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Anova Seafood announces broader 'Simply Tasty' portfolio at the Seafood Expo Global in Brussels

Anova Seafood is proud to be one of the first to introduce ASC certified shrimp in the Dutch retail supermarkets as part of their 'Simply Tasty' Portfolio. 'Simply Tasty' is the company's concept to bring products to the market via the purest and shortest route possible. The portfolio ranks Anova's best quality products, ranging from MSC Single Frozen salmon, MSC Tuna, MSC Frozen at sea Cod, MSC Frozen at sea Alaskan Pollock and ASC Pure pangasius. The products will be presented at the SEG in Brussels.

"The concept and its products have been very well received by retailers and A- brands in Europe that want to differentiate themselves in the market. The ASC certified Shrimp is a welcome contribution to this portfolio. Thanks to our integrated quality system and partnership we can offer transparent quality and optimal taste in line with the 'Simply Tasty' philosophy," says Hendrik Colpaert, Commercial Director at Anova Seafood. Anova sources the ASC shrimp via its office in Vietnam, which has extensive shrimp, quality and packaging experience.

Anova also demonstrates their new Skinpack solution at the SEG which has been introduced recently in Dutch supermarkets. Anova launched the product in relatively small volumes, but thanks to further improvements in optimizing the supply chain the company expects to scale up volumes even further in the coming year. Under the name Sourcepack Anova will prove that the fresh/ chilled seafood chain can be designed more efficiently such that the consumer can enjoy higher quality seafood for a competitive price.

Also in the area of corporate social reporting, Anova will continue to take the lead in publishing its '2015 Corporate Responsibility Report' at the SEG. The report will recognize the company's sustainability efforts and progress in the past year, focusing in particular on the topic of social developments. "We believe social responsibility is an important topic for the industry," says Marit van der Heijden, CSR & Communications Manager. "At Anova we challenge our suppliers and work together on improvements in the supply chain. We recognize the progress we have made, and at the same time are conscious of the challenges we face as an industry."

The new developments and concepts underpin Anova Seafood's new strategy that was introduced in December 2014. This new strategy will be further reinforced at the SEG with a new company logo and company branding. Look out for Anova Seafood at the SEG on April 21-23 in Hall 6, booth 1023.
