

THE OLD THATCHED INN LAUNCHES FRIDAY NIGHT FISH FIGHT

- Adstock's Gastro-Pub to champion sustainable use of fish in support of the Big Fish Fight –

24 January 2011: Aylesbury Vale's Village Pub of the Year 2010, The Old Thatched Inn in Adstock, is launching its 'Friday Night Fish Fight' in support of Channel 4's Big Fish Fight. Every Friday evening, The Old Thatched Inn has a Specials Menu with fish sourced fresh that morning from the famous Billingsgate Fish Market. Starting this week, in addition to the popular fish species, The Thatch's Specials Menu will include some less commonly consumed – but by no means, no less tasty – species of fish, in support of the cause championing sustainability and ethical dining.

Led by celebrity chef Hugh Fearnley-Whittingstall, the Big Fish Fight champions a neglected cause: the sustainable use of fish from the seas. Around half the fish caught in the North Sea are thrown back, either because they do not meet criteria and quotas set by Europe's common fisheries policy or because they have no market value. Almost all of these fish die – a terrible destruction and waste which could be limited by more sensible rules. More broadly, the campaign aims to persuade people to eat a wider range of fish species, to reduce pressure on stocks.

Owner of The Old Thatched Inn, Andrew Judge, explains, "Sustainability and ethical dining is something that we feel extremely strongly about here at The Thatch. We have focused on procuring local and seasonal produce, ethical meat and dairy, community engagement and healthy eating for some considerable time now and are pleased that the Big Fish Fight is championing these issues within the fisheries industry also."

Indeed, when awarded the accolade of Aylesbury Vale's Village Pub of the Year 2010 last October, The Old Thatched Inn was recognised for its exceptional quality food and service as well as its considerable efforts to use the finest, freshest ingredients and community engagement.

Judge adds, "I believe it is the responsibility of the industry to ensure that the current level of wastage and abuse of sea life is minimised. And, as a restaurateur, it is therefore my responsibility to help encourage people to eat some of these so-called 'lesser' species. At The Old Thatched Inn, we can cook up these fish into high quality, tasty dishes that stay true to our passion for delivering a really excellent dining experience - food of course, but also venue and atmosphere, in addition to superb service – and, importantly, at a very reasonable price."

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About The Old Thatched Inn

The Old Thatched Inn is a countryside gastro-pub, which offers its customers a unique blend of high quality dining hosted in a relaxed and comfortable environment. Situated in the picturesque village of Adstock, Buckinghamshire, The Old Thatched Inn dates back to 1702 and combines this heritage with a menu that fuses the freshest seasonal ingredients cooked with emphasis on taste, with modern presentation.

Managed by owner and ex-chef Andrew Judge and his wife Lisa, the team at the locally-celebrated Old Thatched Inn believes in casual dining and sources the finest, freshest ingredients from a multitude of small specialist food producers and suppliers, preferring local and organic produce whenever possible.

Favourites on the seasonally-changing menu include locally sourced rare-breed lamb, an extensive fish selection delivered direct from Billingsgate market, and home-made ice creams, with further specials that change daily which excite the mind and the palate. The Old Thatched Inn also boasts a wine list featuring close to 40 selections, including white, red, rosé and champagne and is one of the only gastro-pubs in the county to have five fine ales on tap along with a vast shelf selection of malt whiskies and other spirits from across the globe.

With five qualified chefs and eight full- and part-time waiting staff, the service at The Old Thatched Inn is professional, attentive and discrete. A welcoming and comfortable waiting lounge, a generous bar area seating 35 and large conservatory seating 60 people, make The Old Thatched Inn the ideal venue for both casual dining, business lunches and special events.

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