

## 2020 WWF-Sassi Trailblazers Award-winners announced

WWF-Sassi has announced the six winners of the 2020 Trailblazer Awards. The six chefs have been recognised for their commitment to the use of sustainable seafood and championing sustainable seafood practices in their restaurants.



### The awarded chefs and their restaurants are:

Chef Andrew Atkinson - Shalati  
Chef Neill Anthony - La Mouette  
Chef Judi Fourie - Pilcrow & Cleaver  
Chef Jamie Friedberg - Between Us  
Chef Christina Semczyszyn - Tjing Tjing  
Chef Jess Van Dyk - Protege

### The chefs were chosen based on the following criteria:

- The restaurant's seafood sustainability policy.
- The effectiveness of the communication of their seafood sustainability practices to their customers, employees and suppliers.
- Their level of engagement in communicating their seafood sustainability practises to a wider audience.

- The 'Trailblazer factor' – chefs and restaurants going the extra mile in promoting and supporting seafood sustainability.

Commenting on the awards Pavs Pillay, manager of the Sassi programme with WWF-SA, said: "Chefs serve as the gatekeepers for the food and hospitality industry and so play a critical role in leading market forces, influencing popular taste and promoting ocean-friendly seafood. Chefs that lead the way in sustainability are true ocean stewards. Our partnership with them is inspired by their commitment to help restore our overexploited seafood species and safeguard our ocean. The chefs we recognise have gone the extra mile in advocating the sustainability message. Congratulations to all the winners!"

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