



# Working with Direct Seafoods



## Case Study Sustainable Sourcing At The Alchemist

Sustainability is core to the ethos of 20-strong bar and restaurant group the Alchemist. The business is proudly carbon-neutral and leads change in the hospitality sector through initiatives such as donating meals to local homeless charities via their Foodinate Partner, and planting trees with funds raised through a voluntary 99p customer donation added to the bill. Both initiatives currently total over 100k meals donated and 100k trees planted.

The Alchemist sources fish and seafood through Direct Seafoods, winner of the MSC Award for Fresh Fish Food Service Supplier of the Year 2021. This includes the group's signature Alchemy Fish & Chips, served in black charcoal batter, which is made with sustainably-caught haddock supplied by Direct Seafoods.

Seamus O'Donnell, Culinary Director, says: "When we originally launched the dish, we wanted to bring the theatre we're known for in our cocktails into the kitchen, and what better way than delivering the visually striking black, activated charcoal battered fish & chips. "Three years after we launched it, it's still one of our most Instagrammable dishes, which in turn sparks people to come in and try it for themselves. They ask themselves if the batter is burnt, but it's really tasty and one of our top sellers."

With regular innovation an essential part of the Alchemist's proposition, Seamus is now working with Direct Seafoods to add more sustainable dishes to the menu. "My approach is to chat with our Account

Manager, Shane Harley at Direct Seafoods that I want to serve fish that's sustainable, what's the best way to do it?

"For example, we're currently looking at developing a dish made with cod cheeks, which isn't the most popular part, but which is very tasty and a way to use more of every fish caught."

A dish made with ChalkStream® Trout, a farmed alternative to salmon, is also in development.

"By demonstrating the quality of a broader range of fish, we're seen to be looking after the planet, which is very important to all of us, both our staff and customers, and at the same time we are serving customers the very best produce that we can."



Alchemy Fish & Chips

Get in touch to find out more

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