WING of St MAWES

The CORNISH FISHMONGER

Let us be your eyes on
the quayside fish markets



With a heritage spanning over 40 years, Wing of St Mawes has built a trusted reputation as a leading supplier of wholesale fish, shellfish, and smoked fish to the hotel and catering trade.

We source the finest fresh seafood directly from Cornwall's fishermen and renowned quayside markets, and deliver to hotels, restaurants, pubs, retail shops, farm shops, delicatessens, and fishmongers across the country.

Our reputation is built on the trust of businesses and chefs nationwide who rely on us for consistent quality and reliability. Every delivery reflects our commitment to exceptional quality, outstanding value, and a level of customer service that keeps our customers coming back.

Family Business *& Ethos*



We're a family business, founded by Rob Wing and now carried forward by his son Jack, backed by a strong and dedicated team.
Our ethos is simple: To put our customers first as we deliver the highest quality, fresh seafood that champions local fishermen and sustainable fishing practices.

It started with Rob. Ten years as a chef, followed by a move into fishing and running his own boats. That path, from kitchen to coastline, is what's shaped four decades of us honing our craft as fishmongers. Rob laid the foundations of the business, and these days Jack leads the way, supported by a team of skilled fishmongers who prepare seafood for UK Hospitality and Michelin-starred chefs.

We've built strong relationships with local fishermen, and whenever possible we buy from small day boats skippered by Cornishmen. This is how we support traditional, sustainable fishing across Cornwall and Britain.

Occasionally, a particular species isn't native to our waters, or it simply needs time to recover. When that happens, we'll look further afield, always seeking out a healthy, sustainable source for you.

State of the Art

At Wing of St Mawes, our purpose-built facility reflects our commitment to quality, hygiene and sustainability at every stage, from quayside to dispatch.

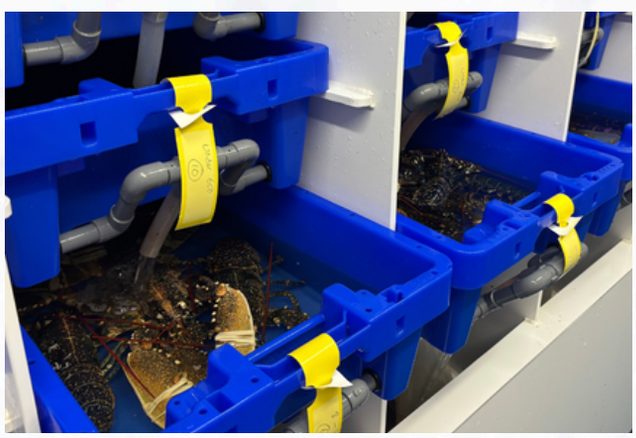
Our premises are designed around an efficient, flow production line, taking seafood from intake through chilled preparation, filleting, and packing, with minimal handling to retain maximum freshness.
Fish landed daily by our local fishermen is processed professionally by our skilled team, using techniques perfected over years of experience.

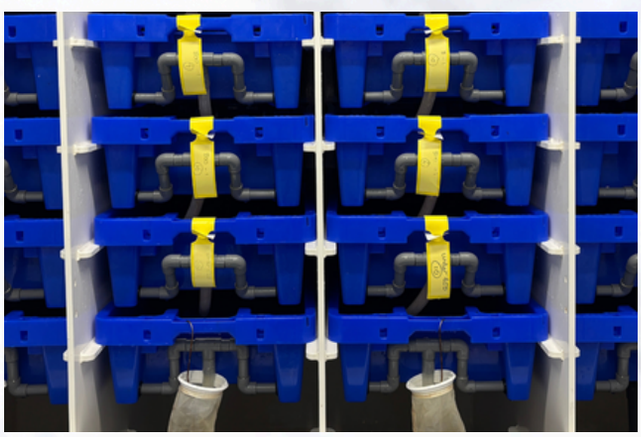




High-specification refrigeration, stainless steel work surfaces and rigorous hygiene protocols run throughout, maintaining precise temperature control and full traceability at every step. The same building also incorporates the energy-efficient systems and waste-reduction practices alongside our wider sustainability commitments, meaning the facility producing your seafood is also designed to minimise its environmental footprint.

Ongoing investment ensures Wing of St Mawes stays equipped with modern, efficient technology that supports both product quality and environmental responsibility.





The Art of Hand Picking

All the white crab meat we supply passes through skilled hands before it reaches yours. It's a slow, careful craft; nothing about it is rushed, and nothing can be automated.

Once the crabs are landed and cooked, each one is picked by hand, shell by shell, by expert fishmongers. Our pickers work methodically through the claw, body and knuckle meat, easing every last flake free while keeping the delicate structure of the meat intact. It's precise, patient work, the kind that machines simply can't replicate without damaging the quality.






Attention to detail is what gives our crab meat its characteristic tender, flaky texture. Despite our best efforts, the occasional small fragment of shell may remain, a natural trade-off of a process that prioritises quality and care over speed.

As one of the few fishmongers in the south west still hand-picking crab meat in-house, we believe this extra care is what sets true Cornish crab apart. It's slower, it's more labour-intensive and it costs more to do properly, but the difference is there in every bite.



What Our Customers Say

Nathan Outlaw, Outlaws

I have been dealing with Rob and Jack for several years now and can honestly say that it has been a pleasure. They are able to provide me with the very best quality fish and seafood and offer a restaurant quality prep service which makes my life so much easier! The company has a 'can do' attitude making for first class customer service.
Rob and Jack's passion for what they do matches my own and they are always able to furnish me and my chefs with up-to-date knowledge about the state of the catch and sustainability issues. I have no hesitation whatsoever in recommending Wing of St Mawes.

Paul Wadham, Hotel Tresanton

We have used Wing of St. Mawes for many years; their fish quality is consistent and reliable. Our guests adore their smoked salmon and especially their kippers.



The CORNISH SMOKE Co



Meet The Cornish Smoke Co., the new home for our range of smoked seafood. Every batch starts with a careful cure, which seasons the fish and draws out moisture so the flavour becomes richer and more concentrated. It's then smoked slowly over natural oak, a gentle, unhurried process that gives the fish its deep, savoury character.

Perfection comes with time and experience

We've spent years perfecting the art of smoking fish, and this rebrand is simply a chance to tell that story properly, celebrating the tradition, the coastline, and the care that goes into every piece of fish we cure. From our signature smoked salmon to our traditional oak-smoked kippers, it's the same excellent seafood our customers already trust, now under a name that captures exactly what we do.

The CORNISH SMOKE Co



At Wing of St Mawes, smoking is one of the traditional techniques we use to bring out the very best in our seafood. Carried out entirely in-house, our smoking process combines time-honoured methods with the careful attention of our experienced team, ensuring every batch is infused with rich, natural flavour. We use oak chippings, slow-smoking our fish over a sustained period to achieve a delicate balance of smokiness without overpowering the natural taste of the seafood itself.

Award Winning

The result is a range of beautifully smoked fish and seafood, prepared with the same dedication to quality and provenance that underpins everything we do.

great taste ★★ 2025

Great British FOOD AWARDS 2024

Taste of the West South West England GOLD 2023

Retail-Ready *Seafood*

Not just a supplier to the trade, we're a partner for your counter.

At Wing of St Mawes, we know farm shops, delis, and independent retailers need more than bulk catering packs. You need seafood ready to sell that's beautifully presented, consistently high quality, and with the story today's customers are asking for.

That's why, alongside our wholesale service to restaurants and hotels, we offer a dedicated range for retail shelves, sourced from the same day boats, prepared to the same exacting standard, and packed for display rather than the kitchen pass.

We currently supply farm shops and independent retailers across Cornwall and the South West, with regular delivery routes.

Get in touch to discuss your counter space, footfall, and the range that would work best for you.





Supporting British Fishermen

We work closely with local fishermen wherever we can. When there's a choice, we'll always pick Cornish-caught over fish shipped in from further afield, keeping Cornish crews on the water and Cornwall's fishing heritage alive.
We have an agreement with the shellfish fishermen who land to us on a daily basis; any fish bones left over after filleting and preparing the day's catch are donated back to them free of charge, to be used as lobster and crab bait. Nothing goes to waste, and the relationship works both ways.

Some species need a season off to recover, or aren't found in our waters. When that's the case, we look beyond Cornwall to find a healthy, well-managed source. Our first call is always to the boats we know best.
Using the same approach as the Marine Conservation Society, the Cornwall Good Seafood Guide rates fish on a scale from 1 (best) to 5 (worst), with 1 to 3 considered sustainable choices. It's an independent, fact-based system, run by the Cornwall Wildlife Trust, and we're proud to back it. It's one of the clearest ways we, and you, can see the impact of fishing decisions and keep pushing towards better practice.

Your purchase keeps that chain strong: a fisherman fairly paid, a boat still working, a coastline safeguarded for the next generation.







Our Commitment

Sustainability

Reducing, recycling, reusing and repurposing materials wherever possible is not simply a slogan for us; it informs how we operate day-to-day.



Energy

15 years ago, we installed a 30-kilowatt solar panel array.
In 2026, we upgraded to newer, more efficient panels and trebled our solar footprint across the roof.

Our premises are built for efficiency: fridges and freezers use ozone-friendly refrigerants and energy-efficient compressors, while lighting is low-voltage LED and movement-sensor controlled to minimise power use. Our forklifts have also transitioned from fossil fuels to electric power, further reducing our on-site emissions.



Sustainable Packaging

Our packaging has been carefully designed to minimise waste and ensure full recyclability upon receipt:
-Cardboard boxes can be flat-packed and contain an element of recycled material.
-Gel packs can be refrozen and reused repeatedly or defrosted, split and recycled at your local supermarket.
-Plastic trays used to package fish are made from the same material as milk bottles and are fully recyclable.
-For large hospitality orders, we use sturdy plastic crates, the same used at the fish markets, which take the extra weight and are returned for reuse by us again and again rather than discarded.

Transport

Our delivery fleet is undergoing a phased transition to fully electric vehicles. Starting in 2026, we began replacing our refrigerated vans with electric alternatives, and over the next five years, we plan to extend this transition across our entire fleet. This ongoing investment will reduce emissions from our deliveries and support our wider commitment to sustainable operations.



Giving Back

As supporters of the National Lobster Hatchery's 'Buy One Set One Free' scheme, we proudly donate £1 for every lobster bought online. Thanks to sustainable fishing practices and the good work of the National Lobster Hatchery, here in Cornwall; Lobsters love living in Cornwall's rocky coastal shores and tend not to migrate, which is why the stock enhancement programme run by the hatchery works so well to secure the future of sustainable, Cornish lobsters.

THE FISHERMEN'S MISSION

We're proud to be a regular supporter of this incredible charity, which helps local fishermen and their families in times of need.

SUSTAINABLE SEAFOOD CHOICES

By their side from the start, we're proud to support the Cornwall Good Seafood Guide in their work educating the public to make in-season, sustainable seafood choices. As well as variety, your customers want seafood that is at its best because it's in season.

Contact Us

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State-of-the-art premises
and SALSA food safety certified

