



BRAKES MAKES IT A HAT-TRICK AT MSC AWARDS

Brakes has scooped the Fish Supplier of the Year accolade at the Marine Stewardship Council (MSC) awards for the third year running.

The award, which came as part of the MSC's celebrations for World Oceans Day on the 8th June, is in recognition of Brakes commitment to sourcing and promoting the largest MSC certified range in UK Foodservice. Having launched the first MSC certified product in the industry back in 2001 Brakes is now proud to be able to offer more than 125 MSC certified lines.

In addition to its on-going MSC commitment Brakes has also recently launched the first Aquaculture Stewardship Council (ASC) certified shrimp in UK Foodservice, as well as receiving a 'Highly Commended' accolade in the Sustainable Supplier of the Year category at the 2016 Foodservice Footprint Awards. Achievements and initiatives such as these, combined with an existing Sustainable Fish Cities Pledge signing in May 2015, emphasise Brakes' commitment to leading the industry in the sourcing of sustainable fish and seafood.

"We are delighted to be recognised once again for our ongoing commitment to sustainable sourcing," says Brakes' Andrew Crawford, Category Manager - Fish and Seafood. "We strive to use MSC-certified fish in new product launches wherever we can and have also been working to convert existing products.

"In 2016 we have re-sourced our two biggest selling own brand fish finger lines, which account for around 16.5 million individual fish finger sales a year, approximately half of which are purchased by our education and healthcare customers. Our sustainable sourcing and MSC focus enables our customers to comply with New School and Hospital Food Standards and Food for Life criteria.

"We are proud to accept this award today. It consolidates our position as a company that is leading the way and setting the standard and we will continue to do so for the benefit of our customers and the industry in the year to come and beyond."