

## Traditional fishmongers revive



Fishmonger Tim Wooldridge, of Tims For Fishes (right), with manager Ian Davies

ARRAYS of scaly-eyed fish, laid out on white beds of ice, were once a familiar sight on our high streets.

Many traditional fishmongers have fallen victim to the tyranny of the supermarkets. But some are fighting back, thanks to changing consumer attitudes, says Tim Wooldridge, who ran a fishmongers in Mold until Tesco came to town.

"I've been through the worst," insists the 47-year-old. "Things are on the up. People are realising supermarket fish is far from fresh, and their staff often know little about the subject."

Tim operates from the old butchers' market in Wrexham, rising at 4am three times a week to buy in fresh stocks from Liverpool.

Fish comes from all over the world - Nile perch, swordfish and Tilapia - but Tim is finding among his regulars a growing fondness for

lobster from Mid Wales and sea bass from Anglesey.

He's hoping to open a smokery in Llangollen to cater for his customers' growing sophistication.

He expects to be busy during Seafood Week (October 5-12) in which the industry will push the merits of eating two fish portions each week. In 2004 UK consumers spent more than £1bn on chilled fish, up 12.7% compared to 2003.

Tim added: "People are becoming more adventurous with their food. Unfortunately many still believe that fish is hard to cook - but it's the easiest thing in the world."

Tim has a series of easy fish recipes on his new website, [www.timsforfish.co.uk](http://www.timsforfish.co.uk).

● Other Seafood Week participants include The Royal Ship Hotel, Dolgellau, and The West Arms Hotel, Llanarmon DC.