



TST
WHOLESALE



Hello,

Thank you for your interest in our business. We believe that there has never been a more exciting time for our industry, and we're excited to be at the forefront of it. We understand that the seafood supply chain is currently under intense scrutiny, with chefs and their customers increasingly demanding transparency and reassurance regarding the impact of their choices.

As restaurant owners, we know that you're facing unprecedented challenges in your operations. In order to tackle these challenges effectively, it's crucial that your suppliers provide you with not just high-quality products, but also consistency and simplicity. That's why we created TSTS Wholesale – a service that provides absolute transparency, traceability, and trust. Our aim is to be your seafood partner, providing you with unparalleled access to the fruits of the ocean that you can rely on, day in and day out.

We're proud of the service we've built, and we hope that you'll get a taste of it in the following pages. But we'd also love to have a conversation with you to explore how we can best support you and your kitchen.

Thank you again for considering us as your seafood partner. We look forward to speaking with you soon.

Alex Hunter
Founder and CEO, The Sea, The Sea

A handwritten signature in black ink that reads 'Alex Hunter'.



TRUST

A partnership that delivers for you day after day

TRACEABILITY

Built on a 100% traceable chain from catch to kitchen

TRANSPARENCY

Held to the highest level of accountability

SOURCING ENGLAND AND WALES

To deliver the most trusted service in the industry, we've developed a 100% traceable chain from catch to kitchen.



1. Carmarthen Bay

Wild Mussels. Hand-gathered. Peak: Oct-May

2. Newlyn

Hake. Fixed netted. Peak: Mar-Oct

3. Plymouth

Pollack. Line-caught. Peak: Jan-Dec

4. Hampshire

Rainbow Trout. Farmed. Peak: Jan-Dec

5. Looe

Wild Bass. Line-caught. Peak: Apr-Jan

6. St Ives

Squid. Line-caught. Peak: Oct-Jan

7. Brixham

Dover Sole. Fixed netted. Peak: April-Oct

SOURCING SCOTLAND

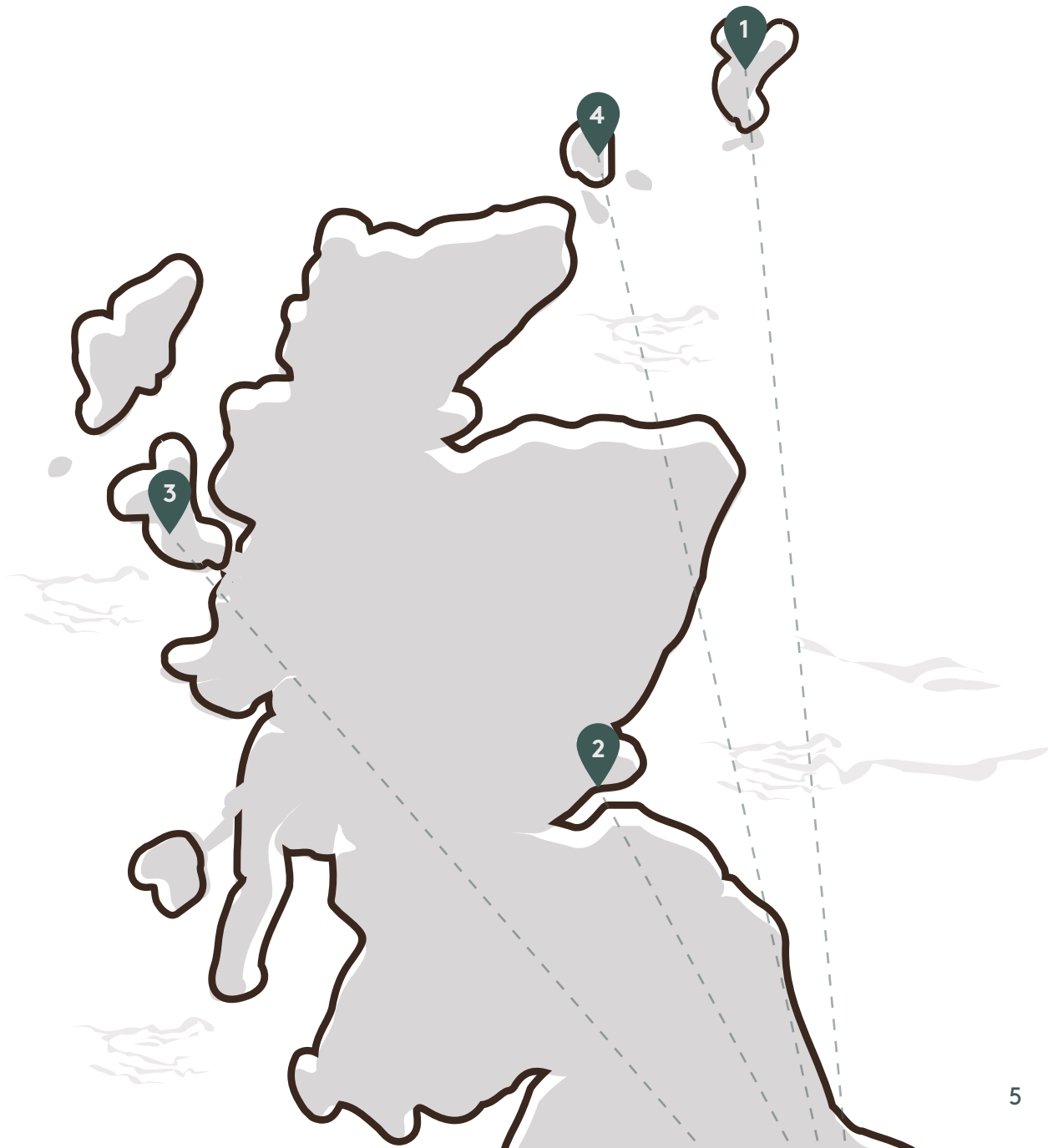
This enables you to source your seasonal wild fish directly from our incredible British fleet as well as from our tailored list of aquaculture producers across the world - all with incredible consistency of quality.

- 1. Shetland**
Razor clams. Hand-dived. Peak: Oct-Mar

- 2. Fife**
Lobster. Potted. Peak: Apr-Oct

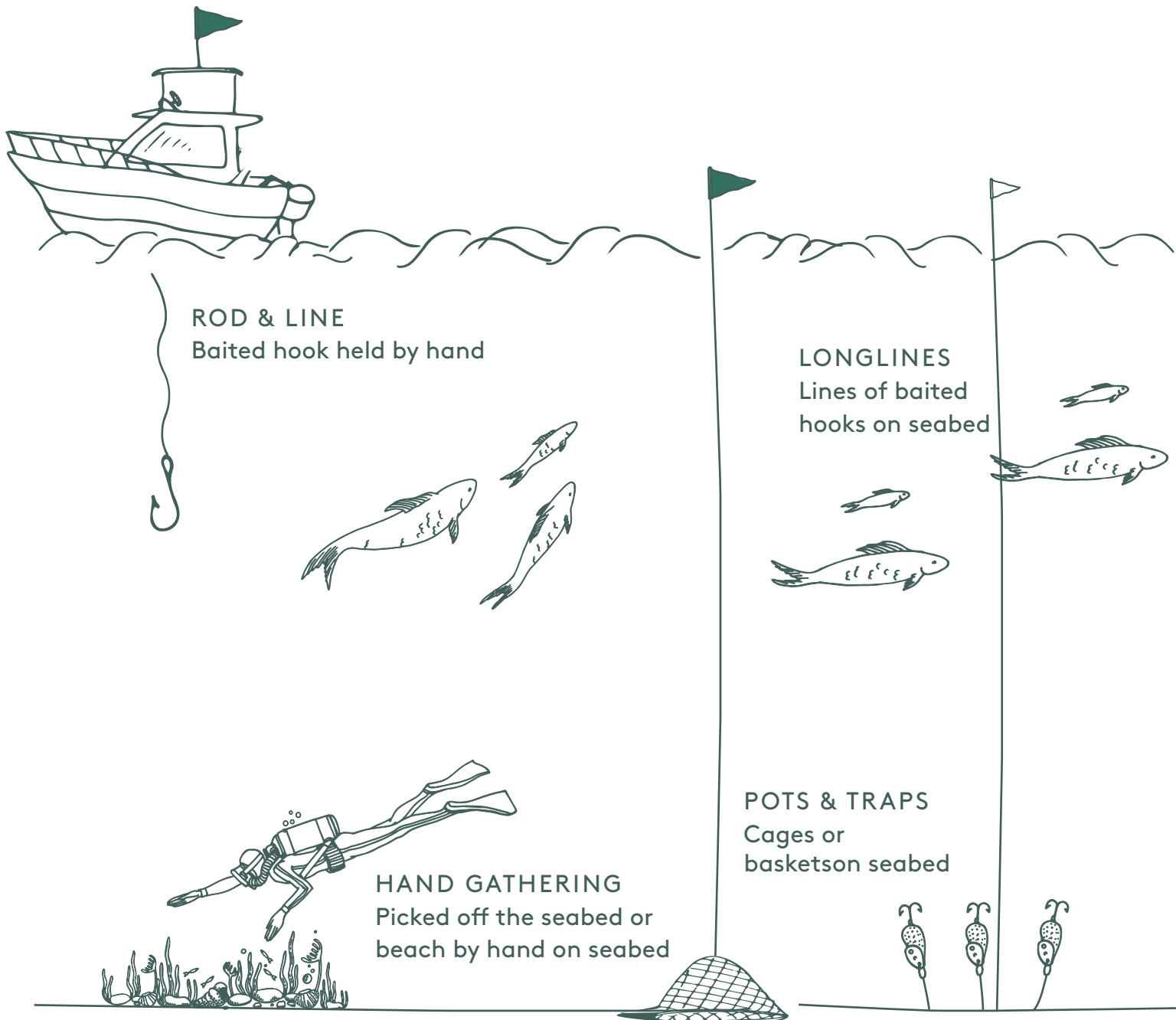
- 3. Skye**
Langoustine. Potted. Peak: Nov-Mar

- 4. Orkney**
Scallops. Hand-dived. Peak: Oct-Mar



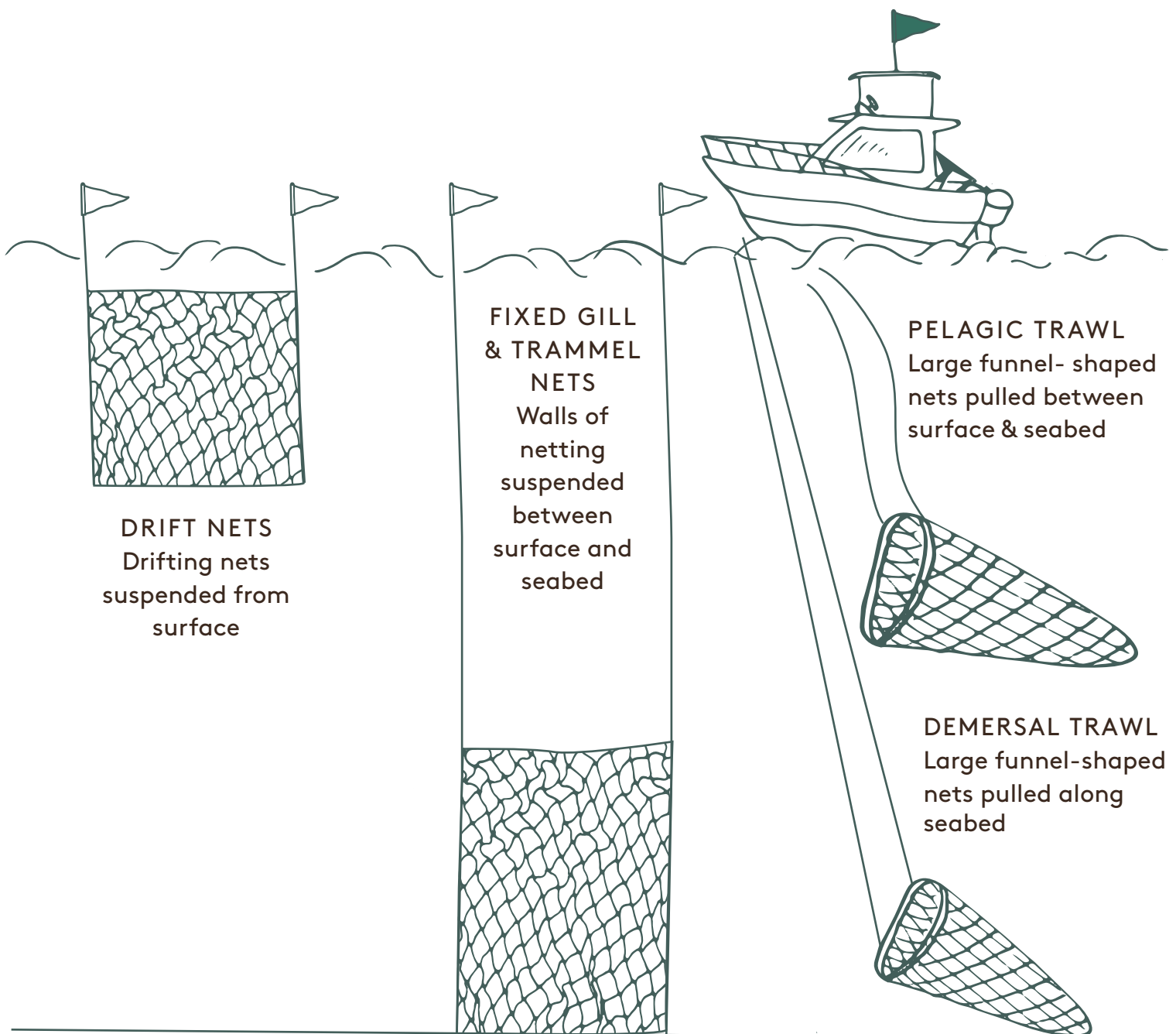
100% CATCH METHOD TRANSPARENCY

Providing both the visibility and selectivity of the catch method for every fish you source through our chain.



100% CATCH METHOD TRANSPARENCY

Empowering you to choose the species and catch methods that best support the needs of your menu as well as your business.





REGENERATIVE FISHING

FROM ABUNDANT STOCKS

OLD ENOUGH TO HAVE REPOPULATED THEIR SPECIES

CAUGHT USING LOW IMPACT FISHING METHODS

We are proud to be pioneers in Regenerative Fishing, supporting the repopulation of fish stocks and marine environments.

In an industry where seafood sustainability can be a minefield, we believe it's essential to go beyond terms such as "ethical" and "responsible".

That's why we've partnered with leading experts to develop the evidence and access needed for you to source truly sustainable seafood that actively supports the regeneration of fish stocks and marine environments.

"By sourcing seafood against the three principles of regenerative fishing, every menu in every restaurant can become part of the solution to re-populating our oceans"

Ben King, Head of Sourcing

The image shows three large fish, likely trout or salmon, hanging vertically from metal hooks in a dry-aging room. The fish are dark in color, indicating they have been aged. The background is slightly blurred, showing other fish and the interior of the room.

PIONEERING DRY-AGED FISH

“We’ve spent years researching, practising and refining our dry-aging processes in-house and it’s exciting to see this trend develop across London restaurants”

Leandro Carreira, Executive Chef'

We offer a new world of taste and texture through our dry-aged range of seafood. Located within our Chef’s Table at Hackney, our 20sqm dry-ageing room provides a unique opportunity to experience seafood like never before.

Each fish is carefully hung in our Himalayan Salt-clad room, allowing the meat to gradually dry and develop a refined and incredible depth of flavour.

Whether it’s oily species like trout or sweeter fish like brill, bass, or monkfish, we can provide bespoke dry-ageing to support the exact experience you wish to deliver on your menu.

A TRUSTED SERVICE. DELIVERING FOR YOUR KITCHEN. DAY AFTER DAY

DAILY AVAILABILITY

Our South West team meticulously sources fish directly from the boats each morning, following the overnight landings.

We then broadcast our availability, along with the port and catch method of every fish, so you can make informed decisions about your menu.



PREPARED FOR YOUR DISHES

Our experienced team of Cornish filleters process and prepare your landings to support the needs of your dish while providing consistent costs per portion.

This ensures that you can rely on our products for every service.



LOW IMPACT DELIVERY

Our drivers deliver your landings directly to your kitchen overnight or in the early morning, using our fleet of 100% electric refrigerated vehicles and returnable crates.

This not only ensures that your seafood arrives fresh and in perfect condition but also reduces our environmental impact.



DAILY AVAILABILITY SHEET

*The Sea,
The Sea*

Friday 24th March
For Delivery TONIGHT 23:00-09:00
*** Limited Landings**

WET FISH - Wild Caught & Aquaculture

Species	Size	Grade	Port	Catch Method	Regen	Price (£/kg)
Hake Fillet	500g-1.5kg	E+	Newlyn	Netted	Y	£11.50
Pollack*	3-5kg	EL	Plymouth	Rod & Line	Y	£9.50
Pollack Fillet	700g-2kg	E+	Plymouth	Netted	Y	£15.90
Mackerel	300g-500g	EL	Looe	Rod & Line	Y	£9.60
Gurnard	400g-700g	E+	Plymouth	Netted	Y	£6.50
Monkfish*	1-2kg	E+	Plymouth	Demersal		£16.50
Monkfish*	2-4kg	E+	Plymouth	Demersal		£20.50
Turbot*	2-3kg	E+	Shetland	Pelagic	Y	£22.50
Turbot*	6kg+	E+	Shetland	Netted	Y	£32.50
Brill*	1-2kg	E+	Plymouth	Netted	Y	£14.00
Dover sole	700g+	E+	Brixham	Demersal	Y	£23.50
Lemon Sole	500g-1kg	E+	Brixham	Netted	Y	£16.50
Halibut*	4-6kg	E+	Shetland	Demersal		£34.90
Red mullet	500g-700g	E+	Plymouth	Demersal		£27.00
Ikejime Trout*	2-3kg	E+	Hampshire	Farmed	Y	£14.50
Ray Wing	750g-1kg	E+	Brixham	Demersal		£9.80
Megrim	400g-600g	E+	Newlyn	Demersal		£9.60
Red mullet	500g-700g	E+	Plymouth	Demersal		£14.50
Herring	300g+	E+	Brixham	Netted	Y	£8.40

LIVE SHELLFISH

Species	Size	Grade	Port	Catch Method	Regen	Price (£/KG)
Oyster	25 unit	E+	Dorset	Farmed	Y	£24.5/bc

Wild Mussels	2kg	E+	Carmarthen	Foraged	Y	£5.50
Lobster Native	700-1kg	E	Looe	Potted	Y	£45.00
Razor Clams	Various	E	Pittenweem	Hand Dived	Y	£26.50
Live Cock Crab	1-2kg	E	Shetland	Potted		£11.90
Scallops	Medium	E	Isle of Skye	Hand Dived	Y	£2.50

FROZEN AND PRODUCED

Product	Size	Grade	Port	Catch Method	Regen	Price (£/kg)
Caviar	30g	Baerii	Qiandao	Farmed		£30.00
	50g	Baerii	Qiandao	Farmed		£50.00
	125g	Baerii	Qiandao	Farmed		£125.00
	30g	Imperial	Qiandao	Farmed		£40.00
	50g	Imperial	Qiandao	Farmed		£65.00
	125g	Imperial	Qiandao	Farmed		£150.00
	30g	Oscietra	Qiandao	Farmed		£42.50
	50g	Oscietra	Qiandao	Farmed		£70.00
	125g	Oscietra	Qiandao	Farmed		£170.00
Argentina Wild	2kg	Direct	Argentina	Netted		£43.50
Lango shells	5kg	Direct	Scotland	Creel		£29.50 box

AGED FISH

Product	Size	Grade	Port	Catch Method	Days	Price (£/KG)
Ikejime trout	2-3kg	Aged	Hampshire	Farmed	5-6	£14.50

All aged products are priced at the whole fresh weight when entering the ageing cabinet. Delivered weight will be reduced on account of water loss through the ageing process. For other aged fish products please enquire for bespoke pre-orders. We are happy to cater to any request.

- **EL:** Best quality line caught fish as described in E below.
- **E+:** Bright, shining skin, convex eyes with black pupils and clear corneas, bright red gills and firm flesh.
- **E:** Good quality fish other than line caught. Slight loss of bloom on skin, eyes with slightly opaque pupils, pink gills and firm flesh.
- **A:** Poor quality fish often with non standard presentations such as damaged (often by seals), bruised, white-gilled, and slinky.

ABSOLUTE CONTROL AND CONSISTENCY THROUGH OUR OPERATION

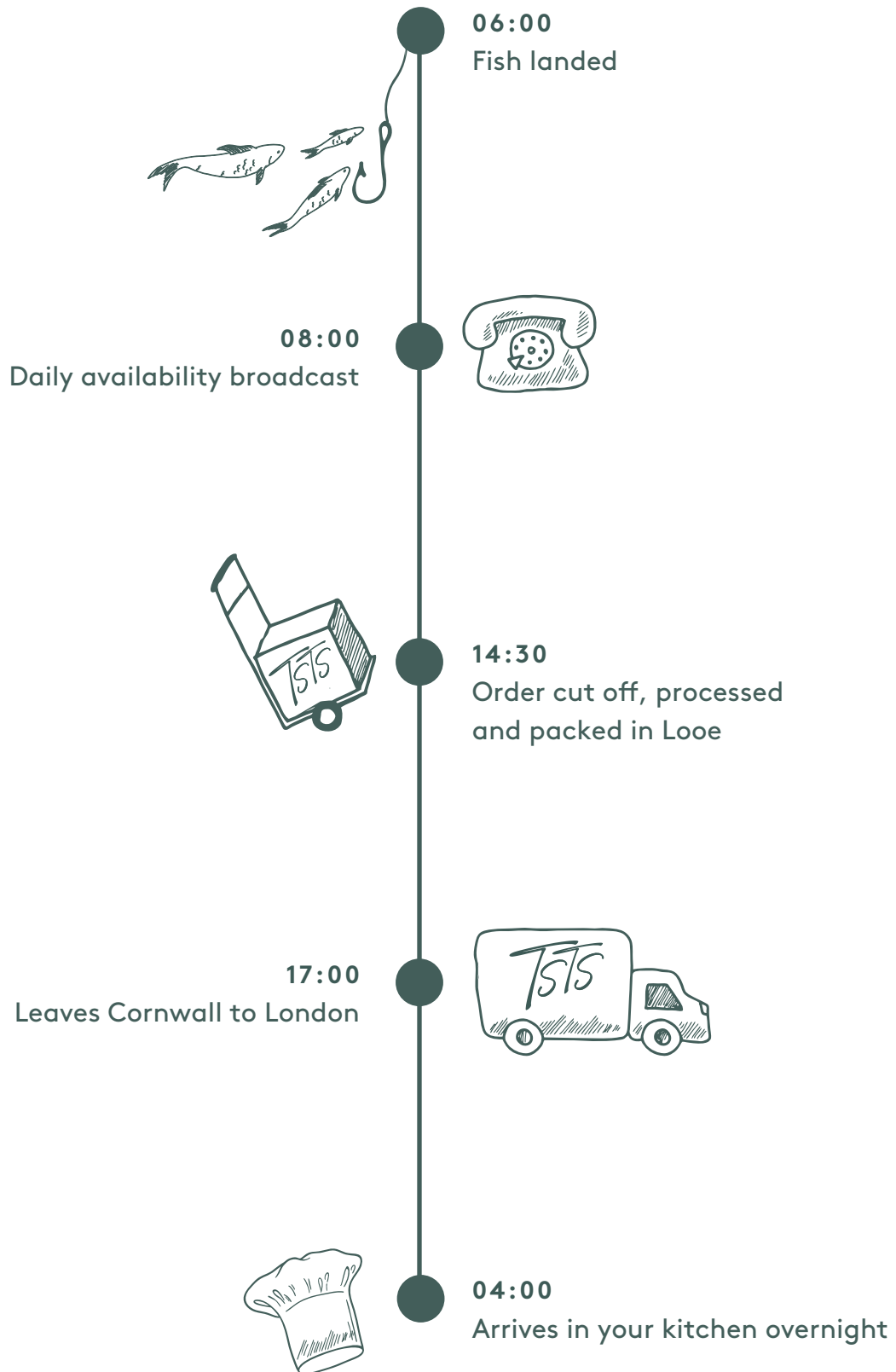
We take pride in our end-to-end supply chain. Our TSTS base in Looe serves as the central hub for all of our landings, fed daily from boats landing into Newlyn, St Ives, Brixham, and Plymouth. From there, we deliver directly to London: no couriers or third parties. Exceptional quality fish in under 24 hours from catch.



“Every single fish that leaves for your kitchen has been meticulously quality checked, prepared and packed by our team to ensure it arrives to you in the best possible condition, day after day”

Dominic Sadler, Commercial Director - Cornwall

DAILY CATCH TO KITCHEN OPERATION



SUPPORTING YOUR TEAM

WEEKLY CATCH FORECAST

With our team's in-depth knowledge of the fleet and the weather conditions that impact them, you'll receive a catch forecast every Sunday to help plan for the week ahead.

This allows you to stock up when landings are good and avoid shortages when the weather strikes.



MONTHLY SEASONAL GUIDE

Our monthly report helps you curate your menu weeks in advance of changes in seasonality, highlighting species at the peak of their quality and abundance as well as flagging when that's about to turn.

All supported with the facts that drive seasonal changes so that every member of your team can become an expert.



IN-HOUSE MENU CONSULTANCY

As your seafood partner, we see it as our job to support you and your team in every way possible.

That's why we offer a complimentary in-house consulting service for your entire kitchen team - helping to find the balance between consistency, cost and quality to match your exact needs, week after week.



A fisherman wearing a blue cap with 'SHIMANO' on it, sunglasses, and a dark jacket is holding a large, fresh white fish. He is on a boat, with the blue sea and a clear blue sky with some clouds in the background. The fish is held horizontally across the frame. The boat's side is visible, showing a circular vent and the word 'EDENN' partially visible.

LET'S GO FURTHER

If you believe that our 100% transparent chain can support you and your kitchen, please fill out an enquiry form on our [website](#) or contact at the email below. In the meantime, have a look at our seasonality chart below to see what you might want to use on your menus and we'll look forward to speaking very soon.

TRUST. TRACEABILITY. TRANSPARENCY.

TEAM

Alex Hunter, Founder & CEO (London)

Dominic Sadler, Commercial Director (Cornwall)

Julian Clemens, Operations Director (Cornwall)

Ben King, Head of Sourcing (London)

Theo Hutchinson, Operations Manager (London)

EMAIL: ENQUIRE@TSTSWHOLESale.NET

PHONE: 020 7824 8090

		Jan	Feb	Mar	Apr	May
WHITE FISH	COLEY	●	●	●	●	●
	GREY MULLET	○	○	●	●	●
	GURNARD	●	●	●	●	●
	HADDOCK	●	●	●	●	●
	HAKE	●	●	●	●	●
	JOHN DORY	●	●	●	●	●
	MONKFISH	●	●	●	●	●
	POLLACK	●	●	●	●	●
	POUTING	●	●	●	●	●
	RED MULLET	●	●	●	●	●
	SEABASS	●	○	○	●	●
	BLACK SEA BREAM	●	○	○	○	○
	GILTHEAD SEA BREAM	○	○	○	●	○
	SKATE	●	●	●	●	●
	WHITING	●	●	●	●	●
FLAT FISH	BRILL	●	●	●	●	●
	DAB	○	○	●	●	●
	DOVER SOLE	●	●	●	●	●
	FLOUNDER	●	●	●	●	●
	LEMON SOLE	●	●	●	●	●
	MEGRIM	●	●	●	●	●
	PLAICE	●	●	●	●	●
	TURBOT	●	●	●	●	●
HALIBUT (farmed)	●	●	●	●	●	
OILY FISH	ANCHOVY	●	○	○	○	○
	HERRING	●	●	●	○	○
	HORSE MACKEREL	○	○	●	●	○
	MACKEREL	●	●	●	●	●
	SARDINE	●	●	●	○	○
	SPRATS / WHITEBAIT	○	○	○	○	○
PINK FISH	TROUT (farmed)	●	●	●	●	●
	SALMON (farmed)	●	●	●	●	●
SHELLFISH	CLAMS	●	●	●	●	●
	COCKLES	●	●	●	●	●
	MUSSELS	●	●	●	●	●
	OYSTERS	●	●	●	●	●
	SCALLOPS	●	●	●	●	●
	SQUID	●	●	●	●	●
CRUSTACEANS	PRAWNS	○	○	○	○	○
	BROWN CRAB	●	●	●	●	●
	LOBSTER	○	○	●	●	●

● good landings ● some landings ○ unlikely to land

		Jun	Jul	Aug	Sep	Oct	Nov	Dec
WHITE FISH	COLEY	●	●	●	●	●	●	●
	GREY MULLET	●	●	●	●	●	●	●
	GURNARD	●	●	●	●	●	●	●
	HADDOCK	●	●	●	●	●	●	●
	HAKE	●	●	●	●	●	●	●
	JOHN DORY	●	●	●	●	●	●	●
	MONKFISH	●	●	●	●	●	●	●
	POLLACK	●	●	●	●	●	●	●
	POUTING	●	●	●	●	●	●	●
	RED MULLET	●	●	●	●	●	●	●
	SEABASS	●	●	●	●	●	●	●
	BLACK SEA BREAM	●	●	●	●	●	●	●
	GILTHEAD SEA BREAM	○	○	●	●	●	○	○
	SKATE	●	●	●	●	●	●	●
	WHITING	●	●	●	●	●	●	●
FLAT FISH	BRILL	●	●	●	●	●	●	●
	DAB	●	●	●	●	●	●	○
	DOVER SOLE	●	●	●	●	●	●	●
	FLOUNDER	●	●	○	○	○	○	○
	LEMON SOLE	●	●	●	●	●	●	●
	MEGRIM	●	●	●	●	●	●	●
	PLAICE	●	●	●	●	●	●	●
	TURBOT	●	●	●	●	●	●	●
	HALIBUT (farmed)	●	●	●	●	●	●	●
OILY FISH	ANCHOVY	○	○	○	●	●	●	●
	HERRING	○	○	○	○	○	○	○
	HORSE MACKEREL	●	●	●	●	●	○	○
	MACKEREL	●	●	●	●	●	●	●
	SARDINE	○	●	●	●	●	●	●
	SPRATS / WHITEBAIT	○	○	○	●	●	○	○
PINK FISH	TROUT (farmed)	●	●	●	●	●	●	●
	SALMON (farmed)	●	●	●	●	●	●	●
SHELLFISH	CLAMS	●	●	●	●	●	●	●
	COCKLES	●	●	●	●	●	●	●
	MUSSELS	●	●	●	●	●	●	●
	OYSTERS	●	●	●	●	●	●	●
	SCALLOPS	●	○	○	○	●	●	●
	SQUID	●	●	●	●	●	●	●
	CRUSTACEANS	PRAWNS	○	○	●	●	●	●
BROWN CRAB	●	●	●	●	●	●	●	
LOBSTER	●	●	●	●	●	●	○	

● good landings ● some landings ○ unlikely to land

