the care and commitment that goes into delivering the high-quality Norwegian whitefish used by fish and chip operators across the UK.”

Holmøy: A Proud Tradition Anchored in the Arctic

Sortland, Norway – Nestled along Norway's Arctic coastline, Sortland is a town where the rhythm of life is set by the sea. Here, fishing isn't just an industry – it's a way of life, a heritage passed down through generations. At the centre of this proud fishing tradition stands Holmøy Group. Founded in 1973, it has grown into Norway's largest family-owned fishing company.

As a committed member of the Norwegian Frozen at Sea group, Holmøy recently welcomed the winners of the 2025 National Fish & Chip Awards to Sortland, offering them a rare glimpse into the origins of the fish that ends up on plates across the UK. A voyage aboard the state-of-the-art frozen at sea vessel *Langøy* was a highlight of the visit – a testament to Norway's dedication to quality, sustainability, and innovation in seafood.

"For generations, the sea has been the heart of life in this region," says Knut Holmøy, CEO of Holmøy Group. "We are proud to carry on that tradition – harvesting premium, sustainably caught seafood from the cold, clear waters of Norway."

From Arctic Waters to British Plates

Norway has long been a cornerstone of the UK's fish and chip industry, supplying high-quality whitefish that forms the foundation of this beloved British dish. Holmøy Group plays a proud role in this supply chain, delivering frozen-at-sea fillets that preserve the freshness and flavour of the catch.

"The freshness and quality of the fillets we bring on board is absolutely essential," Holmøy emphasises. "It's a key factor in what we offer."

The UK remains one of Holmøy's most important markets. Through initiatives such as the annual National Fish & Chip Awards, Holmøy collaborates closely with local partners – including the Norwegian Seafood Council (NSC), the

Norwegian Frozen at Sea group, and the Frozen at Sea Fillets Association – to strengthen and grow its longstanding partnership with the iconic fish and chip sector.

Sustainability at Sea

Sustainability isn't just a buzzword for Holmøy – it's a guiding principle. The company's fleet, including *Langøy*, is equipped with cutting-edge technology to ensure responsible harvesting and minimal environmental impact. Holmøy Group is deeply committed to maintaining healthy fish stocks and protecting the marine ecosystem for future generations.

"Fish is our passion – it's more than just our slogan," Holmøy says. "It's the heart of everything we do."

By inviting the National Fish & Chip Awards winners aboard, Holmøy aimed to bridge the gap between sea and plate, giving the award-winning fish and chip operators a first-hand look at the care and precision behind every fillet.

"We wanted them to see the vessel we use and how the food they serve is produced," Holmøy says. "Especially now, with the focus on the environment and sustainability, it's important they understand what a frozen-at-sea vessel represents and the effort that goes into producing this high-quality product."

A Shared Passion

The visit was more than a tour – it was a celebration of shared values. Both Holmøy Group and the UK's fish and chip champions are united by a passion for seafood and a dedication to quality. As Holmøy puts it, "We've seen your passion for fish and chips, and we're proud to be a trusted supplier to the UK market."

"We are proud to carry on that tradition – harvesting premium, sustainably caught seafood from the cold, clear waters of Norway"

Knut Holmøy
CEO, Holmøy Group



Going for Gold: Pride, Provenance and the People Behind the Fryers

The NF&CA winners reflect on sustainability, success, and the journey from sea to shop.

From the bustling streets of York to the serene fjords of Norway, the winners of the 2025 National Fish & Chip Awards (NF&CA) have embarked on a journey that's about more than just golden batter and crispy chips. It's a celebration of heritage, sustainability, and the deep-rooted connections between the UK's beloved dish and the pristine waters of Norway. From fjord to fryer, the 2025 NF&CA winners remind us that fish and chips is more than a meal – it's a story of dedication, sustainability, and shared pride across borders.



Ali Hasanbasoglu: A Newcomer with a Lifetime of Experience

For Ali Hasanbasoglu of Mackerel Sky in Stamford Bridge, York, winning Newcomer of the Year was more than a trophy – it was the culmination of a lifelong journey in hospitality.

"From the very beginning, we made the decision to do our absolute best," Ali shares. "Entering the competition was a way to push ourselves – not just for our own growth, but to enhance what we offer our customers."

With a background in tourism and hotel management, and over 25 years in catering, Ali's leap into fish and chips was a natural evolution. "Winning this award is the crowning achievement of my career," he says with pride.

His admiration for Norway is equally heartfelt. "You've brought all the right elements together – science, history, family values, and community spirit. It's incredibly impressive."

Georgia Lye: A Legacy of Frying and Forward Thinking

In Guildford, Surrey, Employee of the Year Georgia Lye is carrying on a family tradition that began in 1981. "I'm the third generation of fish fryers," she says. "Being recognised like this really means a lot – to me and my family."

Georgia's passion extends beyond the fryer. "Sustainability means everything. It's about making sure we can keep fish and chips going for generations to come."

Her visit to Norway was eye-opening. "We don't usually see this side of it. Seeing how hard the team works to catch our fish – it makes you more grateful."



Jamie Russo: From Field to Fryer with Purpose

For Jamie Russo of Redcloak Fish Bar in Stonehaven, Aberdeenshire, winning the Field to Fryer award was a moment of validation. "It's like giving our business an MOT," he says. "It helps ensure we're on the right track – efficient and environmentally friendly."

What struck Jamie most in Norway was the shared passion. "So much of the industry is family-run – just like back home. There's a real love for the product."

He returns to Scotland with a deeper understanding of the science and care behind every fillet. "Now we can explain to our customers how the fish are caught and processed before they even reach the UK."



Andrew Crook: Leading with Passion and Purpose

As President of the National Federation of Fish Friers, Andrew Crook has a bird's-eye view of the industry. "The Fish and Chip Awards are vital – not just to promote fish and chips, but to raise standards and bring people together."

His first visit to northern Norway left a lasting impression. "The scenery is unbelievable. The vessel is spotless and professional. You can tell the crew enjoy being on board – and that reflects in the quality of the product."

Andrew sees the partnership with the Norwegian Seafood Council as a win-win. "Everyone is incredibly passionate about what they do – and that passion filters throughout the supply chain."



Julie Waites: Championing Frozen-at-Sea Sustainability

Julie Waites, Executive Director of the Frozen at Sea Fillets Association (FASFA), has long been a bridge between the UK and Norway. "We're very proud to be working with Norway," she says. "It's a strong, long-standing relationship."

Aboard the Norwegian vessel, Julie was struck by the professionalism and environmental focus. "It's magnificent. Every time I step on board, I learn something new."

For her, sustainability is a mission. "Frozen-at-sea products are caught in a very sustainable and responsible way. That supports the long-term future of the industry."





We love our seas

That's why we harvest them with care

Experience the pure, fresh flavour of Norwegian seafood, nurtured in our cold, clear waters. Our long-term dedication and close cooperation between fishermen, researchers, and authorities, ensures that our resources are managed with care for the future. So go ahead and serve Norwegian cod and haddock, knowing they are both a responsible and delicious choice.

Resilient Ties: Norway–UK Seafood Trade Grows in 2025

Norwegian seafood exports to the UK grew in the first half of 2025, reflecting a resilient bilateral relationship and continued confidence in the quality of Norwegian seafood.

The UK continues to be one of Norway's most important seafood export markets. Despite global trade challenges, exports maintained positive momentum in early 2025. The UK ranked as the top destination for Norwegian frozen cod and remained the leading market for haddock.

While cost pressures and shifting consumer sentiment have shaped the market this year, trust in Norwegian whitefish remains strong. June saw growth in UK imports of both cod and haddock, underscoring the resilience of this long-standing trade partnership.

Reflecting on the market dynamics, Victoria Braathen, UK Director at the Norwegian Seafood Council (NSC), noted: "The whitefish sector has

been affected by reduced quotas and increased prices throughout the spring. A significant proportion of Norwegian frozen cod and haddock is exported to the UK.

The UK continues to be one of Norway's most important seafood export markets

"Despite higher costs and continued consumer restraint, it is positive that Norwegian seafood maintains a strong market position in the UK."

In the first half of 2025, the UK ranked as Norway's fifth largest seafood export market by value, and the third fastest-growing market.

"Growth in export value to key markets such as the US, China, and the UK confirms the strong global confidence in Norwegian seafood," said Christian Chrøner, CEO of the NSC.

"The first half of the year demonstrates the strength of Norwegian seafood exports, even amid challenging market conditions and rising trade barriers."

Celebrating fish and chips

In June, Seafood from Norway proudly supported the annual UK National Fish & Chip Day (NF&CD), which this year celebrated its 10th anniversary.

To mark this significant milestone, the National Edible Oil Distributors' Association (NEODA) hosted a roadshow at London's Trinity House, where the public were invited to enjoy free fish and chips and take part in the festivities to honour the most iconic British dish.



Explore more



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Victoria Braathen, UK Director, Norwegian Seafood Council