

## CASE STUDY from Harissa Kitchen

### HOW WE GOT WHITING ON THE MENU!

Harissa Kitchen is a restaurant and takeaway, a sister company to the social enterprise Food Nation, and a business with the ambition of demonstrating what a sustainable and socially minded restaurant can achieve.

One of our aims is to support the local economy and use ingredients that are sustainable, local and seasonal, including fish and seafood.

Over the past few months we've been making a few steps that will see our local fish and seafood on the menu at Harissa.

#### **The new addition!**

Whiting Croquettes were added to the 'Small Plates' section of our Autumn menu. We are proud that we are giving our customers a taste of a fish they may not have typically chosen. We have a great supply of fish like Whiting on our doorstep and we're keen to encourage more people to know about it, taste it and love it!

#### **Why did we choose Whiting?**

Through our links with the Strength2Food Programme we have learnt about the abundance of Whiting landed at North Shields Fish Quay. Seeing all of that fish being exported away from the North East seems like a missed opportunity for restaurants who want to showcase the daily catch in the North East.



#### **What did we do?**

There are a few barriers to getting fish such as Whiting on restaurant menus...

- they're pretty fiddly to fillet as they can be quite small
- they're a bit too small for serving up as a fillet like you would with the classic Cod or Haddock
- you need quite a lot of fish to get enough flesh for a menu item, which takes quite a bit of time from the kitchen prep

A little bit of creativity was needed and so came the idea of croquettes where a simple flavoured fish can be made into an exciting tasty dish.

We source our Whiting from a local fishmonger on the Fish Quay where it can be filleted and boned ready for the restaurant to then prepare fish croquettes for the days ahead.

The croquettes have sold well in the restaurants with similar sales figures to other small plates. The story to go with the dish is a great selling point for many customers who are keen to support people and organisations working with the great produce we have available to us in the North East.

#### **What's next?**

Up next we are keen to keep demonstrating to our fellow Restaurateur's that locally landed seafood can make an appearance on any menu. We change up our menu quite often and will be continuing to come up with ways to use Whiting, whilst keeping the very popular Monkfish on our menu over the coming months in various forms. The next ambition is to find a way to get the seafood, of which our local fish quay is known for, Langoustine on the menu whilst ensuring a viable profit margin and an affordable dish for our customers.