



We've all heard the surrealists favourite joke, "When is a bicycle not a bicycle? When it's a fish" and very amusing it is too, but the issue of declining fish stocks throughout the world's oceans is no laughing matter these days.

Fish2fork is the world's first website to review restaurants according to whether their seafood is sustainable, and not just how it tastes. As the site expanded and the necessity for multiple languages and country-specific content became apparent, the sites original CMS wasn't able to cover all the bases. We introduced them to Sitecore CMS, a platform more than powerful enough to solve the problems they were facing.

We gave the site a new design with some jquery goodness and a hint of flash to give it a lift. We also introduced a modular structure to the site, thereby enabling Fish2Fork to control not just the site content, but also (via Sitecore) its layout too.

So now, not only do you know at least one fish-based gag, you also need never eat fish from an unsustainable source ever again, even if some restaurants continue to serve it.