



1 Fish 2 Fish Fresh Seafood Market Marks 15 Years in the Fraser Valley

For Immediate Release

March 6, 2013 (Langley, BC): Local fish monger, Heather Jenkins is celebrating 15 years serving up the best to her Fraser Valley customers. A fixture in downtown Langley, 1 Fish 2 Fish Fresh Seafood Market is still doing what they were when they opened their doors 15 years ago, providing the best fish and seafood selection available.

This Langley resident knows a thing or two about sourcing the best, “when we opened our doors in 1998 it was with a plan to provide only the best quality products we could,” says Heather Jenkins, owner of [1 Fish 2 Fish Fresh Seafood Market](#). “In the early years that wasn’t always easy to find more premium products.” At the time, Jenkins and her then business partner, Sue (Jardine) Ginter, founded the business with the basis they would never sell something they wouldn’t be willing to feed to their family – that has never changed. Jenkins started researching products and realized that some of the popular items customers wanted, like Sea Bass, were so over fished they were nearing the endangered species list. “We just couldn’t bring ourselves to contribute to further depletion of the species; there are other fantastic options we could provide instead,” notes Jenkins.

Before the birth of the Vancouver Aquarium’s Ocean Wise™ program, Jenkins was offering customers more sustainable options including ocean-friendly choices like Sablefish and BC’s own Four Spot Prawn, as well as providing products free from chemicals – usually added to maintain the water weight and prolong the shelf life of fish and seafood. “When I look back at it, I guess we were doing sustainable before it was really something to do,” remarked Jenkins. “And we are proud to know where our products come from, and how they are processed.” As the first fish market in the Lower Mainland to join the Ocean Wise™ program, Ocean Wise™ partner relations manager, Mike McDermid would agree, “Heather is a great [Ocean Wise™](#) ambassador and supporter of our program. We are happy to extend our congratulations for 15 years in business! Local fish markets dedicated to sustainable seafood are key to serving the community and ensuring people have access to ocean-friendly seafood products.”

“We wouldn’t be where we are today without the support of our community and customers, some who stop in from as far away as Calgary,” notes Jenkins. The public are invited to the fish market to celebrate on Saturday, March 16th from 11 a.m. to 2 p.m. Stop by the market, play Guess the Weight of the Salmon, enjoy birthday cake and samples of their custom smoked wild Salmon items, and get birthday prizes with every purchase. “The Guess the Weight of the Salmon is always a favourite,” laughs Jenkins. Visitors to the market can be challenged to enter their best guess at the weight of the wild Salmon, at the end of the day the person with the guess closest to the actual weight, wins. “We will custom cut and package the whole Salmon for the winner and they take it home to enjoy.”

1 Fish 2 Fish Fresh Seafood Market has been serving the local community for over 14 years, providing chemical free, wild and sustainable seafood choices for their customers. A proud supporter of the Nickomekl Enhancement Society, an organization dedicated to protecting and restoring wild Salmon stocks in the Fraser Valley, and the lower mainland’s first Ocean Wise™ fish market partner, 1 Fish 2 Fish Fresh Seafood Market is open 7 days a week with a seafood selection that is the best in the lower mainland.

-30-

Note: photos, interviews are available upon request

Media Contact:

Kristine Carrick

Urban Life Media

Office: (604) 510.5456 Mobile: (604) 831.2598

Email: kristine@urbanlifemedia.ca