

Brakes Land MSC Award

Brakes Group has been named as the Marine Stewardship Council (MSC) Fish Supplier of the Year 2014 as part of the organisation's celebrations for World Oceans Day on 8 June.

This is the first year that the awards have taken place in the UK, with Brakes beating off competition from the rest of the foodservice industry to take the supplier award for its commitment to sourcing MSC certified products and promoting sustainable choices to its customers.

Brakes were the first foodservice company in the UK to offer an MSC approved product in 2003 and have the largest range of any foodservice company globally, stocking more than 100 MSC certified products.

(TBC Ken McMeikan / Natalie Phillips) said: "It is a fantastic honour to pick up this award, particularly having led the industry by introducing the first MSC product more than ten years ago. We have continued to extend the range ever since, and are absolutely committed to delivering MSC products to our customers, working closely with them and our supply chain to ensure they can make sustainable choices, wherever possible."

George Clark, UK Commercial Manager, Marine Stewardship Council, said: "I'm delighted that the 'MSC Fish Supplier of the Year 2014' is Brakes. They have made a clear commitment to certified sustainable seafood, becoming MSC certified almost 6 years ago and offering a broad range of MSC species and products to its customers. The steps Brakes has taken since 2008, to expand its MSC product range and provide its customers with certified sustainable fish and seafood are a true service to the industry. Capitalising on newly MSC certified fisheries to provide an up-to-date range of products has enabled schools, universities, contract caterers and independent business owners to make the most out of their own MSC certification and promote the sustainably certified seafood that they serve, by using the MSC's blue ecolabel."