



A Celebration of the Sea: Brand New South West Sardine Festival Comes to the English Riviera This Summer

On Sunday 03 August 2025, Brixham will host a new one-day festival celebrating British sardines and South Devon's fishing heritage

This summer, Brixham's Fish Market will come alive with flavour and festivity as the [South West Sardine Festival](#) arrives on Sunday 03 August 2025, bringing a vibrant new celebration to the heart of one of Britain's most historic fishing towns.

Free to attend and running from 12:00 to 21:30, the festival invites locals and visitors alike to experience a day inspired by coastal traditions, from the South West to the Mediterranean. At its heart is the British sardine - abundant, sustainable, and caught right here in the South West.

With appearances from some of the UK's most celebrated and respected chefs, including Nathan Outlaw, Ben Tonks, Mark Hix, Mitch Tonks, Steven Lamb, Matt Tebutt, Rich Adams, Jane Baxter, Jack Stein and Kirk Gosden, the event showcases sardines as a delicious and versatile staple of the British seafood scene. Responsibly sourced, MSC-certified chargrilled sardines and festival wine will be available to purchase throughout the day, served fresh from the coals in celebration of the start of the sardine season.

The atmosphere promises to be lively and welcoming, echoing the great sardine festivals of Spain and Portugal where entire communities gather to mark the arrival of the summer catch. In Brixham, that same spirit of togetherness will be matched by live music, street entertainers, family activities and the distinctive energy of a town deeply connected to the sea.

Mitch Tonks, Founder and CEO of Rockfish commented: "We're absolutely thrilled to be supporting the South West Sardine Festival in Brixham this August, inviting locals and those travelling from further afield to celebrate British sardines and the South Devon fishing industry and its history.

"We've been working on this community event for several months and look forward to welcoming some of the UK's most celebrated chefs to get behind the grills, cooking whole sardines over charcoal ready to be eaten on the spot as the party kicks off. Hopefully this will be

the first of many Sardine festivals and a way to encourage more people to eat locally caught, seasonal fish throughout the year!"

The South West Sardine Festival is more than just a seasonal celebration, it's a meaningful recognition of the region's deep-rooted heritage. With fishing traditions dating back to the 14th century and home to one of the UK's busiest fish markets, Brixham continues to thrive as a community closely tied to its maritime roots. Holding the festival in Brixham celebrates the town's historic significance, its vibrant present, and its commitment to advancing sustainable fishing for the future.

Carolyn Custerson, Chief Executive Officer of the English Riviera BID Company, commented: "The South West Sardine Festival is a wonderful showcase of what makes the English Riviera so distinctive and special. It's about celebrating our beautiful coastline, our time-honoured food traditions, and the strong sense of community that's at the heart of everything we do here.

"Festivals such as this don't just bring people together, they spark local pride and help boost the visitor economy by attracting those who want to experience a cultural event that is well and truly rooted in the character of the place."

The event has been made possible through the efforts of the Brixham community and the support of partners including the English Riviera BID Company, Brixham Council, Sound Seafood, Brixham Trawler Agents, Bay Coffee Co, Swisco, Brixham Chamber of Commerce, Torbay Council and Rockfish, and is a community-led initiative designed to welcome all.

Whether you are a resident, a seafood enthusiast, or simply seeking an engaging coastal experience, the South West Sardine Festival offers a unique way to connect with the region's maritime heritage and sustainable food future.

For more information about the South West Sardine Festival visit:

<https://www.englishriviera.co.uk/whats-on/south-west-sardine-festival-p3686143> and <https://sardinefestival.co.uk/>

For more information about what The English Riviera has to offer visit:

<https://www.englishriviera.co.uk/>

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NOTES TO EDITOR:

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About the English Riviera

The English Riviera Business Improvement District (ERBID) Company is a collaborative effort between over 1000 local businesses, authorities, and stakeholders dedicated to enhancing the tourism experience and promoting sustainable economic growth for Torbay.

Looking to Escape Your Everyday? With 22 miles of stunning coastline, the English Riviera covers Torquay, Paignton and Brixham. Torquay is the birthplace of Agatha Christie, the world's greatest crime writer, and the resort offers a vast array of culture, history, water activities, spas, festivals, entertainment and food and drink experiences. The resort is also an international cruise port.

As a designated UNESCO Global Geopark, the English Riviera has gained international recognition for its 400 million years of geological heritage and is promoted as One of Earth's Extraordinary Places.

For more information for consumers visit www.englishriviera.co.uk and for businesses visit www.englishriviera.co.uk/bid

About Mitch Tonks

Mitch Tonks is founder and CEO of the seafood restaurant group Rockfish, a unique seafood restaurant business which catches, processes and serves local seafood at 11 coastal locations in the South-West. He also founded and runs the award-winning Seahorse restaurant in Dartmouth and has written 7 cookbooks.

Over his 25-year career in seafood as a fishmonger, chef, restaurateur and CEO he has been a leading, respected and credible voice for seafood, a champion of British fishing and fishermen and the Southwest fish market in Brixham. His mission is to get more people enjoy British seafood in the UK, reducing exports, reducing imports, reducing waste and showing people how great our island's seafood is. Alongside this he firmly champions of the art of being a restaurateur and believes in the power of restaurant spaces in helping to shape our communities.