

New Falklands seafood processor launches value-added line in London

Fortuna Ltd were at the Restaurant Show in London this month exhibiting a new range of value-added seafood products produced at their newly-built processing plant in Stanley.

The show is the only dedicated trade exhibition for the UK restaurant and food service industry and it provided an excellent opportunity to meet face-to-face with buyers from mid to high-end restaurant chains, hotels and caterers.

The new processing plant, the Island's first purpose-built EU standard facility, marks an important moment in the company's development. Traditionally known in the seafood world as exporters of primary processed products - whole round squid and fish - destined for the world's industrial markets, the new plant offers an opportunity to get closer to the seafood consumer by offering food service and retail products.

Falklands Calamari, Hake and Toothfish are flagship items in the product ranges of the world's leading importers yet further down awareness amongst the average shopper wandering the aisles or diner scanning the menu of the Islands as a source of seafood is low. A strong well-resourced processor, supported by the fishing and shipping sector, can change that.

As a coastal processor the new enterprise doesn't face the same challenges of seasonality and limited product forms that fishing contend with, it can choose how to handle, process and pack products to best serve consumer needs. Events like the Restaurant Show allow specialized information to be gathered about market values for different products, the preferences for product form, format and presentation that are essential in order to gain the best relative value once you start cutting fish.



The Northern European market is notoriously demanding. Most significant is the investment in promotion that consumer orientated sales require, a level of intensity very different from export sales.

Quality attributes at the forefront in London, Falklands chefs Matt Clarke assisted by Rhys Clifford were on the line, performing live cooking demonstrations and explaining the finer physiology of the taste of Falklands seafood.

Decision makers, seafood chefs, care just as much about the story behind the food as the food itself, and they were excited by the Falklands themes they could focus on at the retail level.

Mineral-rich nutrients flowing up from Antarctica, one of the last undeveloped regions of the world, providing a unique source of food, combined with energies unique to the Falklands; strong offshore winds for continual movement of mineral-rich water, high visibility skies the sort you only get at high latitudes, clear as crystal and no warmer, are all factors that ensure fish grow strong slowly and conjure up just the sort of image of south hem wilderness that sells premium seafood.

Adding some color to the range, Falklands Seatrout, vibrant red, looked great alongside the pearly white Toothfish products and its life cycle speaks to the brand perfectly.

Reared from fry at Moody Brook and farmed at Fitzroy Bay set deep within the jagged coastline of the Islands, on the Antarctic facing coast of East Falklands it benefits from the same unique ecological conditions that create one of the most productive eco-systems in the South Atlantic, creating firm flavorsome trout. Farmed in the wilderness in this way it is indiscernible from the same fish caught in the wild.

Key contacts with UK high end restaurants now established and demand fully prepared full scale production will begin shortly with product dispatched to key inter city locations in target markets around the world. The company will be exhibiting at the China Fisheries & Seafood Expo in Qingdao next month targeting the high-end operators in South East Asia.

Further details of the new line are available at www.falklandfish.com

