

# “This Snapper travelled first class to get to you”

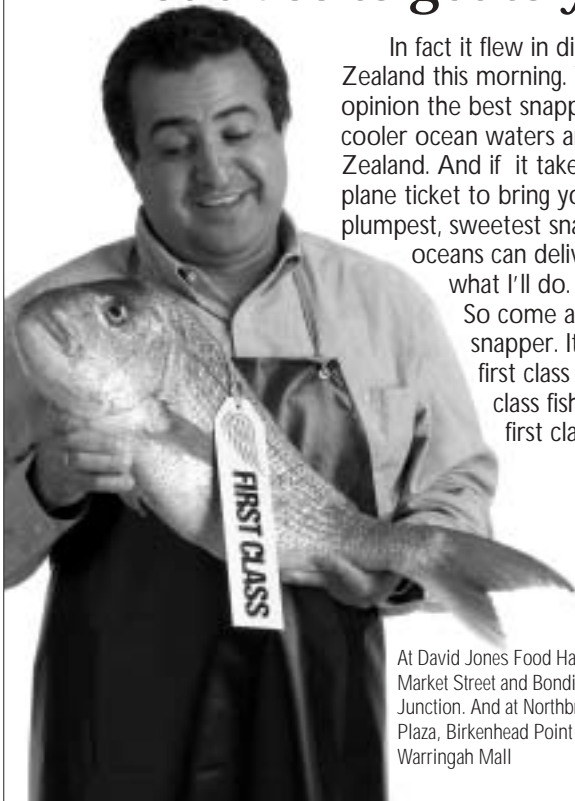
In fact it flew in direct from New Zealand this morning. You see, in my opinion the best snapper live in the cooler ocean waters around New Zealand. And if it takes a first class plane ticket to bring you the freshest, plumpest, sweetest snapper the oceans can deliver then that's what I'll do.

So come and try my snapper. It's not only a first class fish. It's a first class fish that travels first class.

At David Jones Food Halls,  
Market Street and Bondi  
Junction. And at Northbridge  
Plaza, Birkenhead Point and  
Warringah Mall



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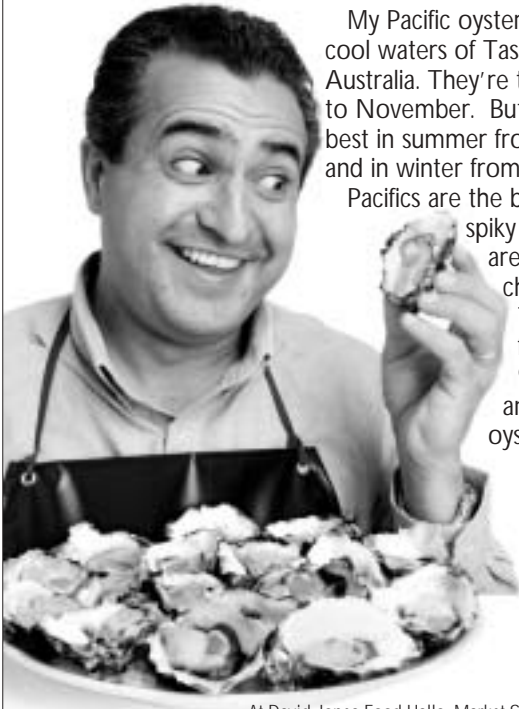


# “Our Pacific is terrific, but Sydney Rocks”

My Pacific oysters come from the cool waters of Tasmania and South Australia. They're terrific from May to November. But Sydney Rocks are best in summer from the North Coast and in winter from the South.

Pacifics are the big plump fellas in deep, spiky shells. Sydney Rocks are the smaller, sweeter chaps.

True. Be one of the first 10 people to call 9552 6176 and say so, and I'll give you a dozen oysters free.



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# “My Prawns come from the best schools”

My Tigers come from the best private schools in the business. To qualify each prawn must be as fresh as a new idea. Have an IQ of 150. Be between 8cm and 10cm long. A deep red colour. And have 6 identical stripes on their shell.

Whoops, one of these isn't true. Be one of the first 10 people to call 9552 6176 and tell me which one, I'll give you 1 kg of Tiger prawns free.



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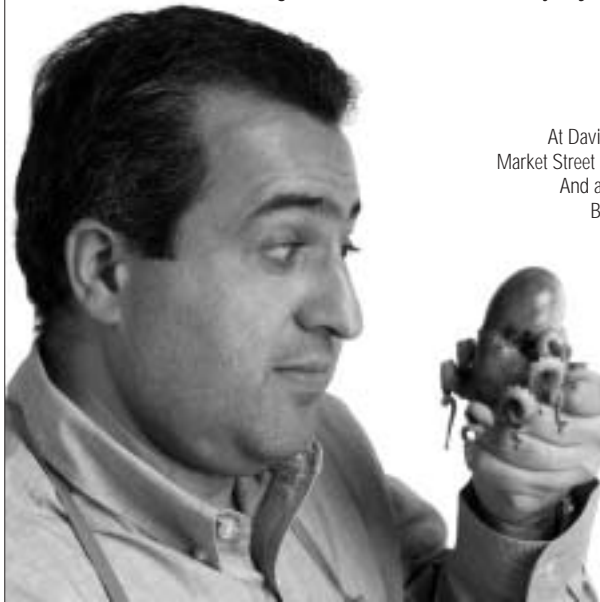
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# “I’ve always been a sucker for fresh Octopus”

But I haven’t been happy with the way they’ve been brought up. They come out of the rivers of Northern NSW as tough as can be. Totally unacceptable as far as I’m concerned.

So we take them in hand and beat them into shape. The result? Tender, juicy little fellas that know their place and how to please.

So come on in and get stuck into our tender juicy octopus.



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# “You have to be pretty sharp to be one of my Swordfish”

Every one of my Swordfish has a metre long sword. Weighs between 50kgs and 100kgs. And can perform a perfect lunge. But most importantly my Swordfish are handpicked. So you get firm, flavoursome, well-exercised fish every time.

Whoops, there's a porky here. Be one of the first 10 to pick it out and call 9552 6176 and I'll give you 1 kg of swordfish steaks free.

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# “My Salmon go for a song”

Our Salmon love music. So we sing to them. It's amazing the difference a song makes.

Every sung-to Tasmanian Salmon has flesh that's plump and firm. The flavour is sweet and delicate, the colour a deep pink.

And their freshness is guaranteed because they're airfreighted to me 3 times a week. So come on in. You'll find my Salmon won't be going for a song but they will be fresh from being sung to.



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# “Come and share in my catch”

If you want to own one of my franchises and be part of a group with 22 years of retail success. If you want that franchise to include all the set-up fees, complete state of the art fit-out, comprehensive training programme, stock, unique operational systems and ongoing support.

If you'd like to be at Birkenhead, Erina Fair or the Metcentre and are prepared to invest \$300-450,000, then give me a call on (02)9566 2599 and share in the wealth of my catch.

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Plaza, Birkenhead Point, Warringah Mall and  
St. Ives Village



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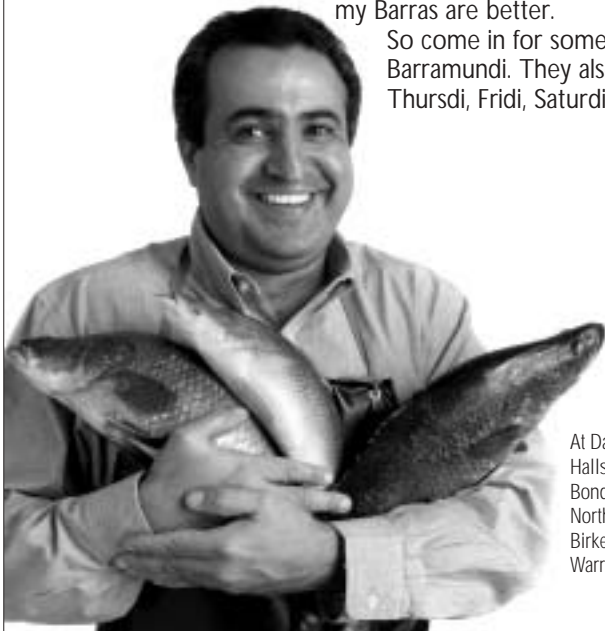


# “Barramundi, Tuesdi, Wednesdi, etc.”

My Barramundi are not only fresh all week but my guys grow them to the size I want, then for the last six months swim them in salt water so they taste like wild Barramundi only fresher.

The wild stuff is only around in January and August and by the time they get to Sydney well, let's say my Barras are better.

So come in for some fresh Barramundi. They also taste great Thursdi, Fridi, Saturdi and Sundi.



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