



Dear

**RE: STOP SELLING SHARK FIN SOUP**

I am writing to invite you to remove shark fin soup from your menu. I think its inclusion is ecologically irresponsible and no longer socially acceptable.

Every year over 70 million sharks are slaughtered to meet consumer demand. Most are killed just for their fins. As a result, some shark populations have plummeted by 90% in the past 60 years.

In short, the world's fishing fleets are killing sharks faster than they can reproduce and nature can't keep up. Unless this situation is halted, shark populations face certain extinction.

I will not let that happen.

By ending the sale of shark fin soup you can contribute to a rapid and positive change in the fortune for sharks and the marine environment. However, without your support, the oceans face an uncertain future that could ultimately impact the air we breathe, the food we eat and the water we drink.

One organisation – [www.bite-back.com](http://www.bite-back.com) – has already inspired countless establishments around the globe to halt the sale of shark products, including London's only Michelin-starred Chinese restaurant, Hakkasan. As a result of its campaigns no supermarket in Britain sells shark meat and many restaurants have changed their menus for good.

For that reason I have alerted Bite-Back to the inclusion of shark fin soup on your menu.

I'm now urging you to end the sale of this controversial dish and reduce the pressure on declining shark populations worldwide. Certainly I'm not alone in this request and I'm proud to have the support of the like-minded celebrities who have co-signed this letter.

Please remember that declining shark populations are a direct result of over-fishing which is fuelled by over-consumption. Only an end in the trade of shark products will set a new public agenda for the protection of sharks worldwide.

By advising Bite-Back of your decision to stop selling shark fin soup (email [stop@bite-back.com](mailto:stop@bite-back.com)) it will actively support the move and work hard to generate positive publicity for your business.

All you have to do now is remove it from your menu. It's as simple as that.

Yours sincerely

Co-signed:

**Gordon Ramsay, OBE**  
Chef  
Television presenter

**Hugh Fearnley-Whittingstall**  
Chef  
Television presenter

**Charles Clover**  
Journalist, author  
The End of the Line

**Martin Clunes**  
Actor  
Television Presenter

**Ben Fogle**  
Adventurer  
Television Presenter

**Frank Pope**  
Ocean's correspondent  
The Times