



ATLANTIC TREASURES

HAND SELECTED
FROM OUR FAMILY TO YOURS



WELCOME NOTE

Welcome to our first e-newsletter of 2020. We've had a busy six months, adapting to COVID-19, finding solutions to sustain the business, and it's been a tough challenge for everyone in the fishing industry, as for everyone. Over the last few months we've been working hard behind the scenes and this summer we launched a new seafood initiative in Killybegs as well as launching the latest Atlantic Treasures' Smoked Mackerel product. As we come into our busy season, we look forward to the last quarter and a bright 2021.



NEW PRODUCT

We're always looking to create tasty new recipes to meet the demands of our customers and we are proud to launch our new addition to our Smoked Mackerel Full On Flavour Range. Garlic, Herbs & Spices is a gluten free pesto marinade that brings to life a fragrant blend of basil, soft herbs and a hint of garlic.

HOOKED & COOKED SEAFOOD EXPERIENCE

This summer we launched the Hooked & Cooked Seafood Experience which went down a treat with the wider community and visitors to the area. We were delighted to partner with Hugh O'Donnell and the team at Hughie's Bar to bring the concept to life. Hooked & Cooked is all about bringing people to Killybegs and letting them experience fresh fish and learn a little bit about our history and culture. The experience is available all year round and costs €15 per person. To find out more click [HERE](#).

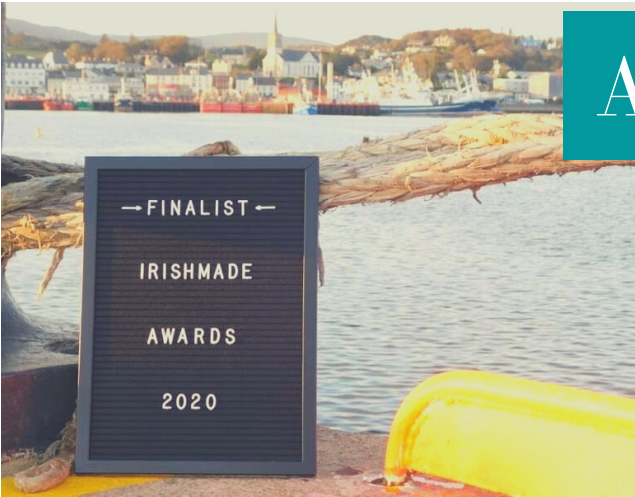


LATEST BLOGS

[FINDING THE PERFECT WINE - Q&A WITH THE IRISH WINE DOLL](#)

[FIVE REASONS TO ADD MORE FISH TO YOUR DIET](#)

[MICHAEL O'DONNELL: SIX THINGS I LEARNT AFTER A BUSY FIRST YEAR IN BUSINESS](#)



AWARDS SEASON

Awards season is here and we were thrilled to win four awards at this year's **Blas na hÉireann Irish Food Awards**. We won **Gold** for our Dunnes Stores Honey and Mustard Irish Smoked Mackerel, **Silver** for our newly launched Garlic, Herbs and Spices and **Bronze** for both our Aldi Specially Selected Smoked Irish Mackerel with Atlantic Seasalt and Pepper and Aldi Specially Selected Beachwood Smoked Irish Mackerel. Next up is the **Irish Country Magazine Irish Made Awards** and the winners will be announced next month. Huge thanks to everyone who took time to vote for Atlantic Treasures - we really appreciate all your efforts and support.

VIRGIN MEDIA SHINE A LIGHT ON DONEGAL

August was a really busy month as we welcomed TV presenter Nadine Reid along with an amazing crew from Virgin Media to Killybegs for a special feature on the county. While in Donegal, Nadine enjoyed the Hooked & Cooked Seafood Experience, tuna fishing with Michael Callaghan of Tuna Ireland, a visit to Studio Donegal and a special tour around Sliabh Liag Cliffs. The show aired on the Six O'Clock Show and we were honoured to share the big screen with Donegal captain, Michael Murphy.



IN THE PRESS

The Hooked & Cooked Seafood Experience has been hitting national headlines with some lovely features in Irish Times (The Gloss), RTÉ Guide, Irish Country Magazine, Marine Times, The Skipper, Donegal News, Donegal Daily and Woman's Way.



1ST BIRTHDAY

The Fish Stop in Killybegs celebrated its first year in business in September. We cannot thank the wider community for their continued support and we look forward to bringing you delicious fresh fish, Ocean to Oven dishes and local artisan produce throughout the year.



BRAND AMBASSADOR

We've teamed up with Donegal chef Brian McDermott to become a brand ambassador for Atlantic Treasures. We can't wait to share Brian's exclusive smoked mackerel recipes with you. Check out his step-by-step guide to his **Smoked Mackerel & Leek Penne Bake**.

FOOD, FIND & FOLLOW

- FOOD:** For the best takeaway fish dishes, check out the Killybegs Seafood Shack.
- FIND:** For stunning views, find St. John's Point, located around 25 minutes from Killybegs.
- FOLLOW:** For food inspiration and new recipes, follow Bord Bia Ireland - @bordbia

