

FOR IMMEDIATE RELEASE

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Press Release

Fish and Fly Announce 2016 Fly Fishing Industry Award Winners

Worth, West Sussex, February 23, 2017: Fish and Fly are delighted to announce the winners and runners up in their inaugural **2016 Fly Fishing Industry Awards**.

We asked fly anglers from across our portfolio of market-leading fly fishing websites, forums* and their associated social media pages to firstly nominate and then subsequently vote on their favourite fly fishing brands, gear, service providers and personalities across 16 different categories.

Please find below full details of the winners and runners-up in each category and we would like to pass on our congratulations to each and every one of them.



Notes:

- The winners and runners-up all receive a digital award logo in gold, silver or bronze.
- Nominations for the 2017 Fly Fishing Industry Awards will begin later this year.
- The images used are available from Paul Sharman at ps@fishandfly.com

FISHING PRODUCT OF THE YEAR



HELIOS 2

Gold: Orvis Helios 2

“We are thrilled to be announced winner of fishing product of the year and also to receive awards in 3 other categories. The fact that these awards are voted for by the angler makes it especially pleasing for all the team here at Orvis. Our continued goal is to produce the very best fly tackle possible at the best price without sacrificing quality or performance.” – Richard Banbury, Orvis UK.

Silver: In-Touch RIO Gold

Bronze: Sage X

BEST FLY ROD



Hardy Zephrus

“We are delighted to receive this award on behalf of the Hardy brand. With increasing competition, significant advancements in technology, changing trends and fishing styles, we are proud that Hardy continues to be recognised by anglers all over the world. We would like to thank our customers for their support and hope that our range of equipment continues to find its way into the hands of anglers for many years to come.” – Al Cross, Pure Fishing (UK) Ltd

Orvis Helios 2

Sage X

BEST FLY REEL



Hardy Ultralite SDS

“We are delighted to receive this award on behalf of the Hardy brand. With increasing competition, significant advancements in technology, changing trends and fishing styles, we are proud that Hardy continues to be recognised by anglers all over the world. We would like to thank our customers for their support and hope that our range of equipment continues to find its way into the hands of anglers for many years to come.” – Al Cross, Pure Fishing (UK) Ltd

Greys GTS900

Orvis Hydros SL

BEST FLY LINE



In-Touch RIO Gold

“This is fantastic news for all of us at RIO, and I am delighted that so many people voted for the InTouch RIO Gold as their favourite fly line. It is the line most RIO employees use too, so very satisfying to know that fly fishers in the UK also love this line. I would like to thank Fish & Fly for organizing this award, and especially to thank all the fly fishers out there who thought of us and who voted for us.” – Simon Gawesworth, RIO Products.

Cortland 444 Classic

RIO Scandi 3D Shooting Heads

Special Mention: Barrio GT90

BEST MANUFACTURER OR BRAND

HARDY

ALNWICK | ENGLAND

Hardy

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Al Cross, Pure Fishing (UK) Ltd

Orvis

Sage

BEST RETAILER – WALK IN



Glasgow Angling

“We are delighted to receive this very prestigious award and will endeavour to continue to give the very best possible service to all our customers.” – Paul Devlin.

Orvis

John Norris

BEST RETAILER – MAIL ORDER



Glasgow Angling

“We are delighted to receive this very prestigious award and will endeavour to continue to give the very best possible service to all our customers.” – Paul Devlin.

Sportfish

John Norris

BEST FISHERY – RIVER



River Test

“The Test and Itchen Association is delighted to accept this Best Fishery Award from Fish and Fly on behalf of the River Test fishery owners the Association represents. The Association has been working for more than 100 years to promote and protect the River Test. It is an iconic chalkstream that provides the discerning fly fisherman with a wide range of wonderful opportunities to enjoy their sport. The Association is determined to ensure that future generations can continue to enjoy what provides so much pleasure today.”

Jeremy Legge, Executive Director.

River Tweed

River Dee – Scotland

BEST FISHERY – STILLWATER



Tinto Trout Fishery

“I would like to dedicate this win to my late father who put his heart and soul in to this fishery creating his own little piece of Caithness here in central Scotland. I am sure he would be very pleased to hear that his hard work and angling morals have been appreciated by so many. Quality over quantity has been our moral since we opened 25 years ago and will remain our drive in to the future.” – Munro Reid.

Lake of Menteith

Farmoor Reservoirs

BEST FISHING HOTEL



The Arundell Arms, Devon

“I am delighted on behalf of everyone at the Arundell Arms that your subscribers have voted for us to win this award. We have been teaching fishing on our 20 miles of private waters since the 1920s and it is great the UK’s oldest fly fishing hotel is still winning awards like this after 80 years. But it is not just the fishing that makes the Arundell such a special place. I am biased of course but not only are we in a glorious part of Devon but also I think it is the warmth of welcome that all guests receive whether fishing or not that makes our guests return. We have 2 full time fishing instructors on our staff but it is a team effort that makes the whole guest experience.”

Adam Fox-Edwards, Managing Director.

Fox & Hounds, Devon

Birchwood, Pitlochry

BEST FISHING TRAVEL PROVIDER

FishPal

FishPal

“We are thrilled to have won the Best Fishing Travel Provider. This award means a lot to everyone at FishPal because we were nominated and voted for by our customers.

Thank you.”

Mark Cockburn, CEO FishPal.

Sportquest

Fishing Breaks

BEST FISHING DESTINATION



Scotland

“We are delighted that Scotland has landed best destination for fishing at the 2016 Fly Fishing Awards. From our beautiful rivers and lochs, which are ideal for freshwater angling, to our unique rugged coastline that makes sea angling a popular choice, Scotland truly is a world-class destination for fishing.”

Malcolm Roughead, Chief Executive.

Norway

New Zealand

BEST GUIDE OR INSTRUCTOR



Paul Procter

“I’m absolutely delighted to be recognised as a winner in the 2016 Fly Fishing Awards. I’d like to take this opportunity to thank the readership for the support and hope to cross paths with many of them in the coming years on a riverbank somewhere.” Paul Procter.

Hywel Morgan

Scott Mackenzie

BEST FISHING CHARITY OR ORG.



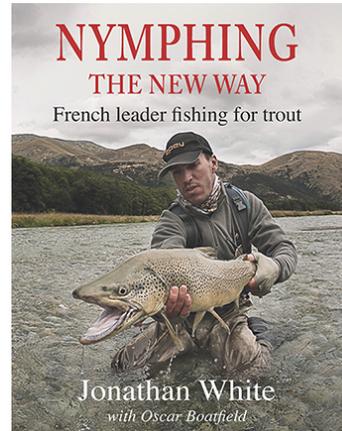
Let's Tackle Cancer

“LTC are over the moon to win this coveted Gold medal award, many thanks to FFF for making this possible. The cause went from strength to strength due to the total generosity of forum members, and the very hard work put in by all the wonderful people in the back ground without who today's total of over £50.000 could never have been achieved. You know who you are, thank you so much.” – Steven Dawson.

Wild Trout Trust

Angling Trust

BEST FISHING BOOK



Nymphing - The New Way by Jonathan White

*“French nymphing is one of those once in a generation leaps forward. Since the invention of the French leader, the French fly fishing team have been the most successful team at the World Championships and at a personal level, since using them I reckon that I catch about 5 times as many fish as I did before. Winning the Gold Medal for my book in the Fish&Fly Fishing awards is a real honour.”
Jonathan White.*

Megan Boyd - The Story of a Fly Dresser by Derek Mills & Jimmy Younger

GT - A Fly Fisher's Guide to Giant Trevally by Peter McLeod

FISHING PERSONALITY OF THE YEAR



Davie McPhail

*“Thank you to everyone that voted for me, I am so grateful. I get asked many questions about fly tying and where I get my inspiration from and it's mostly from all the questions about tying methods, materials and suggestions on flies to tie from all around the world. I hope to keep working away and helping anyone that asks. If you can pass on what you have learned about fly fishing and fly-tying, you will encourage many more to take up this wonderful hobby and pastime.”
Davie McPhail.*

Charles Jardine

Bruce Sandison