

# NATIONAL FISH & CHIP DAY

The biggest food awareness day of the year, National Fish and Chip Day, will be back in 2024 for its 9th year and we are delighted to be moving the day from its traditional Friday slot to Thursday 6th June 2024, in support of the D-Day 80th celebrations.

National Fish and Chip Day has always brought the nation together to celebrate this iconic dish, and because of the strong links fish and chips had with WW2, we knew we wanted to be a part of this commemoration. Fish and chips are often considered the British national dish and this humble meal was a vital ingredient of the war effort in both the First and Second World Wars. The British Government safeguarded the supply of fish and potatoes during both world wars to ensure the dish remained a boost to morale and these foods were among the few not to be subject to rationing during both world wars.

One of the highlights of National Fish and Chip Day has always been the London roadshow, held at Trinity House, a charity dedicated to safeguarding shipping and seafarers, providing education, support and welfare to the seafaring community. During WW2, Trinity House worked extensively with the Admiralty to decide which lights on the many lighthouses and lightvessels should be merely dimmed, and not extinguished, to aid navigation for Britain's merchant and fighting ships. Trinity House Pilots worked through the nights to get ships into safe ports, and Trinity House Tenders worked

to help clear minefields, evacuate the occupied Channel Islands and take part in the events of D-Day. So, this spiritual home of the London Roadshow will be even more significant next year.

National Fish and Chip Day recognises and thanks everyone involved in bringing fish and chips to the centre of every community; from the fishers who go out in all weathers to catch the delicious fish, and the farmers who grow and harvest the perfect potatoes and peas, to the fish and chip shops and restaurants who take those fresh ingredients and create our family favourite.

What better way to do this in 2024 than by helping to sell 150,000 portions of fish and chips on Thursday 6th June to mark the number of Allied troops that landed in Normandy by sea and air on D-Day. To join this celebration on the 80th Anniversary of D-Day marks our appreciation for the incredible sacrifice made by so many to secure the freedom that we all continue to enjoy today.

National Fish and Chip Day is championed and run by trade organisation, **The National Edible Oil Distributors' Association**, who founded the Day in 2015 and since its inception, more than half the population have seen, heard or read about National Fish & Chip Day.

Visit [www.nationalfishandchipday.org.uk](http://www.nationalfishandchipday.org.uk) to find out more.

