

FRESH FISH GUIDE



A GUIDE TO YOUR FISH GUIDE!

This booklet acts as a guide to a variety of popular species of fish and seafood. Sections include:

FLAT FISH
ROUND FISH
FARMED FISH
CEPHALOPODS
SHELLFISH

The guide details the best time of the year for each of the species in terms of when they are in their prime / in season, or when prices are most reasonable. Alternative species are also listed so as to offer other options if / when the species are out of season. Yield is given as an approximation to enable more accurate costings. The various ways the species can be caught / fished are available as 'catch method'.

> Fish can be provided whole with no preparation. Alternatively the preparation methods available for each species are listed on the relevant page.

FRESH FISH AVAILABLE

We have showcased our more popular lines within this guide, but we also have many other species of fish available which are listed below:

Key - Featured In Brochure ●

Anchovy and Sprat	Crawfish	Kingfish	Plaice	Sea Reared Trout
Arctic Char	Crayfish	Langoustine	Pollack	Scallops
Barramundi	Croaker	Lemon Sole	Pomfret	Snapper
Bonito	Cuttlefish	Ling	Tiger Prawns / King Prawns	Squid
Black Bream	Dover Sole	Native Lobster	Rainbow Trout	Tilapia
Brill ●	Flounder and Dab	Mackerel	Ray Wings	Trevally
Brown Crab ●	Gilt Head Bream ●	Mahi Mahi	Razor Clams	Tuna
Brown Trout	Grey Mullet	Megrim Sole	Red Mullet	Turbot
Brown Shrimps	Gurnard	Meagre (Stone Bass) ●	Sablefish	Whelks
Carp	Haddock ●	Monkfish	Swordfish	Whiting •
Clams	Hake ●	Mussels	Salmon	Winkle
Cockles	Halibut ●	Octopus •	Sardines	Witch Sole
Cod ●	Herring	Oysters	Sea Bass ●	Wrasse
Coley	John Dory ●	Pike	Sea Bass (Wild)	Zander

CATCH METHODS

There are a variety of fishing techniques, or catch methods, used in fishing. Here we highlight a few of the common methods used to catch the fish and shellfish we supply.

Beam Trawl

Demersal / Otter Trawl



Also known as a demersal trawl, this method uses two beams which are lowered either side of the boat. The nets are then lowered to the bottom of the sea where they are towed along before being brought in.

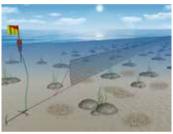


This particular method uses one, or several, nets with an otter board to keep the net open horizontally. The net will be towed from the stern of the boat and can be either demersal or pelagic (mid-water).

Hook & Line

Hook & Line is one of the best methods of fishing as it has little impact on the surrounding environment, and the catch can be selective (i.e. any fish too small, or not the right species, can be placed back without harm). This method can be undertaken by one person and a rod, or by using a basic winch with a line of hooks.

Gill Net



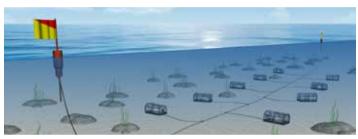
Gill netting is a common method of fishing, designed to allow only the fish's head to go through the net. When the fish tries to escape, their gill cover gets caught. This entangles them in the net. There are two methods: one is a set net that will be anchored at the desired depth to stop any movement. The other is a drift net which is kept afloat with buoys, tied to the boat, and left to drift with the current.

Purse Seine





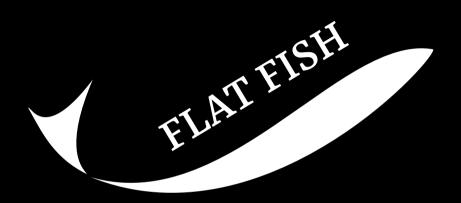
Once the fish are located, a large net is deployed from the boat via a smaller boat known as a Skiff. The Skiff circles the shoaling fish with the net, then joins it at either end. Gradually the net is drawn from the bottom until it is small enough to haul onto deck.



Potting is a method of dropping baited cages with a hole in one side. They are positioned so that once the fish/crustacean has entered, they cannot leave. Pots can either be attached together and dropped in a line with a buoy either side, or dropped individually with a buoy tied to each one to mark their position. The bait fishermen use is typically either small by-catch fish with little commercial value, or fish frames. Lobsters prefer smelly old bait! - so rotting fish frames are best for them. Crabs prefer fresh bait like small by-catch fish or fresh frames. 2007 - 2003

Dredge

Dredging / Scallop dredging is a method where a dredge is towed along the sea bed targeting any bottom dwelling species. Dredging is one of the least environmentally friendly fishing methods, but a very effective one for fishing for scallops.



Flat fish are members of the order Pleuronectiformes of ray-finned demersal fish, or 'Heterosomata'.

Many flat fish have both eyes on one side of their head. Some have the left side of their face upwards whilst others have the right, or can face either side.

Examples of Flat fish include: Brill, Dab, Megrim, Plaice, Sole, and Turbot

BRILL

Scophthalmus Rhombus

Category: Flat Fish Seasonality: All Year Round (Best availability May - October) Catch Method: Gill Nets, Trawled Yield: (Approx depending on time of year) 50% to 60% / 43% Skinned Alternative: Turbot

Brill has more of an oval shape and, unlike the turbot, its skin is completely smooth.

- TRIM FINS AND TAIL
- BLACK SKIN OFF
- SKINNED ON BOTH SIDES
- HEAD OFF
- FILLETED CROSS CUT OR QUARTER CUT

DOVER SOLE

Solea Solea

Category: Flat Fish Seasonality: All Year Round (Poor availability Jul - Aug) Catch Method: Demersal Trawled / Gill Nets Yield: (Approx depending on time of year) 33% Alternative: Lemon Sole, Sand Sole.

- TRIM FINS AND TAIL
- BLACK SKIN OFF
- SKINNED ON BOTH SIDES
- HEAD OFF
- FILLETED CROSS CUT OR QUARTER CUT

LEMON SOLE

Microstomus Kit

Category: Flat Fish Seasonality: All Year Round (January-April Best. November-December Expensive) Catch Method: Beam Trawled, Otter Trawled Yield: (Approx depending on time of year) 63% / 36% Skinned Alternative: Dover Sole, Dabs, Megrim Sole

South coast lemon sole is identifiable by its light coloured skin compared to East coast which are darker in colour

- TRIM FINS AND TAIL
- BLACK SKIN OFF
- SKINNED ON BOTH SIDES
- HEAD OFF
- FILLETED CROSS CUT OR QUARTER CUT
- POCKETED

MEGRIM

Lepidorhombus Whiffiagonis

Category: Flat Fish Seasonality: April - July Catch Method: Beam Trawled, Demersal Trawled Yield: (Approx depending on time of year) 50% Alternative: Flounder, Turbot, Lemon Sole, Brill

Also known as the Torbay sole, and will also be mistaken as a witch sole due to their similarities.

- TRIM FINS AND TAIL
- BLACK SKIN OFF
- SKINNED ON BOTH SIDES
- HEAD OFF
- FILLETED CROSS CUT OR QUARTER CUT

PLAICE

Pleuronectes Platessa

Category: Flat Fish Seasonality: April - November Catch Method: Beam Trawled, Otter Trawled Yield: (Approx depending on time of year) 50% Alternative: Lemon Sole, Flounder

South coast plaice will have bright orange spots. The rule of thumb is that the further North you travel, the darker the spots.

- TRIM FINS AND TAIL
- BLACK SKIN OFF
- SKINNED ON BOTH SIDES
- HEAD OFF
- FILLETED CROSS CUT OR QUARTER CUT

RAY WINGS

S

Raja Brachyura (Blonde Ray)

Category: Flat Fish Seasonality: All Year Round Catch Method: Demersal Beam Trawled, Otter Trawled Yield: N/A Alternative: None

If not kept under temperature, ray wings can deteriorate quickly due to the ammonia in the skin.

- SKINNED ON BOTH SIDES
- TRIMMED TO SPECIFICATION REQUIRED
- REMOVE WING BONE

TURBOT

Psetta Maxima

Category: Flat Fish Seasonality: Farmed and Wild All Year Round (Wild best availability in Summer months) Catch Method: Demersal Trawled, Farmed Yield: (Approx depending on time of year) 50% Alternative: Brill, Halibut

Turbot has a distinct diamond like shape with tubercles on the darker side which differentiate it from Brill.

- TRIM FINS AND TAIL
- BLACK SKIN OFF
- SKINNED ON BOTH SIDES
- HEAD OFF
- FILLETED CROSS CUT OR QUARTER CUT
- TRONCON (on the bone portion)
- CHINED



Round Fish are cylindrical - round in the centre of their body. This then tapers to a tail.

Many of the fish found in UK waters are round fish.

Examples of Round fish include: Cod, Bass, Whiting, Pollack, Mackerel, Red Mullet, Gurnard, Bream, Trout

COD Gadus Morhua

Category: Round, Coldwater Seasonality: All Year Round (Best quality - Oct-Mar) Catch Method: Demersal Trawled, Hook and Line, Gill net. Yield: (Approx depending on time of year) 52% Alternative: Haddock, Whiting, Pollack

Cod will be more expensive during the summer months when landings are low and demand is extremely high.

- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- STEAK THROUGH THE BONE
- SUPREME SKIN ON OR SKINLESS
- LOIN SKIN ON OR SKINLESS
- TAIL SKIN ON OR SKINLESS

COLEY Pollachius Virens

Category: Round, Coldwater Seasonality: All Year Round, Locally colder months Catch Method: Demersal Trawled Yield: (Approx depending on time of year) 55% Alternative: Pollack, Cod

Used to be cat food! Now a great alternative to cod fillet.

- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- STEAK THROUGH THE BONE
- SUPREME SKIN ON OR SKINLESS

RED GURNARD

Aspitrigla Cuculus

Category: Round, Coldwater Seasonality: All Year Round with best availability September - May Catch Method: Demersal Otter Trawled, Beam Trawled Yield: (Approx depending on time of year) 35% Alternative: Cod, Haddock, Red Mullet, Whiting

This fish can be skinned but not scaled. Pin bones are long and hook like which can be cut out, but not pulled out, with pin boners.

- GUTTED AND SCALED
- TRIM FINS AND TAIL, GUTTED, SCALED
- HEAD OFF
- FILLETED AND BONED
- SKINNED

GREY MULLET

Chelon Labrosus

Category: Round Seasonality: May to August Catch Method: Otter Trawled Yield: N/A Alternative: Bass, Bream

- GUTTED AND SCALED
- TRIM FINS AND TAIL, GUTTED, SCALED
- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED

HADDOCK

Melanogrammus Aeglefinus

Category: Round, Coldwater Seasonality: All Year Round (Best availability Sep - Feb) Catch Method: Demersal Trawled, Long Lining Yield: (Approx depending on time of year) 45% Alternative: Cod, Whiting, Pollack.

Like cod, haddock prices will also go up in the summer from low landings. This also affects the cost of smoked haddock.

- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- SUPREME SKIN ON OR SKINLESS
- LOIN SKIN ON OR SKINLESS
- TAIL SKIN ON OR SKINLESS

HAKE

Merluccius Merluccius

Category: Round, Coldwater Seasonality: February - November (Best availability May - Oct) Catch Method: Gill Nets, Trawled, Line Caught Yield: (Approx depending on time of year) 50% Alternative: Cod, Haddock

Hake are typically caught at night as they are nocturnal.

- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- STEAK THROUGH THE BONE
- SUPREME SKIN ON OR SKINLESS
- LOIN SKIN ON OR SKINLESS
- TAIL SKIN ON OR SKINLESS

JOHN DORY Zeus Faber

Category: Round, Coldwater Seasonality: All Year Round Catch Method: Demersal Trawled, Otter Trawled Yield: (Approx depending on time of year) 35% Alternative: None

Preparation Methods Available:

- TRIM FINS AND TAIL
- HEAD OFF
- FILLETED
- SKINNED

John Dory is also known as St Pierre fish. According to legend, over 2000 years ago, St. Peter dropped a coin into the Sea of Galilee and the fish caught it. St Peter picked the fish up and took the coin back, leaving his thumbprint on the skin of the fish. This thumbprint is said to be represented by the black spot on the side of the fish.

LING Molva Molva

Category: Round, Coldwater Seasonality: All Year Round Catch Method: Beam Trawled, Otter Trawled Yield: N/A Alternative: Any Cod Like Species

Pin bones are removed by V Pin only, as pulling the bones out results in a split fillet.

- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- STEAK THROUGH THE BONE
- SUPREME SKIN ON OR SKINLESS

MACKEREL

Scomber Scombrus

Category: Round, Coldwater Seasonality: All Year Round (Best late summer) Catch Method: Line Caught, Netted. Yield: (Approx depending on time of year) 50% Alternative: Herring, Sardines

We do not skin mackerel due to the skin being very thin. We only cut pin bones out, as pulling them out causes too much damage to the flesh with the possibility of the bones breaking.

- GUTTED
- TRIM FINS AND TAIL, GUTTED
- HEAD OFF
- FILLETED AND PIN-BONED
- CANOED
- BUTTERFLY CUT

MONKFISH

Lophius Piscatorius

Category: Round, Coldwater Seasonality: All Year Round (Expensive in November & December) Catch Method: Demersal Beam Trawled, Otter Trawled, Gill Net. Yield: (Approx depending on time of year) 70% Alternative: None

Preparation Methods Available:

- FILLETED
- SKINNED
- MEMBRANE REMOVED
- PORTION
- MEDALLIONS

Monkfish is also known as anglerfish due to the rod like antenna that hangs from its mouth which is used to lure smaller fish close enough to capture. South Coast monkfish will be better trimmed (less flap), compared to Scottish monkfish where the Scottish fishermen usually leave a lot more flap on the fish. This is reflected in the price difference between the two.

POLLACK Pollachius Pollachius

Category: Round, Coldwater Seasonality: All Year Round (Best availability October - April) Catch Method: Gill Nets, Trawled, Hook & Line. Yield: (Approx depending on time of year) 45% Alternative: Cod, Haddock, Coley

Another great alternative to cod. Used to be bought as bait for crab fishing until celebrity chefs picked up on its delicious flavour.

- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- STEAK THROUGH THE BONE
- SUPREME SKIN ON OR SKINLESS

RED MULLET

Mullus Surmuletus

Category: Round, Coldwater Seasonality: All Year Round (Best availability May - November) Catch Method: Demersal Trawled, Otter Trawled Yield: (Approx depending on time of year) 45% Alternative: Goatfish, Red Snapper

Be wary as red mullet can split when pin boned, giving the appearance of a gully down the fillet. We recommend using larger fillets if they are required to be pin boned as they hold together better.

- GUTTED AND SCALED
- TRIM FINS AND TAIL, GUTTED, SCALED
- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- CANOED
- BUTTERFLY CUT

SARDINES

Sardina Pilchardus

Category: Round, Coldwater Seasonality: All Year Round (Best quality Spring - Summer months) Catch Method: Gill Nets, Purse Seine Yield: (Approx depending on time of year) 50% Alternative: Herrings, Mackerel, Scad.

Sardines and pilchards are the same fish. Typically sardines are smaller, and pilchards are larger. As a general rule, Sardines are under 15cm, and Pilchards are over 15cm.

- GUTTED AND SCALED
- TRIM FINS AND TAIL, GUTTED, SCALED
- HEAD OFF
- FILLETED
- BUTTERFLY CUT

SEA BASS WILD

Dicentrarchus Labrax

Category: Round, Coldwater Seasonality: Fish should be avoided during the spawning season Feb - March. (May - December Best) Catch Method: Gill Net, Trawled, Hook & Line. Yield: (Approx depending on time of year) 48% Alternative: Meagre , Gilthead Bream, Stone Bass, Farmed Sea Bass

Preparation Methods Available:

- GUTTED AND SCALED
- TRIM FINS AND TAIL, GUTTED, SCALED
- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- SUPREME SKIN ON OR SKINLESS

The minimum landing requirement is 42cm. During late summer, sea bass yields can drop to approximately 40% due to mass amount of sprats that the bass has eaten, and that are still in their stomachs. This means the gross weight of bass you pay for will be higher than usual.

WHITING

Merlangius Merlangus

Category: Round, Coldwater Seasonality: All Year Round (Best availability Sept - May) Catch Method: Beam Trawled, Otter Trawled Yield: (Approx depending on time of year) 45% Alternative: Cod, Pollack, Pouting, Coley

Whiting is a member of the cod family, and are caught as by-catch.

- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- TAIL SKIN ON OR SKINLESS



Fish farming is the principle form of Aquaculture. Farmed fish are an excellent choice where the species wild counterpart is over-fished, often offering a more sustainable option.

Fish commonly farmed include: Salmon, Trout and Sea Bass

BREAM, GILT HEAD - FARMED

Sparus Aurata

Category: Aquaculture Seasonality: All Year Round Catch Method: Aquaculture Yield: (Approx depending on time of year) 49% Alternative: Sea Bass - farmed, Black Bream – wild.

- GUTTED AND SCALED
- TRIM FINS AND TAIL, GUTTED, SCALED
- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- BUTTERFLIED

HALIBUT - FARMED

Hippoglossus Hippoglossus

Category: Flat Fish Seasonality: Farmed: All Year Round Catch Method: Aquaculture Yield: (Approx depending on time of year) 60% / 45% Skinned Alternative: Turbot, Brill

Halibut can grow up to 4 metres in length, 300kg in weight, and live up to 50 years in the wild. The farmed fish we sell typically grow to 9kg as a maximum.

- TRIM FINS AND TAIL
- HEAD OFF
- FILLETED CROSS CUT OR QUARTER CUT
- TRONCON (on the bone portion)
- SUPREME SKIN ON OR SKINLESS
- CHINED

RAINBOW TROUT - FARMED

Onchorhynchus Mykiss

Category: Freshwater Seasonality: All Year Round Catch Method: Farmed Yield: (Approx depending on time of year) 50% Alternative: Sea Reared Trout, Salmon

We do not pin bone, as bones are too soft to remove without breaking or damaging the flesh.

- GUTTED
- TRIM FINS AND TAIL, GUTTED
- HEAD OFF
- FILLETED AND SKINNED
- CANOED
- BUTTERFLY CUT

SALMON - FARMED

Salmo Salar

Category: Coldwater Seasonality: Farmed All Year Round Catch Method: Aquaculture Yield: (Approx depending on time of year) 65% Alternative: Sea Reared Trout, Rainbow Trout, Arctic Char

- HEAD OFF
- GUTTED AND SCALED
- FILLETED AND PIN-BONED
- SKINNED
- STEAK THROUGH THE BONE
- SUPREME SKIN ON OR SKINLESS
- SUPREME SLANT CUT OR CENTRE CUT

SEA BASS - FARMED

Dicentrarchus Labrax

Category: Aquaculture Seasonality: All Year Round Catch Method: Aquaculture Yield: (Approx depending on time of year) 48% Alternative: Sea Bream - farmed, Meagre – Farmed.

- GUTTED AND SCALED
- TRIM FINS AND TAIL, GUTTED, SCALED
- HEAD OFF
- FILLETED AND PIN-BONED
- SKINNED
- CANOED
- BUTTERFLY CUT

SEA REARED TROUT - FARMED

Salmo Trutta

Category: Coldwater Seasonality: Farmed All Year Round. Catch Method: Aquaculture Yield: N/A Alternative: Salmon, Rainbow Trout, Arctic Char

- HEAD OFF
- GUTTED AND SCALED
- FILLETED AND PIN-BONED
- SKINNED
- STEAK THROUGH THE BONE
- SUPREME SKIN ON OR SKINLESS
- SUPREME SLANT CUT OR CENTRE CUT

MEAGRE (STONE BASS) - FARMED Agryrosomus Regius

Category: Aquaculture Seasonality: All Year Round Catch Method: Farmed Yield: (Approx depending on time of year) 45% Alternative: Sea Bass - farmed

- GUTTED AND SCALED
- TRIM FINS AND TAIL, GUTTED, SCALED
- HEAD OFF
- FILLETED AND PIN BONED
- SKINNED
- SUPREME SKIN ON OR SKINLESS



Any member of the molluscan class Cephalopod meaning "head-feet". Cephalopods are characterised by bilateral body symmetry, a prominent head, and a set of arms or tentacles. They are sometimes referred to as inkfish, due to their ability to squirt ink.

Examples of Cephalopods include: Squid, Cuttlefish and Octopus

CUTTLEFISH

Sepia Officinalis

Category: Cephalopods Seasonality: September - April Catch Method: Cuttlefish Trap (Pot), Demersal Trawled, Otter Trawled. Yield: (Approx depending on time of year) 30% Alternative: Squid, Octopus

- CLEANED
- TENTACLES REMOVED

OCTOPUS

Octopus Vulgaris

Category: Cephalopods Seasonality: All Year Round Catch Method: Otter Trawled, Demersal Trawled, Pots Yield: N/A Alternative: Squid, Cuttlefish

Preparation Methods Available:

CLEANED

SQUID Loligo Vulgaris

Category: Cephalopods Seasonality: All Year Round (Best availability/quality October - March) Catch Method: Demersal Trawled, Otter Trawled, Jigged. Yield: N/A Alternative: Cuttlefish, Octopus.

- CLEANED
- TENTACLES REMOVED



Shellfish is a term used for exoskeleton-bearing aquatic invertebrates used as food. They are water dwelling animals and most are harvested from saltwater. Many are closely related to insects and arachnids.

Examples of Shellfish include: Crabs, Lobsters, Clams and Mussels

BROWN CRAB

Cancer Pagurus

Category: Crustacean Seasonality: April - November Catch Method: Pots, Hand Dived. Yield: N/A Alternative: Spider Crab, Blue Swimmer Crab, Red Swimmer Crab.

Preparation Methods Available:

LIVE or PACKS OF COOKED PICKED WHITE OR BROWN MEAT (for our range of crab meat, please see our specialist and deli brochure)

CLAMS - PALOURDES

Ruditapes Decussatus

Category: Molluscs Seasonality: All Year Round (Best in colder months) Catch Method: Cultivated Yield: N/A Alternative: Cockles, Mussels.

Must have a closed shell with no smell, and must always have a health mark.

COCKLES

Cerastoderma Edule

Category: Molluscs Seasonality: All Year Round, (Best in colder months) Catch Method: Cultivated Yield: N/A Alternative: Clams

Must have a closed shell with no smell, and must always have a health mark.

MUSSELS

Mytilus Edulis

Category: Molluscs Seasonality: September to April. Catch Method: Cultivated Yield: N/A Alternative: Clams Preparation Methods Available: N/A

Mussels are a truly sustainable shellfish – cultivated on long ropes that are suspended from buoys in the water. The mussels near the top of the rope tend to be larger than the ones lower down as a result of a greater concentration of their food source (plankton and microscopic sea creatures) higher up in the water.

NATIVE LOBSTER

Homarus Gammarus

Category: Crustacean Seasonality: May-September (Limited availability & expensive Oct - April) Catch Method: Pots, Hand Dived. Yield: (Approx depending on time of year) 20-25% Alternative: Canadian Lobster, Spiny Lobster.

OYSTER PACIFIC

Crassostrea Giga

Category: Molluscs Seasonality: All Year Round (Best in colder months) Catch Method: Cultivated Yield: N/A Alternative: Native Oysters

Usually stocked in nets of 12. Each net will have a health mark which is specific for each batch in the net. It is for this reason that we cannot separate and sell individually.

SCALLOPS

Pecten Maximu

Category: Molluscs Seasonality: All Year Round (Best September - March) Catch Method: Dredged, Hand Dived. Yield: N/A Alternative: USA Scallops / Japanese Roeless

- SHUCKED & IN THE HALF SHELL
- Please note we offer a full range of roe on and roeless cut scallops. Please ask your sales advisor for details.

Get In Touch

Whatever your preferred method of contact, we are here to help.

Tel: 0207 358 1617 Email: sales@directseafoodslondon.co.uk

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